

B.Des FD
BACHELOR OF DESIGN [FASHION DESIGN]
[4 YEAR FULL TIME PROFESSIONAL DEGREE COURSE]

REGULATIONS, CURRICULUM AND SYLLABUS
2024– 2025 Batch

CHOICE BASED CREDIT SYSTEM
(CBCS)

FACULTY OF ARCHITECTURE, DESIGN AND PLANNING



KARPAGAM ACADEMY OF HIGHER EDUCATION
(Deemed to be University Established Under Section 3 of UGC Act 1956)
Pollachi Main Road, Eachanari Post, Coimbatore – 641021. INDIA

B.DES- REGULATIONS
2024 – 2025 Batch (Credit System)

These regulations are effective from the academic year 2024– 2025 and applicable to the candidates admitted to B. Des during 2024 - 2025 and onwards.

The B.Des.(Fashion Design) Degree program (professional, under-graduate level) aims at producing design professionals who will assume a major leadership role in shaping the future of the fashion industry. The main goal is to inculcate the ability to visualize, conceive, formulate and design according to various requirements and needs.

1. ADMISSION

1.1 Candidates seeking admission to the first semester of the eight semesters B.Des Degree Programme: Should have compulsorily passed the Higher Secondary Examination of (10+2) Curriculum (Academic Stream) having secured minimum 50% in aggregate with Mathematics.

1.2 Migration

The University may at its discretion permit B.Des candidates from other institutions to migrate course to the maximum number of students not exceeding the permitted maximum intake in a class as well as satisfying other academic requirements.

2. PROGRAMMES OFFERED

2.1 Faculty of Architecture offers B.Des(Interior Design – 4 years duration) programmes

2.2 Faculty of Architecture offers B.Des (Fashion Design – 4 years duration) programmes

3. MODE OF STUDY

3.1 Full-Time:

In this mode of study, the candidates are required to attend regular classes so as to satisfy University attendance and assessment requirements.

4. STRUCTURE OF PROGRAMMES

4.1 Every Programme will have curricula with syllabi consisting of theory, practical/ studio and design studio: General core courses comprising History and Theory of Fashion, Textiles and Fabrics, Costume and Styling.

Core courses of Fashion Design.

Elective courses for specialization in related fields.

Skill based courses such as Art and Craft, Workshop practice, Computer applications, Textile Surface Developments, Practical training, Seminar presentation, Project work, Educational tours, Case studies etc.

There shall be a certain minimum number of core courses and sufficient number of elective courses that can be opted by the student. The blend of different courses shall be so designed that the student, at the end of the programme, would have been trained not only in his / her relevant professional field but also would have developed as a socially conscious human being

4.2 Each semester curriculum shall normally have a blend of lecture, studio/ practical courses and design studio courses, not exceeding 7 in total per semester.

4.3 The prescribed credits required for the award of the degree shall be within the limits specified below.

PROGRAMME	MANDATORY CREDITS (minimum)
B. Des.	188

4.4 The **medium of instruction for all Courses, Examinations, Seminars, Presentations and project / Research / Design collection report is English.**

5. DURATION OF THE PROGRAMME

- 5.1 A student is ordinarily expected to complete the B.Des Programme in 8 semesters (four academic years) but in any case not more than 12 Semesters for all Candidates.
- 5.2 Each semester shall consist of 18 weeks in which 6 hours a day i.e 30 hours per week as contact hours between the faculty and students and does not include the time spent at Internal and External examination or other such activities. The Faculty imparts instruction as per the number of periods / hours specified in the syllabus and the teacher teaches the full content of the specified syllabus for the course being taught.
- 5.3 The Dean may arrange additional classes for improvement, special coaching, conduct model tests etc., over and above the specified periods. But for the purpose of calculation of attendance requirement or writing the end semester examinations (as per clause 9) by the students 540 hours conducted within the specified academic schedule alone shall be taken into account and the overall percentage of attendance shall be calculated accordingly.
- 5.4 The total period for completion of the programme reckoned from the commencement of the first semester to which the candidate was admitted shall not exceed the maximum period specified in clause 5.1 irrespective of the period of break of study in order that he/she may be eligible for the award of the degree.

6. REQUIREMENTS FOR COMPLETION OF THE SEMESTER

A candidate who has fulfilled the following conditions shall be deemed to have satisfied the requirements for completion of a semester.

6.1 Ideally every student is expected to attend all classes and secure 100% attendance. However, in order to allow for certain unavoidable reasons, the student is expected to attend at least 75% of the classes.

6.2 A candidate who has secured attendance between 65% and 74% (both included), due to medical reasons (Hospitalization / Accident / Specific Illness) or due to participation in University / District / State / National / International level sports or due to participation in Seminar / Conference / Workshop / Training Programme / Voluntary Service / Extension activities or similar Programme with prior permission from the Registrar shall be given exemption from prescribed attendance requirements and shall be permitted to appear for the examination on the recommendation of the Head of the Department concerned and Dean to condone the lack of attendance. The Head of the Department has to verify and certify the genuineness of the case before recommending it to the Dean.

