DREAMWORKS

Let your Dreams work for you.

DreamWorks is our newly launched *Career Development Club* where we aim to inspire, guide, and empower students to:

- Explore their passions
- Unlock their potential
- Take confident steps toward future careers
- Career readiness through workshops, expert talks, competitions, and hands-on opportunities.

At DreamWorks, we believe every student's path is **unique**.
We help you **explore, learn, and grow** through real-world exposure, self-discovery, and guided support.
Our goal? To *bridge the gap between school and the future.*

CAREER EXPLORATIONS

SELF-DISCOVERY

WORKSHOPS & EVENTS

GROWTH & READINESS

THE FOUR PILLARS OF DREAMWORKS

Profile Building & Experience

Emerging Careers & Research

Psychometric Testing & Self-Discovery

Studying Abroad & Global Exposure

The Class 10 Crossroads: Confusion, Pressure & Panic

Science?

Commerce?

Humanities?

Or just… Breathe?

The Most Underrated Stream = The Most Transformative

HUMANITIES

Teaches you how to think, not what to think.

Builds critical thinking, writing, research.

It's the stream for change-makers, leaders, storytellers, visionaries.

Helps you analyse society, power, culture, history, and mind.

So, What Happens When You Study Humanities?

You’ll start questioning everything,
even your teachers (politely)

You'll write more than you’ve
ever written in your life

You’ll start seeing hidden links
between history, politics, psychology

You’ll grow into a sharper thinker,
without even realizing it

Quiz Time!

Q1) What do you call someone who studies society, culture, and power?

a) Gossip Girl

b) Political Scientist

c) Astrologer

Political Scientist

Quiz Time!

Q2) Studying Humanities means...

a) You had no other choice

b) You explore people, history, emotions, and ideas

c) You get free Netflix forever

You explore people, history, emotions, and ideas

HUMANITIES IS NOT THE EASY WAY OUT. IT'S THE HONEST WAY IN.

PLAY

Career Paths IN HUMANITIES

DreamWorks

Let your Dreams work for you.

DR. KATE COTTLE ASKS THE QUESTION: WHY STUDY THE HUMANITIES? WE STUDY THE HUMANITIES TO BECOME BETTER HUMANS. THE HUMANITIES IMPACT WORKPLACE AND LIFE SKILLS AS WELL AS GIVING US A GLOBAL PERSPECTIVE ON THE BEAUTY AND HISTORY OF THE HUMAN EXPERIENCE.

WHAT IS HUMANITIES?

Humanities is the study of people, culture, society, and ideas.
It helps us understand the human experience through subjects like:

- HISTORY
- SOCIOLOGY
- PSYCHOLOGY
- POLITICAL SCIENCE
- LITERATURE
- ECONOMICS
- GEOGRAPHY

This stream builds ***critical thinking, communication, empathy, and creativity***, skills that are vital in every career.

In a world driven by **innovation** and **impact**, the Humanities shape ***leaders, thinkers, and changemakers***.

SUBJECT FIELDS

HISTORY

PHILOSOPHY

LITERATURE

LANGUAGES

LINGUISTICS

LAW & LEGAL STUDIES

LIBERAL ARTS

PERFORMING ARTS

VISUAL ARTS

CLASSICS

CULTURAL STUDIES

AREA STUDIES

GENDER STUDIES

ARCHAEOLOGY

ETHICS

SUBJECT FIELDS

ART HISTORY

ANTHROPOLOGY

DIGITAL HUMANITIES

HEALTH HUMANITIES

ECOLOGICAL HUMANITIES

MUSEOLOGY

LIBRARY STUDIES

MEDIA & FILM STUDIES

COMMUNICATION STUDIES

THEOLOGY & RELIGION

The humanities teach us the value of doubt. They remind us that there are always other perspectives.

Emerging Career Fields in Major Social Sciences

Sociology

- Technology & UX Research
- Healthcare Consulting
- Data Analysis & Policy Consulting
- Business Strategy

History

- Media & Journalism
- Policy Analysis
- Cultural Resource Management

Anthropology

- Climate & Environmental Anthropology
- Global Business & Cultural Intelligence
- Technology & UX

Psychology

- AI & Cyberpsychology
- Digital Mental Health
- Environmental Psychology
- Neuroscience Consulting

Geography

- GIS & Remote Sensing
- Urban Planning & Sustainability
- Environmental Consulting

Political Science

- Political Data Analysis
- Remote Political Consulting
- AI Ethics, Political Risk Analysis

Literature

- Digital Content Strategy
- UX Writing & Content Design
- Media & Corporate Communication

Interdisciplinary

- Behavioral Science
- Social Impact Consulting
- Public Policy & Data Science

LIBERAL ARTS – LEARNING WITHOUT LIMITS

An interdisciplinary education blending Humanities + Social Sciences + Natural Sciences, nurturing critical thinking, creativity & adaptability.

Why Choose It?

- Explore multiple fields
- Strong communication & analytical skills
- Career flexibility: Law, Media, Policy, Academia, Business

Perfect for Students Who...

1. **Love diverse subjects**
2. **Want to keep options open**
3. **Value real-world thinking over rote learning**

WHAT CAN YOU DO WITH A LIBERAL STUDIES DEGREE? IF YOU'RE HAVING TROUBLE CHOOSING JUST ONE DISCIPLINE TO STUDY IN COLLEGE, THEN LIBERAL STUDIES MIGHT BE THE MAJOR FOR YOU. LIBERAL STUDIES IS A FIELD THAT INVOLVES MULTIPLE AREAS OF STUDY, OR DISCIPLINES.

CAREER PATHS IN HUMANITIES

- CIVIL SERVICES
- PSYCHOLOGY AND MENTAL HEALTH
- HUMAN RESOURCES
- CREATIVE DIRECTION & DESIGN

CAREER OPTIONS

- LAW
- WRITING AND PUBLISHING
- JOURNALISM & MEDIA
- ACADEMIA & RESEARCH

LAW

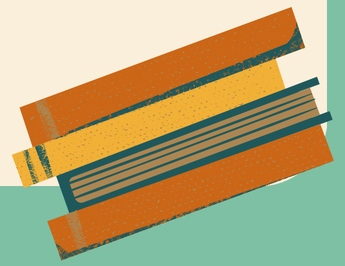
WHAT IS LAW ?

Law as a subject is the systematic study of legal rules, rights, duties, and justice that govern individuals, institutions, and society.

Includes:

- Understanding the Constitution and legal system
- Learning about human rights, criminal law, contracts, and legal procedures
- Developing skills in critical thinking, reasoning, and advocacy

It explores how laws are made, interpreted, and applied in real-life situations.



