

# C.I.D. PROGRAM

CREATIVITY . INNOVATION . DESIGN

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Children are usually stressed out with study, study, study approach towards an inflated school curriculum, homework, tests and exams. Leaving no room for them to express their ideas, concepts and feelings.

C.I.D. is a program designed to liberate the mind of your child from the shackles of short term memory development in schools.

We work with children to Stimulate their inherent Creativity, Unleash their natural ability to Think Ideas & Solutions, Enhance their Capability to Design.

In creative stimulation we develop emotional intelligence, observation & analysis, sensitivity and understanding. We do basic skill development in sketching, 3d visualization & modeling, photography and presentation. Simultaneously we stimulate creativity through giving open-ended assignments in various mediums.

We discuss Products, Services, Social issues and Design around us and inspire to think Ideas and solutions resulting in innovative thinking. Knowledge of elements and principles of design along with colour theory is imparted through creative assignments.

Children are introduced to and given resources in how things work from hydraulics, pneumatics, robotics and electronics.

Resources and assignments are imparted in lifestyle and consumer product design, architecture and interior design, graphic and communication design. History of major innovations and the process of thinking and action in innovation is explained.

Creative Stimulation, Unleashing of Ideas and Design Enhancement happens on weekends for 8 weeks, at the end of which your child is likely to talk idea's and should be able to sketch, shoot or make a model and present almost every idea in the brain.

Program Incentives:

- Creative assessment report for 14-15 year olds at the end of program helping them to decide on future education.
- Your child is likely to give ideas to improve many things around them.
- Basic thinking skills and presentation skills such as sketching, model making, shooting, ppt etc. will be developed.
- CID Certificate.

Program Designed by : Michel Sohel - *Communication Design & Creativity Consultant.*

Program starting : **15th Nov - 31st Dec**  
(including Christmas holidays)

Program age group : 10 - 15 years

Program Fees including material : Rs 6000/-

Place : Learnin Senter. Shanti Nagar, Masab Tank.

(Landmark - Above Gym & Amul)

Timing : Saturdays- 6.30 - 8.30pm, Sundays- 9am - 12pm

Contact : Laxmi - 9959068020

Learnin  
Senter



## Working on Ideas that give birth to more ideas. - Michel Sohel

Michel had a professional Nikon camera at the age of 6, with the camera in hand his creativity took a flight with encouragement from his dad. He started working with ideas quite early in life.

After getting the education he loved (Interior Design from Raheja School of Architecture & Applied Arts from JJ School of Arts & -Bombay), Michel joined O&M a renowned ad agency, made ad campaigns for Asian paints, Bajaj Auto, British Airways, Cadburys, Johnson & Johnson and many major brands. Very soon he also started consulting for other agencies.

He was one of the pioneers in India to design on Mac's in the world of DOS in the 90's, Kick starting a trend in the Advt. industry. Designed major campaigns, made documentaries, commercials all over India, won awards, trained many creative minds in mass communication design.

Launched one of the first web-consulting firm in India in 1995, launched Govt. of AP, launched Deccan Chronicle, Siasat, Idea cellular, Dr Reddys, Apollo hospitals and many major corporate and Govt. organizations on the net.

Designed the communication strategy for promoting the State of AP as an IT destination, designed presentations of CM to Bill Clinton, Bill Gates, Michael Dell, Larry Page and many multinationals who have setup offices in Hyderabad.

Designed web strategy and trained corporate executives in web strategy and web marketing, conducted workshops and

taught how to do business on the web at the Chamber of Commerce and Rotary Club.

Started the first virtual reality company in India 2005, presented, Hotels, Theme parks, Research institutions, Educational institutions, Hospitals, Manufacturing plants and many structures & locations in Virtual Reality.

Apart from consulting organizations in Web Strategy and communication design Michel dedicates a lot of his time for Creative stimulation in children.

Michel loves producing and working with ideas. Ideas that give birth to more ideas, he has designed a creative curriculum for schools another first to his portfolio.

The creative curriculum is implemented through workshops for teachers and integration with the curriculum for the school. Resulting in Faculty giving birth to innovative brains for a better future...

Creativity Stimulation Programs like Left & Right in summers and CID - Creativity. Innovation. Design. for children between 10-15 years are designed and conducted by Michel his wife and special educators in his center for Creative Learning.

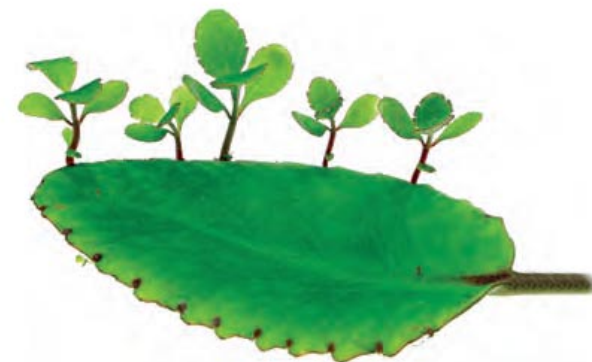
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### *Resurrection plant*

Scientific Name : *Bryophyllum pinnatum*

Common Names : Airplant, Canterbury bells, cathedral bells, curtain plant, floppers, good luck leaf, green mother of millions, leaf of life, life plant, live leaf, live leaf plant, live plant, live-leaf, Mexican loveplant, miracle leaf, resurrection plant, sprouting leaf.



Budding in Bryophyllum