6.3 A candidate who has secured less than 65% of attendance in any semester will not be permitted to take the regular examination and has to continue the study in the subsequent semester. The candidate has to redo the course by rejoining the semester in which attendance is less than 65% with proper approval of the Registrar.

7. FACULTY ADVISER

To help the students in planning their courses of study and for general advice on the academic programme, the Dean/Head of the Department will attach a certain number of students to a teacher of the Department who shall function as **Faculty Adviser** for those students throughout their period of study. Such Faculty Advisers shall advise the students and monitor the courses undergone by the students, check the attendance and progress of the students attached to him/her and counsel them periodically. If necessary, the faculty adviser may display the cumulative attendance particulars in the Department notice board and also discuss with or inform the Parents/Guardian about the progress of the students.

8. CLASS COMMITTEE

- **8.1.** Every class shall have a class committee consisting of teachers of the class concerned, student representatives [two boys and two girls] and the concerned Dean/Head of the Department. It is like the 'Quality Circle' (more commonly used in industries) with the overall goal of improving the teaching-learning process. The functions of the class committee include
 - Solving problems experienced by students in the studios, class room and in the laboratories.
 - Clarifying the regulations of the degree programme and the details of rules therein particularly clause 4 and 5 which should be displayed on department Notice-Board.
 - Informing the student representatives the academic schedule including the dates of assessments and the syllabus coverage for each assessment.
 - Informing the student representatives the details of Regulations regarding weightage used for each assessment. In the case of practical courses (laboratory / drawing / project work / seminar etc.) the breakup of marks for each experiment / exercise /module of work, should be clearly discussed in the class committee meeting and informed to the students.
 - Analyzing the performance of the students of the class after each test and finding the ways and means of solving problems, if any.
 - Identifying the weak students, if any and requesting the teachers concerned to provide some additional help or guidance or coaching to such weak students.

8.2 The class committee for a class under a particular branch is normally constituted by the Head of the Department. However, if the students of different branches are mixed in a class (like the first semester which is generally common to all branches), the class committee is to be constituted by the Dean.

8.3 The class committee shall be constituted within the first week of each semester.

8.4 At least 4 student representatives (usually 2 boys and 2 girls) shall be included in the class committee.

8.5 The Chairperson of the Class Committee may convene the meeting of the class committee.

8.6 The Dean may participate in any Class Committee of the institution.

8.7 The Chairperson is required to prepare the minutes of every meeting, submit the same to Dean within two days of the meeting and arrange to circulate it among the students and teachers concerned. If there are some points in the minutes requiring action by the Management, the same shall be brought to the notice of the Registrar by the HOD through the Dean.

8.8 The first meeting of the Class Committee shall be held within one week from the date of commencement of the semester, in order to inform the students about the nature and weight age of assessments within the framework of the regulations. Two or three subsequent meetings may be held in a semester at suitable intervals. During these meetings the student members representing the entire class, shall meaningfully interact and express the opinions and suggestions of the other students of the class in order to improve the effectiveness of the teaching-learning process.

9. PROCEDURE FOR AWARDING MARKS FOR INTERNAL ASSESSMENT

9.1 Every teacher is required to maintain an 'ATTENDANCE AND ASSESSMENT RECORD'(Logbook) which consists of attendance marked in each lecture, studio or practical or project work class, the test marks and the record of class work (topic covered), separately for each course. This should be submitted to the Head of the department periodically (at least three times in a semester) for checking the syllabus coverage and the records of test marks and attendance. The Head of the Department shall sign with the date after due verification. At the end of the semester, the record should be verified by the Dean who will keep this document in safe custody (for five years).

Records of attendance and assessment of both current and previous semesters shall be submitted for Inspection to the team appointed by the University/any other approved body.

9.2 Continuous Internal Assessment (CIA): The performance of students in each COURSE will be continuously assessed by the respective teachers as per the guidelines given below:

9.2.1 THEORY COURSES:

S. No.	CATEGORY	MAXIMUM MARKS
1.	Assignments	10
2.	Attendance	5
3.	Seminar	5
3.	Test – I	10
4.	Test – II	10
Continuous Internal Assessment : TOTAL		40

9.2.2 PATTERN OF TEST QUESTION PAPER: (Theory courses)

INSTRUCTION	REMARKS
Maximum Marks	50 marks for all Tests
Duration	2 Hours
Part – A	Five mark Questions (4 x 5 = 20 Marks); Choice: 4 out of 6
Part- B	Ten mark Questions (3 x 10 = 30 Marks); Choice: 3 out of 5

9.2.3 STUDIO COURSES:

S. No	CATEGORY	MAXIMUM MARKS
1.	Internal Jury (5 Jury x7 marks)	35
2.	Attendance	5
Continuous Internal Assessment: TOTAL		40*

PRACTICAL COURSES:

S. No	CATEGORY	MAXIMUM MARKS
1.	Internal Jury (Exercise/sheet valuation)**	35
2.	Attendance	5
Continuous Internal Assessment: TOTAL		40*

* - proportionate increase for all categories will be based on the total marks allotted for Continuous Internal Assessment for the concerned course.