EARLY START – WHAT STUDENTS CAN DO FROM CLASS 11 & 12

Subject Choice Tips:

Best Fit: Humanities – History, Pol. Science, Economics, Sociology, Psychology

But any stream is eligible, passion > background

Build a Strong Foundation

Read NCERTs (Class 6–12) – History, Polity, Geography, Economics

Read newspapers daily – The Hindu / Indian Express

Watch debates, join MUNs, improve general awareness

Explore Early Opportunities

Visit courts (local/district/virtual)

Legal Awareness Events

Online Law Courses & Webinars

MUNs, Debates & Mock Trials

Try internships or shadow lawyer (if available)

SWOT ANALYSIS

Strengths

1. Respected profession
2. Diverse specializations
3. Strong communication & reasoning skills
4. Global relevance

Weaknesses

1. Lengthy study path
2. High competition
3. Low initial pay
4. Constant upskilling needed

Opportunities

1. Rise in corporate, cyber & human rights law
2. Judiciary, policy, and legal tech careers
3. Real social impact

Threats

1. AI replacing routine legal work
2. Work-life imbalance
3. Burnout & ethical stress
4. Legal system delays

SPECIALIZATIONS

Criminal Law	Crime, justice, prosecution & defense
Civil Law	Property, contracts, personal disputes
Corporate Law	Business, mergers, compliance
Constitutional Law	Fundamental rights, government powers
Family Law	Marriage, divorce, adoption, custody
International Law	Treaties, diplomacy, human rights

ELIGIBILITY

After Class 12 (For 5-Year Integrated Law Courses like BA LLB, BBA LLB)

Qualification: Class 12 pass (any stream)

Minimum Marks: 45% (General), 40% (SC/ST)

Entrance Exams: CLAT (for NLUs) AILET, SLAT, LSAT-India,

After Graduation (For 3-Year LLB)

Qualification: Bachelor's Degree in any stream

Minimum Marks: Usually 45–50%

Entrance Exams: DU LLB, MH CET Law, etc.

PLACEMENTS

- Law Firms (e.g., AZB, Khaitan)
- Legal Publishing (LiveLaw, SCC Online)
- Corporate Legal Teams (e.g., Infosys, TATA)
- NGOs (Human rights, legal aid)
- Judiciary (Judge, Magistrate via exams)
- International Bodies (UN, WTO – with higher studies)
- Litigation (Independent or under senior lawyers)
- Academia (Teaching, Research)

INTERNSHIPS

Law Firms – AZB, Trilegal, CAM

Courts –Under advocates/judges

NGOs – CRY, PUCL, HRLN

Government Bodies – NHRC, Law Commission

Corporate Legal – In-house legal teams

Legal Startups – Policy & contracts

Think Tanks – PRS, Vidhi Centre

Legal Media – LiveLaw, Bar & Bench

CAREER TRAJECTORY

Law Student (LLB/BA LLB)

Internships - Law firms, courts, NGOs

Graduation

Entry-Level Roles:
Junior Advocate
Legal Associate
Judicial Services (via exam)

Mid-Career:
Senior Associate / Partner (Law firm)
Government Legal Officer
In-house Counsel (Corporate)

Long-Term Roles:
Judge
Legal Advisor to Government
Legal Academic / Researcher
International Law Expert

WHAT IS CLAT EXAM? | CLAT EXAM ONESHOT GUIDANCE | CLAT 2025 PREPARATION

CIVIL SERVICES

WHAT ARE CIVIL SERVICES?

“Civil Services” refers to permanent bureaucracy under the Government of India. It includes top administrative roles like IAS, IPS, IFS, IRS, among others.

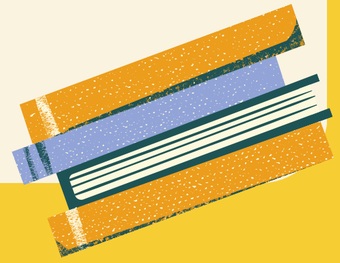
Purpose:

Implement policies, deliver governance, ensure justice and development.

Known for nation-building, integrity, and leadership.

Conducted by: Union Public Service Commission (UPSC)

Total Services Offered: Over 20+ Group A & B services.



EARLY START – WHAT STUDENTS CAN DO FROM CLASS 11 & 12

Subject Choice Tips:

Best Fit: Humanities – History, Pol. Science, Geography, Sociology, Psychology

Also Eligible: Science & Commerce students can apply too!

Build a Strong Foundation

Read NCERTs (Class 6–12) – History, Polity, Geo, Economics

Read newspapers daily – The Hindu / Indian Express

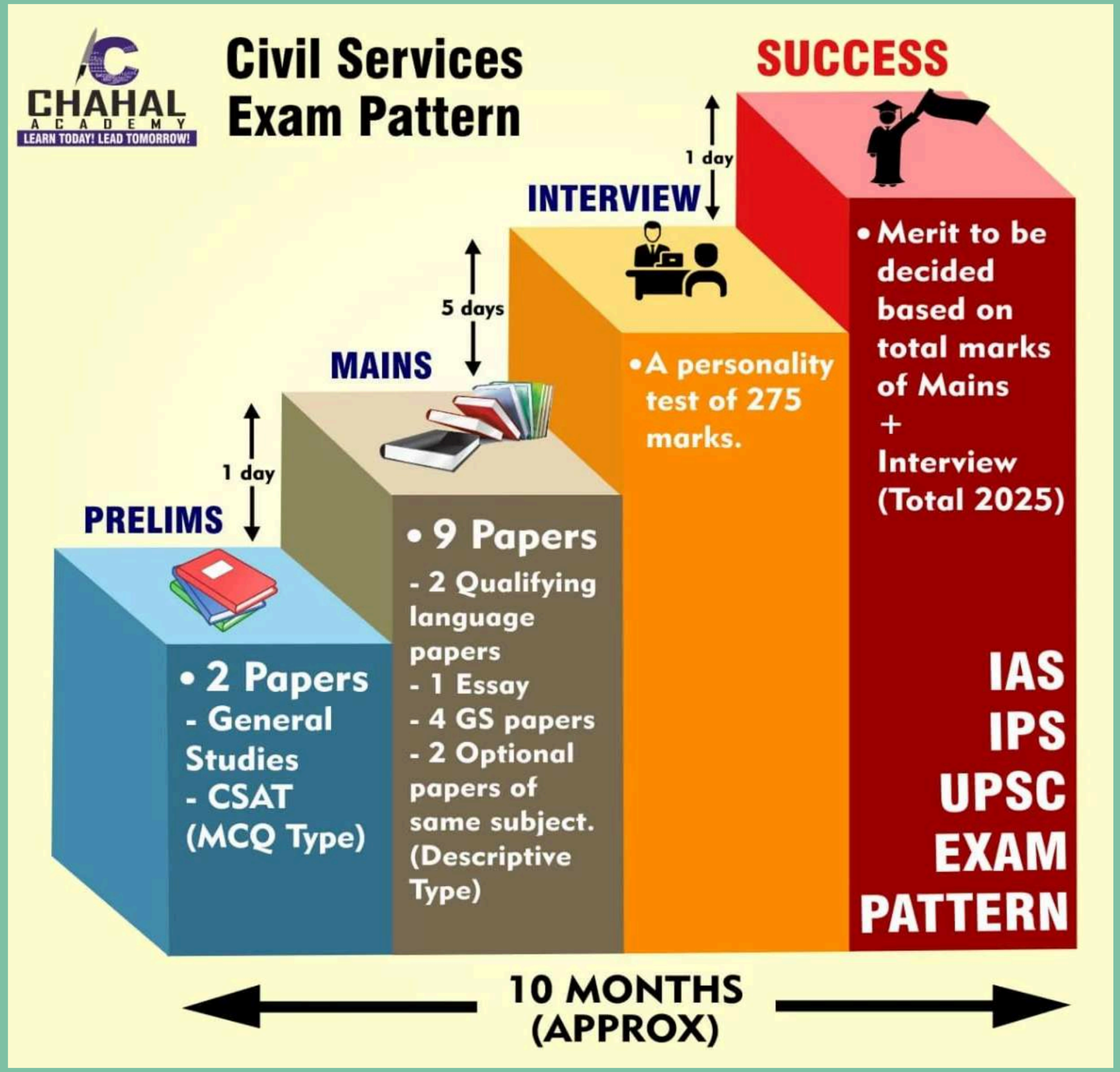
Watch debates, join MUNs, improve general awareness

