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MoU on visual communication

By Our Staff Reporter

CHENNAI, AUG. 11. The Birmingham Institute of Art and Design (BID) signed a memorandum of understanding with the Stella Maris College for educational partnership in visual communication here today.

Both the institutes are now designing a programme that will facilitate a debate between the students and the staff in the areas of art and design, said Annamma Philip, Principal, Stella Maris College.

"It will also help both countries understand better the different cultural forces that influence a design," she added.

An exchange of books and other publication material will be possible through the programme.

There was also the possibility of joint research activities, she said.

The BID also signed an agreement with the SCS Kothari Academy for Women, Chennai.

The partnership forged in

the area of fashion design will be for the next three years.

The BID and the Kothari Academy are also working out an agreement for the exchange of staff and students.

The partnership allows for joint research activities and the exchange of publication.

The British Council facilitated the partnership between the Indian and British institutes as part of its ongoing initiative to improve collaboration between the two countries.

Since 1999, the British Council has helped several Indian institutes in this endeavour.

"So far, we were concentrating only on traditional areas of humanities and science. However, factoring the change in attitude of Indians towards non-traditional areas of education, we have decided to facilitate coordination even in this area," said A.J. Solomon, manager, education and governance, British Council, Chennai.