** - No of Exercise/Sheets depends on particular course

9.3 ATTENDANCE

Marks Distribution for Attendance

S. No.	Attendance %	Marks
1	Between 91 % and 100%	5
2	Between 86 % and 90%	4
3	Between 81 % and 85%	3
4	Between 76 % and 80%	2
5	Less than 75 %	0

10. REQUIREMENTS FOR APPEARING FOR UNIVERSITY EXAMINATION

A candidate shall normally be permitted to appear for the University Examination of any semester commencing from I semester if he/she has satisfied the semester completion and attendance requirements and has registered for examination in all courses of the semester. Registration is mandatory for Semester Examinations as well as Arrears Examinations failing which the candidate will not be permitted to move to the higher semester. A candidate already appeared for s or any course in a semester and passed the examination is not entitled to reappear in the same course or courses of the semester for improvement of grades / marks.

11. END SEMESTER EXAMINATIONS

End Semester Examination (ESE): End Semester Examination will be held at the end of each semester for each course

, which consists of 100 marks later scaled down to 60marks.

11.1 PATTERN OF ESE QUESTION PAPER: (Theory courses)

INSTRUCTION	REMARKS
Maximum Marks	100 marks for all Semester Examinations.
Duration	3 Hours
Part – A	Six mark Questions (5 x 6 =30 Marks); Choice: 5 out of 10.
Part- B	Fourteen mark Questions (5 x 14 =70 Marks); Choice:either or type (internal choice) with two questions from every unit.

11.2 PATTERN OF ESE QUESTION PAPER: (Practical and Studio courses)

The ESE for practical and studio courses shall be conducted as an examination and/or as a final jury (viva-voce) for marks as per scheme of examination (attached Annexure A) comprising external architect/related professionals with minimum 3 years' experience in practice or teaching.

12. PASSING REQUIREMENTS

12.1 Passing minimum: The passing minimum for CIA is 50% (i.e. 20 out of 40 marks). The passing minimum for ESE is 50% (i.e. 30 out of 60 marks). The overall passing minimum for every course is 50% i.e. 50 out of 100 marks (Sum of his/her score in internal and external examination).

12.2 If the candidate fails to secure a pass in a particular Theory course as per clause 12.1, it is mandatory that candidate shall register and reappear for the examination in the subsequent semester as an arrear when examination is conducted in that course. Further the candidate should continue to register and reappear for the examination till a

pass is secured in End Semester Examination of such arrear courses.

The Continuous Internal Assessment marks obtained by the candidate in the first appearance shall be retained by the Office of the Controller of Examinations and improved CIA marks may be considered for all subsequent attempts till the candidate secures a pass.

12.3If the candidate fails to secure a pass in a particular Studio/Practical course as per clause 12.1, the candidate shall register and reappear for the examination in that course within 20 days from the day in which results are published. Further the candidate should continue to register and reappear for the examination till a pass is secured in End Semester Examination of such arrear courses.

The Continuous Internal Assessment marks obtained by the candidate in the first appearance shall be retained by the Office of the Controller of Examinations and improved CIA marks may be considered for all subsequent attempts till the candidate secures a pass.

13. AWARD OF LETTER GRADES

13.1 All assessments of a course will be done on an absolute marks basis. However, for the purpose of reporting the performance of a candidate, letter grades, each carrying certain number of points, will be awarded as per the range of total marks (out of 100) obtained by the candidate in each course as detailed below:

Letter grade	Marks Range	Grade Point	Description
O	91 - 100	10	OUTSTANDING
A+	81-90	9	EXCELLENT
A	71-80	8	VERY GOOD
B+	66-70	7	GOOD
B	61-65	6	ABOVE AVERAGE
C	55-60	5	AVERAGE
D	50-54	4	PASS
RA	<50		REAPPEARANCE
AB		0	ABSENT

13.2 GRADE SHEET

After results are declared, Grade Sheets will be issued to each student which will contain the following details:

- The list of courses enrolled during the semester and the grade scored.
- The Grade Point Average (**GPA**) for the semester and
- The Cumulative Grade Point Average (**CGPA**) of all courses enrolled from first semester onwards.
- GPA** is the ratio of the sum of the products of the number of credits (**C**) of courses enrolled and the points corresponding to the grades (**GP**) corresponding to the grades scored in those courses, taken for all the courses, to the sum of the number of credits of all the courses in the semester to the sum of the credits of all courses registered.

$$\text{GPA} = \frac{\text{Sum of [C * GP]}}{\text{Sum of C}}$$

CGPA will be calculated in a similar manner, considering all the courses enrolled from first semester. “**RA** grade will be excluded for calculating **GPA** and **CGPA**.”