Explore Early Opportunities

Attend UPSC webinars & career talks

Join school clubs: Debate, Current Affairs, Youth Parliaments

Try internships or shadow civil servants (if available)



CIVIL SERVICES EXAM PATTERN

SWOT ANALYSIS

Strengths

1. Prestigious and respected career
2. Leadership in governance & policy
3. Diverse career paths (IAS, IPS, IFS)
4. Job security, power, perks

Weaknesses

1. Extremely tough competition (0.1% success rate)
2. Long preparation time (1–2 years)
3. High stress, demanding roles
4. Frequent transfers

Opportunities

1. International & inter-service exposure
2. Influence national development policies
3. Career flexibility

Threats

1. Changing exam patterns
2. Political interference & public scrutiny
3. Burnout due to pressure & expectations

SPECIALIZATIONS

Service Type	Example Services	Key Focus Area
All India Services	IAS, IPS, IFoS	Admin, Law & Order, Environment
Group A Services	IFS, IRS (IT & Customs), IRTS, IAAS, ICLS	Diplomacy, Taxation, Railways, Audit, Law
Group B Services	DANICS, DANIPS, Pondicherry Civil Service	State/UT-level administration

ELIGIBILITY

Nationality
Indian

Age Limit
21–32 years
(General
category)

Attempts
Gen: 6

Education
Graduation in
any discipline

Exam Body
Union Public
Service
Commission

PLACEMENTS

IAS – District Collector, Secretaries

IPS – Commissioner, DGP

IFS – Foreign diplomats & Ambassadors

IRS – Income Tax, Customs, GST Officers

Other Services – IAAS, IRTS, IFoS, DANICS

INTERNSHIPS

Legislative Assistants to MPs (LAMP)

State/Local Govt Internships

Public Policy Think Tanks – PRS, NITI Aayog

NGOs & Civil Society Work – Field research, policy impact

Model Governance Simulations – Youth Parliament, MUNs

CAREER TRAJECTORY

. Selection via UPSC Exam

Foundation Course (LBSNAA / Respective Academies)

Probationary Posting (Asst. Collector / SP / Officer)

Mid-Level - District Magistrate / SP / Director

Senior Positions - Chief Secretary, DGP, Foreign Envoy

Post-Retirement - Think Tanks, UN, Politics, Academics

DR TANU JAIN ON UPSC PREPARATION, CORRUPTION, MOTIVATION, PHILOSOPHY & FOCUS | FO305 RAJ SHAMANI

JOURNALISM & MEDIA

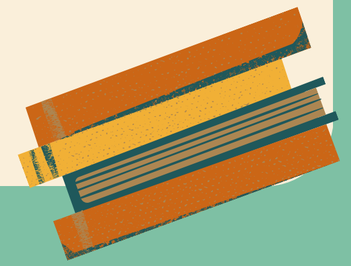
IN MASS COMMUNICATION, YOU CAN EXPECT TO STUDY JOURNALISM, MARKETING, PUBLIC RELATIONS, ENGLISH, MEDIA STUDIES AND SO MUCH MORE. BASICALLY, MASS COMMUNICATION IS THE STUDY OF HOW INFORMATION GETS BROADLY SHARED IN SOCIETY AND HOW THEY ARE INTERPRETED.

WHAT IS JOURNALISM & MEDIA?

Journalism and Media involve gathering, verifying, and presenting news and stories through print, broadcast, and digital channels.

It equips storytellers with skills in :

- RESEARCH
- WRITING
- EDITING
- VIDEO
- PHOTOGRAPHY
- COMMUNICATION



EARLY START – WHAT STUDENTS CAN DO FROM CLASS 11 & 12

Read newspapers daily (The Hindu, Indian Express) & watch news analysis

Try writing articles or short blogs on issues you care about

Participate in school debates, MUN, newsletter clubs or creative writing

Build a Strong Foundation

Enroll in BJMC, BA (JMC), BMM after Class 12

Follow legal, political, economic news & trends

Read widely: feature articles, editorials, online journalism (PARI etc.)

Explore Early Opportunities

Intern or observe at school newspaper/radio/drama club

Attend media workshops & webinars, online journalism courses

Volunteer at cultural events, local publishing, citizen journalism forums

SWOT ANALYSIS

Strengths

1. Diverse career fields
2. Develop communication & storytelling
3. Good global/digital reach

Weaknesses

1. Competitive industry
2. Initially low salary for new entrants
3. Pressure for deadlines & ethics demands

Opportunities

1. Growth in digital, OTT, audio platforms
2. Social media, PR & content careers
3. Freelance and independent journalism

Threats

1. Automation & saturation in media
2. Ethical crises, reputation risks
3. Job instability, rapid industry change

SPECIALIZATIONS

Print Journalism	Reporting, feature writing, sub-editing
Broadcast/TV	Anchoring, reporting, producing
Public Relations	Crafting Image, Building Trust
Photo & Video Journalism	Capturing Truth Through Lens
Advertising	Persuade, Promote, Create Impact
Digital & Online Media	Blogs, multimedia, data journalism

ELIGIBILITY

Undergraduate Courses (e.g., BJMC, BA JMC): Class 12 pass, ≥50% marks (45% for reserved)

Postgraduate/Diploma: Bachelor’s degree in any stream with ≥50% marks (45% for some diplomas)

Popular entrance exams: Jamia, IIMC, ACJ, FTII JET, SET, CAP, etc.

PLACEMENTS

- Reporter / Journalist (print, TV, digital)
- Anchor / Broadcast Producer
- Photojournalist / Videographer
- Editor / Sub-editor / Content Writer
- Social Media / Digital Media Executive
- Public Relations / Corporate Communications
- Event, Corporate communication roles
- Freelance journalism, content marketing

INTERNSHIPS

Media houses (Print/TV/digital)
e.g. NDTV, India Today, LiveLaw,
The Wire

NGOs, rural media
platforms (e.g. PARI)

PR/advertising agencies &
corporate communications

Student-run newsletters,
campus radio or TV

CAREER TRAJECTORY

Student

Intern

Entry-level roles

Senior roles

Entry: Trainee Reporter, Junior Editor, Assistant Producer

Mid-Career: Senior Journalist, News Editor, Producer, Content Head

Later Stage: Editor-in-Chief, Anchor, Creative Director, Academic

A FRESH FLAVOR IN THE WORLD OF NEWS, WION NEWS HAS CAUGHT MANY EYES. PALKI SHARMA UPADHYAY, THE EXECUTIVE EDITOR OF WION, SHARES ABOUT THE FOUR GAPS IN THE WORLD OF CLUTTERED JOURNALISM.