13.3 Whenever students, having arrear courses, appear for the end semester examination during which there are no regular batch of students writing the same courses, then, the letter grades for the arrears courses shall be awarded based on the range of marks.

13.4 REVALUATION

A candidate can apply for revaluation of his/her semester examination answer paper in a theory course, within 2 weeks from the declaration of results, on payment of a prescribed fee through proper application to the Controller of Examinations through the Head of the Department and Dean. **A candidate can apply for revaluation of answer scripts for not exceeding 5 courses at a time.** Photocopies of answer scripts will be issued to candidates by paying prescribed fees. The Controller of Examination will arrange for the revaluation and the results will be intimated to the candidate concerned through the Head of the Department and Dean. Revaluation is not permitted for Practical Courses, Seminars, Practical Training and for Project Work.

14. ELIGIBILITY FOR THE AWARD OF THE DEGREE

A student shall be declared to be eligible for the award of the Degree if he/she has:

- Successfully gained the required number of total credits as specified in the Curriculum corresponding to his/her Programme within the stipulated time.
- Successful completion of Thesis, Practical Training and Study Tours and other requirements as stipulated in the curriculum.
- No disciplinary action is pending against him/her.
- The award of the degree must be approved by the Board of Management.

15. CLASSIFICATION OF THE DEGREE AWARDED

15.1 A candidate who qualifies for the award of the Degree having passed the examination in all the courses in his/her first appearance within the specified minimum number of semesters and securing a **CGPA of not less than 8.00** shall be declared to have passed the examination in **First Class with Distinction**. For this purpose the withdrawal from examination will not be construed as an appearance. Further, the authorized break of study will not be counted for the purpose of classification.

15.2 A candidate who qualifies for the award of the Degree having passed the examination in all the courses within the specified minimum number of semesters plus one semester (i.e. n+1 semesters), and securing **CGPA of not less than 6.50** shall be declared to have passed the examination in **First Class**. For this purpose the withdrawal from examination will not be construed as an appearance. Further, the authorized break of study will not be counted for the purpose of classification.

15.3 All other candidates (not covered in clauses 15.1 and 15.2) who qualify for the award of the degree shall be declared to have passed the examination in **Second Class**.

15.4 A candidate who is absent in semester examination in a course / project work after having enrolled for the same shall be considered to have appeared in that examination for the purpose of classification.

16. PROVISION FOR WITHDRAWAL FROM END-SEMESTER EXAMINATION

16.1 A candidate, may for valid reasons and on prior application, be granted permission to withdraw from appearing for the examination of any one course or consecutive examinations of more than one course in a semester examination.

16.2 Such withdrawal shall be permitted only once during the entire period of study of the degree programme.

16.3 Withdrawal application is valid only if it is made within 10 days prior to the commencement of the examination in that course or courses and recommended by the Head of the Department and Dean and approved by the Registrar.

16.3.1 Notwithstanding the requirement of mandatory TEN days' notice, applications for withdrawal for special cases under extraordinary conditions will be considered on the merit of the case.

16.4 Withdrawal shall not be construed as an appearance for the eligibility of a candidate for First Class with Distinction. This provision is not applicable to those who seek withdrawal during X semester.

16.5 Withdrawal from the End semester examination is **NOT** applicable to arrears courses of previous semesters.

16.6 The candidate shall reappear for the withdrawn courses during the examination conducted in the subsequent semester.

17. PROVISION FOR AUTHORIZED BREAK OF STUDY

17.1 Break of Study shall be granted only once for valid reasons for a maximum of one year during the entire period of study of the degree programme. However, in extraordinary situations the candidate may apply for additional break of study not exceeding another one year by paying a prescribed fee for break of study. If a candidate intends to temporarily discontinue the programme in the middle of the semester for valid reasons, and to rejoin the programme in a subsequent year, permission may be granted based on the merits of the case provided he / she applies to the Registrar, but not later than the last date for registering for the end semester examination of the semester in question, through the Head of the Department and Dean stating the reasons therefore and the probable date of rejoining the programme.

17.2 The candidate thus permitted to rejoin the Programme after the break shall be governed by the Curriculum and Regulations in force at the time of rejoining. Such candidates may have to do additional courses as per the Regulations in force at that period of time.

17.3 The authorized break of study (for a maximum of one year) will not be counted for the duration specified for passing all the courses for the purpose of classification. However, additional break of study granted will be counted for the purpose of classification.**17.4** The total period for completion of the Programme reckoned from, the commencement of the first semester to which the candidate was admitted shall not exceed the maximum period specified in clause 4.1 irrespective of the period of break of study (vide clause 17.3) in order that he/she may be eligible for the award of the degree.

17.5 If any student is detained for want of requisite attendance, progress and good conduct, the period spent in that semester shall not be considered as permitted 'Break of Study' or 'Withdrawal'.

18. PRACTICAL TRAINING

18.1 As a part of the degree requirement, all candidates have to mandatorily undergo Practical Training in the 7th semesters under a Fashion Designer or a Fashion brand for a period of 21 weeks.

18.2 Internal Assessment (360 marks) for Practical Training will be evaluated by the Fashion Designer/ Manager for Designing/Detailing, Application of knowledge and skill, Professional attitude. (for 285 marks) under whom the candidate has been trained and by the Training Co-coordinator (for 75 marks) of the Faculty of Architecture, Design and Planning.

18.3 End semester exam (ESE - 540 marks) for Practical Training will be held as a Viva-Voce examined by a jury comprising external architect / Interior Designer members (for 270 marks) and by internal members of the Training Committee (for 270 marks) of the Faculty of Architecture, Design and Planning.

18.4 Upon passing both the CIA and the ESE with the minimum required marks (50% of marks), the candidate shall also be certified by the Faculty of Architecture to have successfully completed the practical training.

18.5 A Training Committee shall be established well before the commencement of the practical training for the purpose of overseeing and regulating all aspects of the student's practical training and shall comprise minimum three faculty members from the faculty of Architecture, Design and Planning and minimum one external member from practice/industry. The HoD/Dean shall be the Convener; and the concerned class tutor of the batch shall be the Coordinator of this committee respectively.

19. COLLOQUIUM PAPER

19.1 As a part of the degree requirement, all candidates have to submit a colloquium research paper in the 8th semester under a faculty guide and/or external guide. This research paper is to be submitted individually by each candidate and is intended to assess individual research, methodology and design skills as a culmination of the knowledge accumulated throughout the course. This research paper shall be submitted as drawings, reports, models, slides, presentations, walkthroughs etc.

20. ELECTIVES

Electives shall be theory, practical or studio course to satisfying their course requirements.

21. DISCIPLINE

Every student is required to observe disciplined and decorous behavior both inside and outside the college and not to indulge in any activity which will tend to bring down the prestige of the University. The erring student will be referred to the Disciplinary Committee constituted by the University, to enquire into acts of indiscipline and recommend the University about the disciplinary action to be taken. If a student indulges in malpractice in any of the University / Internal Examination he / she shall be liable for punitive action as prescribed by the university from time to time.

22. REVISION OF REGULATION AND CURRICULUM

The University may from time to time revise, amend or change the Regulations, Scheme of Examinations and syllabi if found necessary at any stage of the course.

**B.DES (FASHION DESIGN)
CURRICULUM - 2024 - 2025 Batch**

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs):

1. To create an educational environment that replicates the actual conditions of the industry and a community of creative individuals leading to research, innovation and entrepreneurship.
2. To motivate the students to apply their knowledge and skills to successfully practice professions of their choice and be valued members of the organization pertaining to their skills and abilities.
3. To encourage the students to demonstrate professional and personal growth and engage in life-long learning via participation in a professional society, higher education, professional development courses and industry training courses.
4. To enable students to identify their position in various subfields of fashion and allied industries like branding, marketing, merchandising, etc. through inter- disciplinary courses which otherwise require further education.
5. To foster professionals who understand the managerial responsibilities related to issues such as social, ethical and environmental aspects of the textile and fashion industry.

PROGRAMME OUTCOMES (POs):

On successful completion of the program,

1. Graduates will acquire knowledge of design fundamentals and design thinking concepts and would have improved their critical thinking and creative thinking skills.
2. Graduates will develop the ability to collaborate with different government organizations and NGOs effectively to work on creative projects and will be able to provide sustainable competitive edge solutions.
3. Graduates will have knowledge about the applicability of new technologies related to design development, material choices, manufacturing and distribution in the global market.
4. Graduates will be able to communicate effectively on complex design activities with the design community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
5. Graduates will cultivate ethical and managerial duties associated with matters like the social, moral, and ecological facets of the textile and apparel sectors.

PROGRAMME SPECIFIC OUTCOME (PSO):

1. Graduates will demonstrate acquaintance in the history of fashion, fabric studies, surface patterns, and the basic theories of fashion design.
2. Graduates will demonstrate core skills in research analysis, apparel designing with meaningful stories/ concept development, illustration, selecting fabrics, draping, pattern making, garment construction, value addition, production tech-packs and styling.