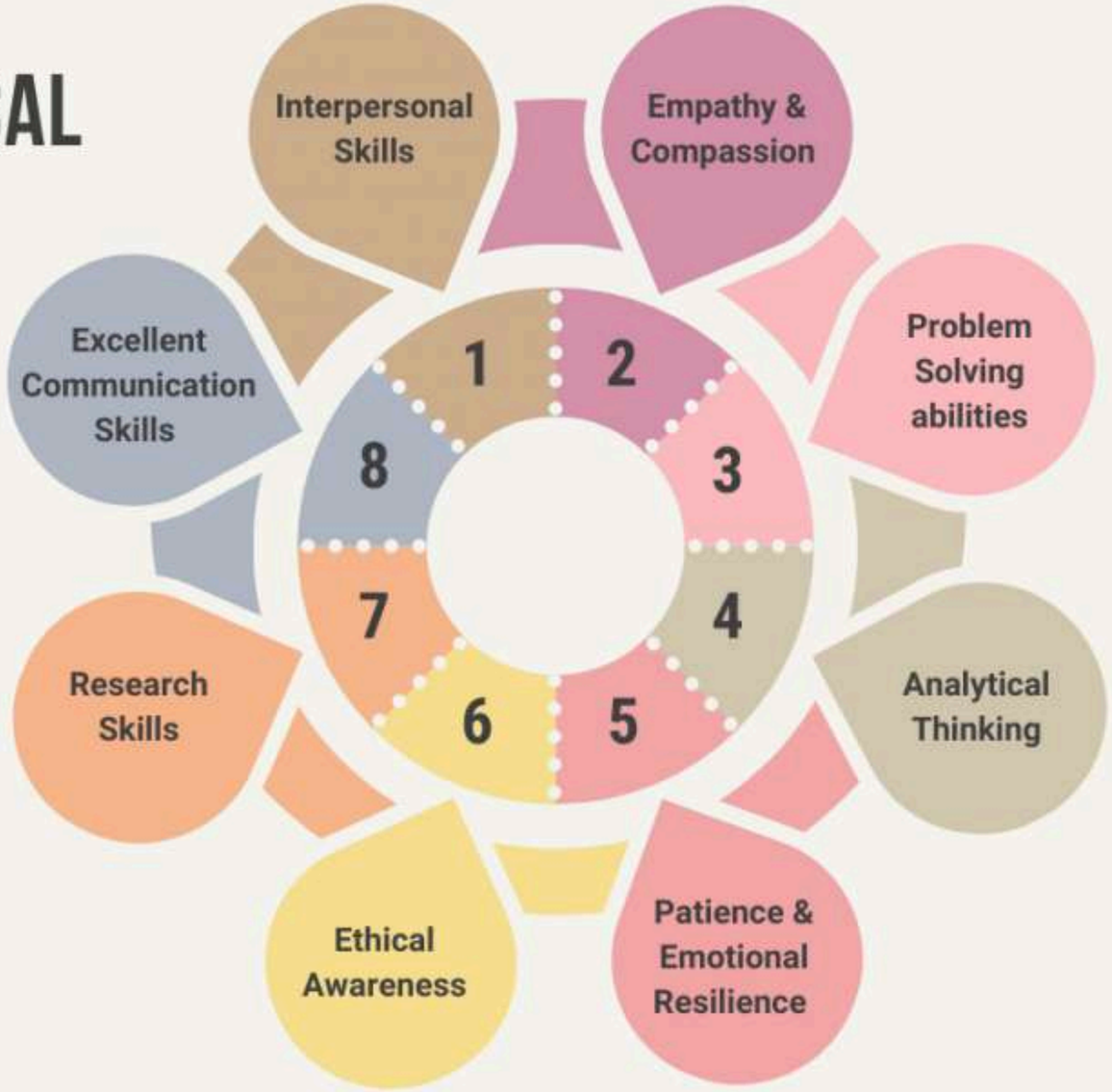
PSYCHOLOGY & MENTAL HEALTH PROFESSIONAL

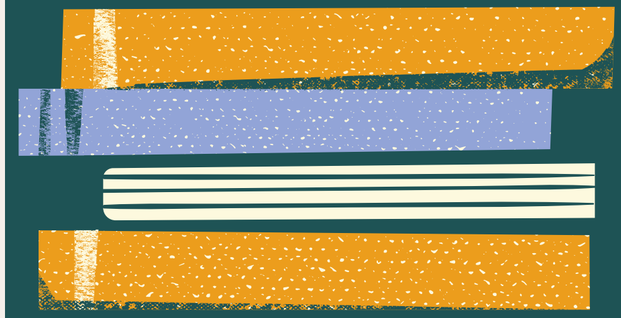
WHAT CAN YOU DO WITH A PSYCHOLOGY MAJOR? IN PSYCHOLOGY YOU CAN EXPECT TO STUDY THE MIND, ITS FUNCTIONS AND HOW IT INFLUENCES HUMAN BEHAVIOR AND SO MUCH MORE. BASICALLY, PSYCHOLOGY IS THE STUDY OF HOW THE HUMAN MIND WORKS.

INTRODUCTION

Psychology professionals help people deal with emotional, mental, and behavioral issues. With growing awareness about mental health, the field is becoming increasingly important and respected.

KEY SKILLS TO BECOME A CLINICAL PSYCHOLOGIST





Shoolini University

ELIGIBILITY

Class 12 pass (any stream) with ≥50% marks (may vary by university)
Reserved category: relaxation up to 45% in many institutes

Bachelor’s degree in Psychology or related field with ≥50–55% marks
Reserved category: often 45–50%

License: RCI license needed for clinical roles

SPECIALIZATIONS

Clinical Psychology	Diagnosis and treatment of mental health disorders
Counseling Psychology	Personal, emotional, and relationship support
Organizational Psychology	Workplace behavior, employee well-being, HR-related psychology
Educational Psychology	Learning styles, student behavior, and school mental health
Forensic Psychology	Application of psychology in legal/criminal investigation contexts
Child Psychology	Behavior, development, and emotional health of children
Health Psychology	Mental factors in physical health and illness
Sports Psychology	Mental well-being and performance in athletes

PLACEMENTS

Opportunities in hospitals, mental health clinics, and rehabilitation centers

Corporate companies and HR firms hire organizational psychologists and wellness counselors.

Placement offers from schools and educational institutions for roles like school counselor or child psychologist.

Internships and assistant roles are common stepping stones to gain experience.

NGOs and government welfare programs recruit psychology graduates for mental health and social work.

Clinical psychologists may also start private practice after gaining RCI license and experience.

INTERNSHIPS

- School Counseling: Assist certified counselors in student wellness programs, behavior assessments, and emotional support.
- Hospital Exposure: Intern at hospitals like AIIMS, NIMHANS, Fortis, gaining clinical experience and observing therapy sessions.
- Online Platforms: Join platforms like YourDOST, Wysa, MindPeers for roles in counseling support, content creation, and outreach.
- University Labs: Work on research, surveys, case studies, and data collection under faculty guidance.

INTERNSHIPS

SCHOOL COUNSELING

PLATFORMS LIKE YOURDOST, WYSA, MINDPEERS

HOSPITALS LIKE AIIMS, NIMHANS, FORTIS

UNIVERSITY LABS

SWOT ANALYSIS

Strengths

1. Scope for private practice and independence
2. Emotionally rewarding and meaningful work
3. Wide scope of specializations and flexibility
4. Increasing demand and job opportunities

Weaknesses

1. Emotionally draining and mentally taxing
2. Requires licensing for certain clinical roles
3. Relatively low starting salary compared to other careers

Opportunities

1. Mental health awareness is rising in India
2. Online platforms and teletherapy expanding
3. Scope in corporate and educational sectors
4. Research and global collaboration options

Threats

1. High competition in reputed institutes and job markets
2. Lack of awareness and stigma around mental health
3. Burnout due to handling emotionally intense situations

CAREER TRAJECTORY

Complete a BA or BSc in Psychology from a recognized university.

Postgraduate (2 years): Pursue an MA or MSc in Psychology in a chosen specialization.

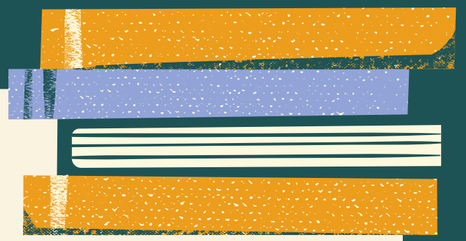
M.Phil/PhD (2-4 years): Required for clinical roles; pursue from an RCI-approved institution.

Entry-Level Roles: Start as an assistant psychologist, counselor, or research assistant.

Mid-Level Roles: Take on roles such as a practicing clinical psychologist, consultant, or educator.

Senior-Level/Independent Practice: Head departments, teach in universities, conduct research, or run your own clinic

RECOMMENDED HUMANITIES SUBJECTS



- SOCIOLOGY
- PSYCHOLOGY
- POLITICAL SCIENCE
- ENGLISH for communication skills

INSPIRING EXAMPLES

- Dr. Jaya Shree - School psychologist in Delhi
- Dr. Anjali Chhabria - Renowned clinical psychologist
- Dr. Nitin Anand - Corporate psychologist

HUMAN RESOURCES(HR)

INTRODUCTION

Human Resources (HR) is the field that manages people in an organization. It includes hiring,training, employee support, and maintaining a healthy work environment. HR plays a key role in building positive company culture and ensuring employee well-being. It's ideal for students who enjoy working with people and organizing teams.

SKILLS

HR SKECIFIC SKILLS

- HRM knowledge
- Recruitment & Selection
- Cultural Awareness & Sentivities

BUSINESS ACUMEN

- Coaching
- Advising
- Commercial Awareness
- Managing priorties

HR SKILLS

SOFT SKILLS

- Proactivity
- Communication Skills
- Active Listening
- Teamwork

DIGITAL AND DATA LITREACY

- Being analytical & data driven
- HR reporting skills
- Command of technology

ELIGIBILITY

Undergraduate Courses (e.g., BA Sociology / Psychology / Pol. Science):
Class 12 pass with ≥50% marks (some colleges may accept 45% for reserved categories)

Postgraduate (MBA/PGDM in HR, MA in HRM):Bachelor’s degree in any stream with ≥50–55% marks

Reserved category: relaxation to 45–50% in most institutes

Entrance Exams (for PG):
CAT, XAT, MAT, CUET PG, NMAT, etc. (varies by institute)

SPECIALIZATIONS

1. Talent Acquisition (recruitment & hiring)
2. Training & Development (employee learning)
3. HR Analytics (data-driven decision-making)
4. Employee Relations (conflict handling, engagement)
5. Compensation & Benefits (salary, perks, policies)
6. Organizational Development (culture, leadership, planning)

PLACEMENTS

Infosys – Recruits HR interns and executives for talent management roles.

Flipkart – Recruits HR professionals for employee engagement and performance tracking.

Wipro – Provides roles in employee relations, training, and onboarding.

Deloitte – Provides internships and full-time roles in HR consulting and workforce planning.

HDFC Bank – Hires for recruitment, payroll, and HR compliance departments.

NGOs like Teach For India – Hire HR interns for community-based people management and volunteer coordination.

INTERNSHIPS

TCS, Deloitte, Aditya Birla Group, Tata Motors

Internshala, LinkedIn, and Naukri have HR internship listings

screening resumes, conducting interviews, training coordination

NGOs and schools may also offer HR support internships

SWOT ANALYSIS

Strengths	**Weaknesses**	Opportunities	Threats
High demand across all industries	Emotional exhaustion from people management	Rise of HR tech and analytics	Automation replacing basic HR tasks
Strong interpersonal and leadership opportunities	May require PG qualification for better roles	Growing focus on employee mental health	Competition from MBA graduates in top institutes
Wide variety of roles and flexibility	Viewed as a non-strategic/support role in some cases	Remote and hybrid HR roles increasing	Pressure to constantly update legal/policy knowledge
Strategic influence in company decisions	Can involve repetitive admin tasks	Scope in international HR management	Changes in labor laws and compliance challenges

EARLY START – WHAT STUDENTS CAN DO FROM CLASS 11 & 12

Write or read about workplace culture, leadership, or team-building

Volunteer in school leadership activities (organize events, lead clubs

Join community service / NGOs to understand people management

CAREER TRAJECTORY

Graduation: BA in Sociology/Psychology/Pol. Science/English

Postgraduation : MBA/PGDM in HR or PG Diploma in HRM

Internships: In HR departments (recruitment, payroll, employee engagement)

Entry-Level Job: HR Assistant, HR Executive, Recruiter

Mid-Level: HR Manager, Training Lead, HRBP

Senior Roles: HR Director, CHRO (Chief Human Resource Officer), Global HR Head

RECOMMENDED HUMANITIES SUBJECTS

SOCIOLOGY

PSYCHOLOGY

ECONOMICS(optional)

POLITICAL SCIENCE

ENGLISH

INSPIRING EXAMPLES

- Leena Nair - CEO of Chanel, former CHRO at Unilever
- Shraddhanjali Rao - Former VP, HR at Google India
- Nandita Gurjar - Ex-Group Head of HR at Infosys

6 HUMAN RESOURCES
CAREER PATHS

HR GENERALIST

HR Generalists are the multi-tool of the HR world. Often found in smaller companies, they handle various HR tasks, from recruitment and onboarding to policy updates and employee inquiries.

BENEFITS SPECIALIST

Benefits Specialists focus on the programs that support employee health, financial security, and work-life balance. They analyze trends, negotiate with providers, design retirement plans, and ensure everything aligns with company goals and employee needs.

HR MANAGER

HR Managers oversee daily HR operations while also leading and developing their team. They guide employees, manage HR projects, ensure compliance, and often act as a bridge between HR and other departments.

COMPENSATION ANALYST

Compensation Analysts ensure employees are paid somewhat based on market data, internal salary structures, and individual performance. They analyze compensation trends, evaluate job roles, and conduct salary surveys to maintain competitiveness.

TALENT ACQUISITION SPECIALIST (RECRUITER)

Recruiters are the talent scouts of the HR world. They excel at sourcing, screening, interviewing, and ultimately bringing the right people into the organization.

TRAINING & DEVELOPMENT SPECIALIST

Training & Development Specialists empower employees to reach their full potential. They design and deliver training programs ranging from onboarding new hires to upskilling teams in the latest technologies.

hacking

Human Resources

CREATIVE DIRECTION & DESIGN

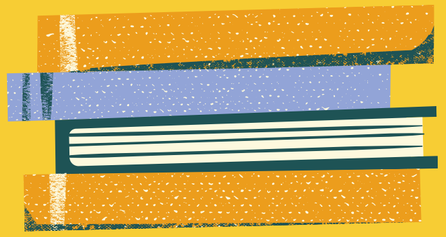
INTRODUCTION

This field combines creativity, communication, and design tools to tell stories visually and build brands. From ads to digital products, creative professionals shape modern experiences.