MAPPING OF PROGRAMME EDUCATIONAL OBJECTIVES WITH PROGRAMME OUTCOME:

A broad relation between the programme objectives and the outcome is given in the following table

<i>PEO</i>	<i>PO1</i>	<i>PO2</i>	<i>PO3</i>	<i>PO4</i>	<i>PO5</i>	<i>PSO1</i>	<i>PSO2</i>
<i>1</i>	•			•	•	•	•
<i>2</i>	•			•			•
<i>3</i>		•		•		•	•
<i>4</i>			•		•		
<i>5</i>	•	•					

COURSE MATRIX CHART

	DESIGN BASED	SCIENCE AND TECHNOLOGY BASED
Semester I	Design Fundamentals, Design thinking, Basic Design studio, Fashion orientation.	Environmental studies, Visual arts, Interior materials and construction- I, Interior graphics- I, Digital design-I
Semester II	Fashion design studio-I, Fashion illustration, Fashion design process, Fashion forecasting and brand research..	Elements of textile, Digital design- II, History of fashion.
Semester III	Fashion design studio- II, Stylized Fashion Illustration, Surface design techniques- I, Retail design project.	Technical Textiles, Digital design- III, Sustainability in fashion.
Semester IV	Fashion design studio- III, Fashion styling, Surface design techniques- II, Macrame.	Manufacturing process, Fashion photography, Fashion event planning, Indigenous clothing and contemporary fashion, Communication in fashion
Semester V	Fashion design studio- IV, Surface design techniques- III, Branding and Identity, Craft cluster project, Kidswear.	Fashion Marketing and Merchandising, Ceramics, UI UX, IPR in fashion
Semester VI	Fashion design studio-V, Knitwear design project, Lifestyle accessory design, Home textile design, Portfolio development, Introduction to fashion E-commerce, Costume design.	Professional practices, Entrepreneurship and small business management.
Semester VII	Internship project and documentation	-
Semester VIII	Design Collection	Colloquium paper

B.DES- CURRICULUM
2024 – 2025 Batch (New Syllabus)
Choice Based Credit System

PROGRAM STRUCTURE:

Course Legend: IDT – Theory -0, IDP – Practical-1, IDS – Studio-2, IDE – Elective-3, IDV – Value-4
L- Lecture, T- Theory, P/S- Practical /Studio C- Credits

Abbreviation: CIA – Continuous Internal Assessment; ESE – End Semester Exam.

Exam Hours: Theory (T)-3 Hrs. Practical (P)-6 Hrs. Studio(S)- 6 hrs.

SEMESTER – I											
THEORY COURSES											
Course code	Name of the course	EN EM SD	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			PEOs	POs	L	P/S	DS		CI A	E S E	Tot al
			40	60	100						
24FDT101	Design Fundamentals	SD	1	1,4	2	-	-	2	40	60	100
24FDT102	Environmental Studies	EM	5	1,2	2	-	-	2	40	60	100
PRACTICAL AND STUDIO COURSES											
Course code	Name of the course	EN EM SD	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			PEOs	POs	L	P/S	DS		CI A	E S E	Tot al
			60	40	100						
24FDP111	Design Thinking	SD	1	1,4	1	3	-	3	60	90	150
24FDS121	Basic Design Studio	EN	1	1,4,5	-	-	12	8	160	240	400
24FDS122	Visual Arts	SD	2	1,4	1	3	-	3	60	90	150
24FDES*	Elective 1		4	4,6	1	5	-	4	80	120	200
24FDES**	Elective 2		4	1,4	-	6	-	3	60	90	150
24IDOE141	Sports and Yoga		-	-	1	0	0	2	100		100
Semester Total					8	17	12	27	600	750	1350
Elective 1 *24IDES131 – Interior Materials and Construction-I *24FDES132 – Fashion Orientation			Elective 2 **24IDES133 – Interior Graphics- I ***24FDES134 – Digital Design – I								

SEMESTER – II											
THEORY COURSES											
Course code	Name of the course	EN EM SD	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			P E O s	POs	L	P/S	DS		C I A	E S E	Tot al
									40	60	100
24FDT201	Elements of Textile	EM	2	6	2	-	-	2	40	60	100
PRACTICAL AND STUDIO COURSES											
Course code	Name of the course	EN EM SD	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			P E O s	POs	L	P/S	DS		C I A	E S E	Tot al
									60	40	100
24FDP211	Digital Design- II	EM	2	3,4,7	1	3	-	3	60	90	150
24FDS221	Fashion Design Studio- I	SD	1	6,7	-	-	12	8	160	240	400
24FDS222	Fashion Illustration	SD	1	4,7	2	4	-	4	80	120	200
24FDS223	Fashion Forecasting and Brand Research	EM	1	4,7	1	3	-	3	60	90	150
24FDS224	History of Fashion	EM	3	5,6	1	3	-	3	60	90	150
24FDS225	Fashion Design Process	SD	5	4,6,7	1	-	3	3	60	90	150
Semester Total					8	13	15	26	520	780	1300