SKILLS

The Top 8 Skills Of A Successful Infographic Designer

- Creative Thinking
- Technical Knowledge & Software Skills
- Soft Skills
- Knowledge of typography
- Flexibility & project management
- Efficient & Accurate Data Presentation
- Marketing & branding
- Research & Mathematical skills



ELIGIBILITY

Undergraduate Courses (e.g., BA in Design, B.Des, BFA, Visual Communication):
Class 12 pass (any stream) with ≥50% marks (some institutes accept 45% for reserved categories)

Postgraduate (M.Des, MFA, MA in Branding or Media Design):
Bachelor’s degree in Design, Fine Arts, Mass Comm, or any stream with ≥50–55% marks

Entrance Exams / Selection Rounds:
NID DAT, UCEED, CEED, portfolio submission, personal interview, or studio tests

SPECIALIZATIONS

- Graphic Design
- UX/UI Design
- Advertising and Brand Design
- Motion Graphics and Animation
- Visual Communication
- Art Direction
- Product Design (cross-over with tech/UX)

PLACEMENTS

BYJU'S – Hires content and design creators for digital education

Jio Hotstar – Looks for motion graphics and animation specialists

Zomato – Offers roles in brand design, app UI, and creative strategy

Netflix India – Hires creatives for content packaging and promotion

Nykaa – Recruits visual designers for beauty and lifestyle marketing

Tata Elxsi – UX/UI and product design roles for app and product teams

INTERNSHIPS

Design internships at advertising agencies

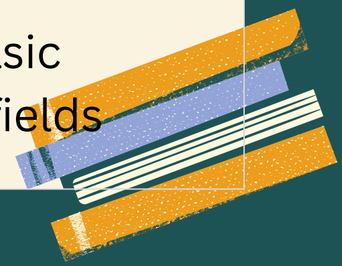
College fests, magazines, or clubs for hands-on projects

With startups or NGOs on branding and social media design

Internshala, 99Designs, and DesignRush

SWOT ANALYSIS

Strengths	Weaknesses	Opportunities	Threats
High creative freedom and self-expression	Creative burnout due to tight deadlines	Growing digital content and design demand	AI-generated content reducing some basic roles
Diverse career options across industries	Can be undervalued if not backed by portfolio	Expansion of UX/UI and branding in tech	Client rejections and unstable freelance income
Freelance and remote work flexibility	Competitive and trend-dependent	Global freelance work and creative agencies	Need for constant upskilling and trend awareness
Opportunity to influence visual culture	Income may start low; depends on experience	Personal brand building on social media	Saturation in basic graphic design fields



EARLY START – WHAT STUDENTS CAN DO FROM CLASS 11 & 12

Practice basic graphic design on Canva, Figma, or Photoshop

Follow design pages on Instagram, Behance, or Pinterest for inspiration

Join school art clubs, content teams, or design school posters

CAREER TRAJECTORY

UG (3-4 years): BA in Design/Visual Communication /Animatio

Entrance: NID DAT, UCEED, or portfolio submission

Internships: Design work in agencies, startups, or personal projects

Entry-Level Job: Junior Designer / Creative Assistant

Mid-Level: UX Designer / Graphic Designer / Art Director

Senior-Level: Creative Director / Brand Head / Design Strategist

RECOMMENDED HUMANITIES SUBJECTS

FINE ARTS

SOCIOLOGY/PSYCHOLOGY

ENGLISH

MASS COMMUNICATION

INSPIRING EXAMPLES

- Masaba Gupta – Fashion designer and creative director known for blending traditional Indian aesthetics with modern style.
- Sabyasachi Mukherjee – Iconic designer and brand visionary, also handles creative direction for his luxury fashion label..

Career Market in GRAPHIC DESIGN FIELD IN INDIA 2026

TOP CAREER PATHS

- Motion Graphics Designer
- UI/UX Designer
- Branding Infographics

SKILLS IN DEMAND

- Adobe Creative Suite
- UI/UX
- Motion Graphics

SALARY TRENDS

- Entry-Level ₹15K-30K
- Mid-Level ₹35K-70K
- Senior ₹75K-1.2L+

Entry-Level ₹15K-30K
Mid-Level ₹35K-70K
Senior ₹75K-1.2L+
Freelancers ₹30-2L+

JOB ROLES & INDUSTRIES

- Graphic Designer
- UI/UX Designer
- Advertising · Tech
- E-commercee · Media

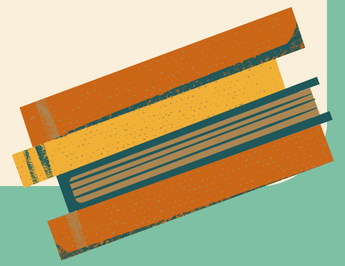
WRITING AND PUBLISHING

WHAT IS WRITING & PUBLISHING?

Writing & Publishing involves creating, editing, and producing content for books, magazines, online platforms, or academic journals.

Careers include:

- AUTHORS
- EDITORS
- LITERARY AGENTS
- PUBLISHERS



EARLY START – WHAT STUDENTS CAN DO FROM CLASS 11 & 12

Join school magazine or editorial board

Start a blog or personal writing portfolio

Participate in writing contests & lit fests

Read across genres (fiction, journalism, non-fiction)

Follow publishing houses & authors online

Build a Strong Foundation

Master language and grammar (English/Hindi/Regional)

Learn creative writing & editing basics

Read newspapers & long-form journalism

Explore Early Opportunities

Contribute to school/college magazines

Freelance content writing or guest blogging

Shadow a writer, editor, or journalist

Attend book fairs, author meets, and literary festivals

Take creative writing or publishing workshops

SWOT ANALYSIS

Strengths

1. Creative freedom
2. Remote and freelance flexibility
3. Broad field: books, blogs, media

Weaknesses

1. Unstable income in early years
2. High competition, slow recognition
3. Requires constant self-motivation

Opportunities

1. Growth in digital publishing
2. International freelance platforms
3. Niche writing (academic, content, etc.)

Threats

1. AI-written content replacing jobs
2. Piracy, plagiarism issues
3. Pressure to constantly produce

SPECIALIZATIONS

	Creative Writing (fiction, poetry)
	Content Writing (SEO, blogs)
	Copywriting & Technical Writing
	Academic & Research Publishing
	Editorial & Proofreading
	Literary Agenting

ELIGIBILITY

Education :

No fixed path; BA in English, Journalism, or Mass Comm preferred

Skills :

Excellent command of language, storytelling, editing, and formatting skills

PLACEMENTS

Publishing Houses (Penguin, HarperCollins)

Magazines & Newspapers

Digital Content Agencies

E-learning Platforms

Freelancing Portals

Literary Agencies

Government Publishing (NCERT, Sahitya Akademi)

INTERNSHIPS

Penguin Random House, HarperCollins

Indian Express, The Hindu (features desk)

Scroll.in, The Wire (online media)

Literary festivals & editing workshops

NGOs needing content and documentation

Self-published author projects

CAREER TRAJECTORY

Writer / Assistant Editor (Internships)

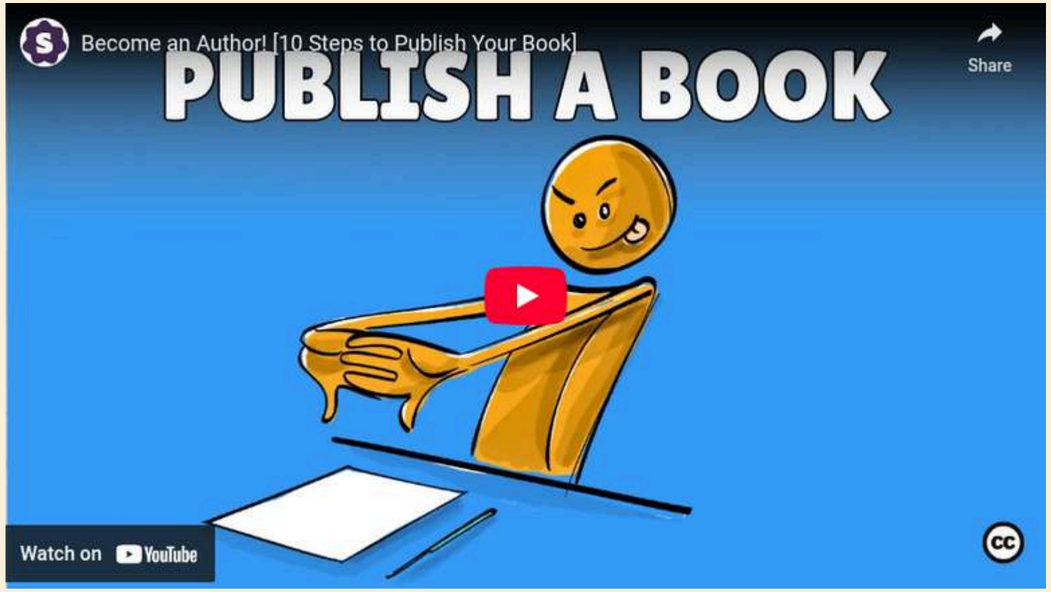
Content Writer / Editor / Junior Author

Senior Editor / Columnist / Author

Publisher / Literary Consultant / Creative Director

Legacy Building - Author with global reach, Start your own publication

WRITING A BOOK INVOLVES A SEQUENCE OF STEPS, EACH CRITICAL TO THE PRODUCTION OF A POLISHED PRODUCT. WHILE MANY START THIS ADVENTURE, ONLY 3% FINISH WRITING THEIR MANUSCRIPT, LESS THAN 1% END UP PUBLISHING THEIR BOOK, AND EVEN FEWER SEE THEIR WORK WITHSTANDING THE TEST OF TIME.



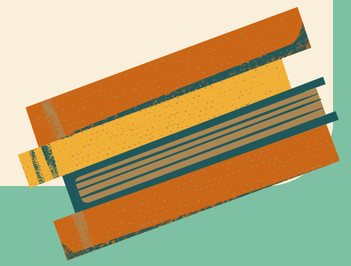
ACADEMIA & RESEARCH

WHAT IS ACADEMIA & RESEARCH?

A field focused on generating new knowledge through teaching, critical analysis, and original research.

ROLES INCLUDE:

- PROFESSORS
- RESEARCHERS
- SCHOLARS
- POLICY ANALYSTS



EARLY START – WHAT STUDENTS CAN DO FROM CLASS 11 & 12

Take interest in subjects like History, Pol. Science, Psychology, Sociology

Attend seminars, webinars, and workshops

Participate in academic writing, MUNs, quizzes, debates

Follow research institutions and journals

Build a Strong Foundation

Develop writing, critical thinking, and citation skills

Build strong academic habits (planning, time mgmt.)

Practice note-making and essay writing

Explore Early Opportunities

Research internships (school/college-led or NGO-based)

Publish on youth blogs or magazines

Join online research competitions or paper writing contests

Shadowing teachers or university professors

Present in school-level academic fests

SWOT ANALYSIS

Strengths

1. Intellectual growth & depth
2. Prestige & societal respect
3. Flexible & creative work style

Weaknesses

1. Long academic journey (PhD, etc.)
2. Limited financial rewards early
3. Requires constant upskilling

Opportunities

1. Research grants, global collabs
2. Think tanks, policy advisory

Threats

1. Funding cuts & limited positions
2. High competition, burnout risk

ELIGIBILITY

UG Degree :
Any BA (Honours preferred) in chosen subject

PG/PhD :
Required for higher research roles

Skills
Academic writing, data analysis, citations (APA/MLA)

SPECIALIZATIONS

	Public Policy
	History, Sociology, Political Science, Psychology
	Development Studies, Gender Studies
	Education, Research Methodology
	Area Studies (South Asia, Europe, etc.)

PLACEMENTS

Universities & Colleges (DU, JNU, Ashoka, TISS)

Research Institutes (CSDS, ICSSR, NITI Aayog)

Think Tanks (Observer Research Foundation, PRS Legislative)

NGOs, Policy Labs, International Orgs (UNESCO, UNICEF)

INTERNSHIPS

Research Assistantships with Professors

Policy/Research Intern at NGOs or Think Tanks

Youth Research Programs (JSTOR Daily, YLAC)

Intern with university summer schools or academic journals

CAREER TRAJECTORY

UG Student (Research Papers & Internships)