SEMESTER – III											
THEORY COURSES											
Course code	Name of the course	EN EM SD	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			P E Os	POs	L	P/S	DS		C I A	E S E	Tot al
									40	60	100
24FDT301	Technical textiles	EM	4	3,5	2	-	-	2	40	60	100
PRACTICAL AND STUDIO COURSES											
Course code	Name of the course	EN EM SD	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			P E Os	POs	L	P/S	DS		C I A	E S E	Tot al
									60	40	100
24FDP311	Digital Design- III	EM	2	3,4,7	1	3	-	3	60	90	150
24FDS321	Fashion Design Studio- II	SD	1	1,6,7	-	-	12	8	160	240	400
24FDS322	Stylized Fashion illustration	SD	1	4,7	2	4	-	4	80	120	200
24FDS323	Surface Design Techniques- I	SD	1	1,6	1	3	-	3	60	90	150
24FDS324	Retail Design Project	EM	2	4,5,7	1	3	-	3	60	90	150
24FDS325	Sustainability in Fashion	EN	5	1,2,3	1	3	-	3	60	90	150
Semester Total					8	16	12	26	520	780	1300

SEMESTER – IV											
THEORY COURSES											
Course code	Name of the course	EN EM SD	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			P E O s	POs	L	P/S	DS		C I A	E S E	Tot al
			4	3,5	2	-	-		40	60	100
24FDT401	Manufacturing process	EM	4	3,5	2	-	-	2	40	60	100
PRACTICAL AND STUDIO COURSES											
Course code	Name of the course	ENE MS D	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			P E O s	POs	L	P/S	DS		C I A	E S E	Tot al
			4	3,5,7	1	3	-		60	40	100
24FDP411	Fashion Photography	SD	4	3,5,7	1	3	-	3	60	90	150
24FDS421	Fashion Design Studio- III	SD	1	1,6,7	-	-	12	8	160	240	400
24FDS422	Fashion styling	EN	1	5,6,7	1	-	4	4	80	120	200
24FDS423	Fashion Event Planning	EN	5	4,5,7	1	3	-	3	60	90	150
24FDS424	Surface Design Techniques- II	SD	1	1,6,7	1	3	-	3	60	90	150
24FDES*	Elective3		4	1,4,5	1	3	-	3	60	90	150
Semester Total					7	12	16	26	520	780	1300
Elective 3											
*24FDES431 Indigenous Clothing and Contemporary Fashion											
*24FDES432 Communication in Fashion											
*24FDES433 Macrame											

SEMESTER – V											
THEORY COURSES											
Course code	Name of the course	ENE MS D	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			P E O s	POs	L	P/S	DS		C I A	E S E	Tot al
			4	3,5,6	2	-	-		2	40	60
24FDT501	Fashion Marketing and Merchandising	EM	4	3,5,6	2	-	-	2	40	60	100
PRACTICAL AND STUDIO COURSES											
Course code	Name of the course	ENE MS D	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			P E O s	POs	L	P/S	DS		C I A	E S E	Tot al
			6	40	60	40	100				
24FDP511	Branding and Identity	EM	1	3, 7	1	3	-	3	60	90	150
24FDS521	Fashion Design Studio- IV	SD	1	6,7	-	-	12	8	160	240	400
24FDS522	Craft Cluster Project	EN	5	1,2,7	-	-	7	5	100	150	250
24FDS523	IPR in Fashion	EN	4	1,4,5	1	-	4	3	60	90	150
24FDS524	Surface Design Techniques-III	SD	3	1,7	1	-	1	3	60	90	150
24FDES*	Elective 4		4	1,3,5	1	3	-	3	60	90	150
Semester Total					6	6	24	27	540	810	1350
Elective 4											
*24FDES531 Kidswear											
*24FDES532 Ceramics											
*24FDES533 UI / UX											

SEMESTER – VI											
THEORY COURSES											
Course code	Name of the course	EN EM SD	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			PEOs	POs	L	P/S	DS		C I A	E S E	T o t a l
									40	60	100
24FDT601	Professional Practices	SD	2	4,5	2	-	-	2	40	60	100
PRACTICAL AND STUDIO COURSES											
Course code	Name of the course	EN EM SD	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			PEOs	POs	L	P/S	DS		C I A	E S E	T o t a l
									60	40	100
24FDP611	Introduction to fashion E-commerce	EN	1	3,7	1	3	-	3	60	90	150
24FDS621	Fashion Design Studio- V	SD	1	1,6,7	-	-	10	7	140	210	350
24FDS622	Portfolio Development	EM	2,3	3,4	1	-	7	6	120	180	300
24FDS623	Knitwear Design Project	EM	4	1,3,5	1	-	4	4	80	120	200
24FDS624	Entrepreneurship and Small Business Management	EN	1	1,4,5	1	-	2	3	60	90	150
24FDES*	Elective 5		4	1,3,5	1	3	-	3	60	90	150
Semester Total					7	6	23	28	560	840	1400
Elective											
*24FDES631	Lifestyle Accessory Design										
*24FDES632	Home textile design										
*24FDES633	Costume design										

SEMESTER – VII											
PRACTICAL AND STUDIO COURSES											
Course code	Name of the course	EN EM SD	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			PEOs	POs	L	P/S	DS		C I A	E S E	T o t a l
			60	40	100						
24FDP711	Internship Project and Documentation	EM	2	4,5,7	-	-	-	18	360	540	900
Semester Total					-	-	-	18	360	540	900