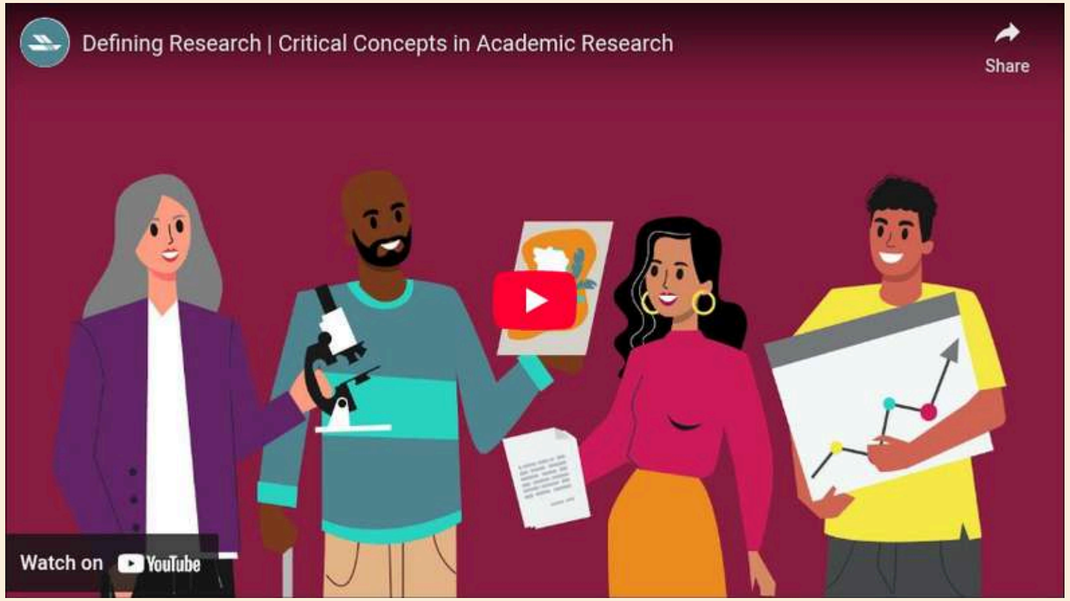
PG Student / Junior Research Fellow

Assistant Professor / PhD Scholar

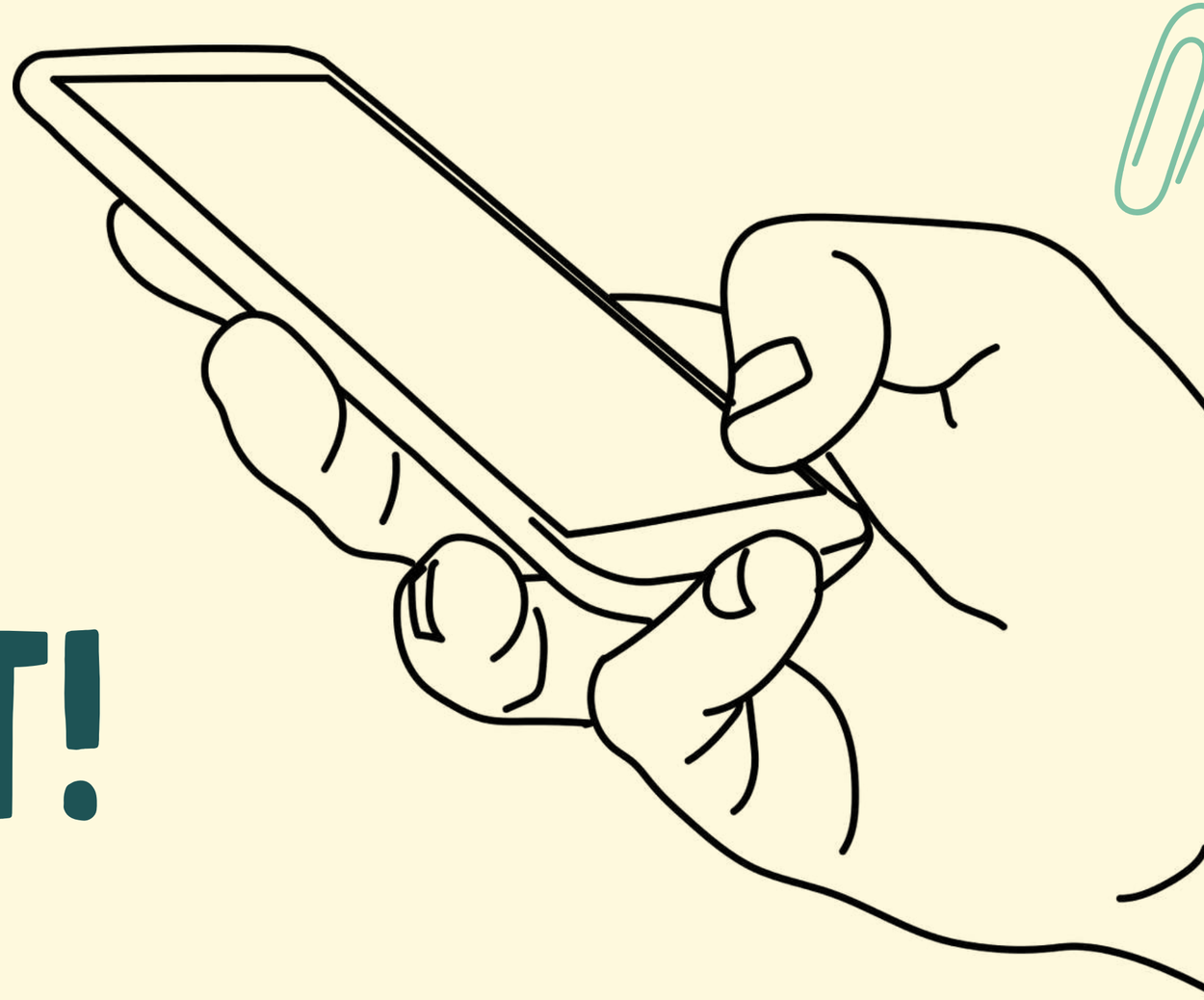
Senior Professor / Research Lead / Policy Analyst

Dean / Research Director / Global Think Tank Fellow

DEFINING RESEARCH | CRITICAL CONCEPTS IN ACADEMIC RESEARCH



HOPE YOU ENJOYED IT!



DreamWorks

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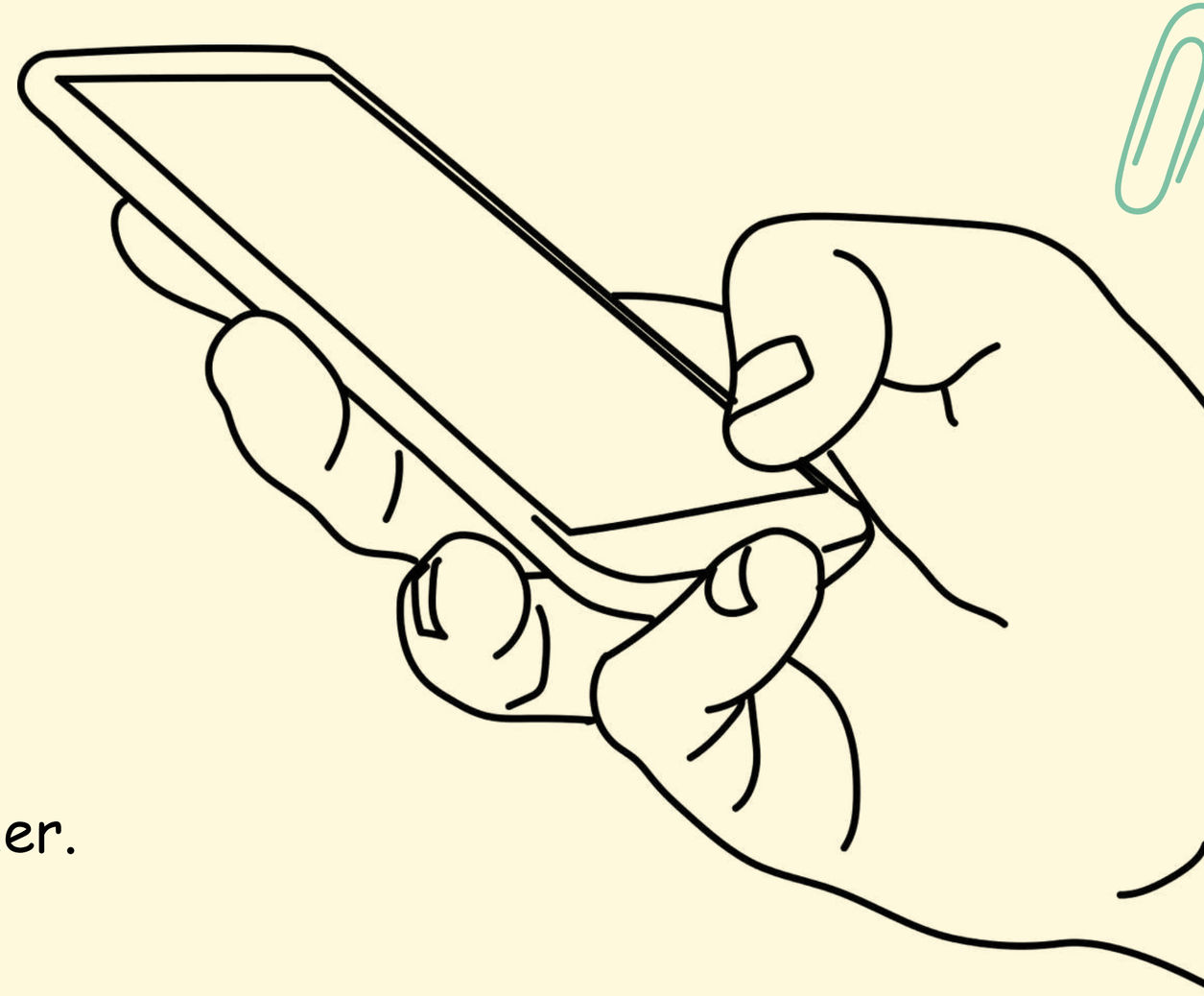
THANK YOU



Let's Shape Your Future Together.

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