SEMESTER – VIII											
PRACTICAL AND STUDIO COURSES											
Course code	Name of the course	EN EM SD	Objectives and outcomes		Instruction classes / week			C r e d i t (s)	Maximum Marks		
			PEOs	POs	L	P/S	DS		C I A	E S E	T o t a l
			60	40	100						
24FDS821	Design Collection	SD	1	1,2,4,7	-	16	15	18	360	540	900
24FDS822	Colloquium Paper	EN	3	2,4	1	4	-	3	60	90	150
Semester Total					1	20	15	21	420	630	1050

Course Content Percentage Chart

S.No	COURSES	Nos	Credits	Total Credits
1.	Theory courses	7	2	14
2.	Practical			
	a. Practical	6	3	18
	b. Practical Training	1	18	18
3	Elective			
	a. Elective – Studio	4	3	12
	b. Elective- Studio	1	4	4
4	Studio			
	a. Studio	0	2	0
	b. Studio	13	3	39
	c. Studio	4	4	16
	d. Studio	1	5	5
	e. Studio	1	6	6
5	Design Studio			
	a. Design studio	6	8	48
	b. Design studio	0	7	0
5	Design Collection	1	18	18
	Total			198
	Studio (4a+4b+4c+4d+4e) + Design Studio (5a+5b) = Total			114
	Credits to be earned			198

Total Marks :

Semester	Total Credits	Marks
Semester- I	27	1350
Semester- II	26	1300
Semester- III	26	1300
Semester- IV	26	1300
Semester- V	27	1350
Semester- VI	28	1400
Semester- VII	18	900
Semester- VIII	21	1050
Total	199	9950

24FDT101	DESIGN FUNDAMENTALS						SEMESTER-I			
Marks	Internal	40	External			60	Total	100	Exam Hours	3
Instruction Hours/Week	L	2	P/S	0	DS	0	Credits		2	

COURSE OBJECTIVE:

- Understanding various aspects such as form, scale, light, dimension, height, transitional elements etc.
- Understanding and applying design vocabulary such as Point, Line, shape, color, texture, area etc.
- Understanding and applying design principles such as ratio, proportion, scale, balance, harmony, unity, variety, rhythm, emphasis.
- Understanding the color theory and color psychology.
- Understanding anthropometrics and ergonomics in design.

COURSE OUTCOMES:

At the end of this course, students will be able to

	Course Outcomes	Blooms Level
CO1	Understand the in-depth concepts of design and definition of design	Understand
CO2	Analyze the elements and forms in design.	Remember & understand
CO3	Have a change in design perspective through principles and composition of design.	Understand & apply
CO4	Have a deeper knowledge and understanding of colors.	Understand
CO5	Realize the significance of anthropometrics and ergonomics in design	Understand

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S	M					
CO2	S	L					
CO3	S	L					
CO4	S	L					
CO5	S	L					

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - DESIGN VOCABULARY

Design thinking and design vocabulary- Geometry of design -Point, line, Plane s Solids. Elements of design - texture, Color, value ,space – Applications of elements of design in buildings, products etc.

UNIT II - DESIGN PRINCIPLES & COMPOSITION

Principles of Design- Balance, Emphasis, Repetition, Movement, Proportion, Gradient, Contrast, Hierarchy, Rhythm, Pattern, Variety and Unity. Principles of composition- using grids, negative and positive space, symmetrical/asymmetrical, Rule of Thirds, Center of Interest and photography.

UNIT III - COLOR THEORY AND COLOR PSYCHOLOGY

Color wheel primary, secondary, tertiary colors, color wheel, color schemes color value, intensity, and modification of color hues–tints, shades, neutralization. Color charts–types, making and using. Color harmony, use of color harmony. Psychological impact of color– warm, cool and neutral colors, impact of specific hues, meanings of color, color and form, color and light, color and surface qualities, color and distances and scales. Relevant case studies to understand the Color psychology in spaces. Site visits to visualize the form and space are recommended

UNIT IV - ANTHROPOMETRICS

Definition, significance, theory of standard dimension based on human figures for activities, functions, circulation, furniture design, fashion design, spatial requirements –Data collection from literature study and comparisons between the current functional spaces.

UNIT V - ERGONOMICS

Definition, significance, principles of ergonomics - application in design furniture, tools, fixtures and materials- relationship between anthropometrics and ergonomics- Human intervention and functionality to both anthropometry and ergonomics in day-to-day scenario

TOTAL HOURS: 30 hrs

REFERENCES:

1. Gasson, P. (1974). *Theory of Design*. Batsford.
2. Design, second edition: The definitive Visual Guide, by DK and Judith Miller (2021)
3. Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, by Gail Greet Hannah (2002)
4. Design elements, Third Edition: Understanding the rules and knowing when to break them- A Visual Communication Manual, by Timothy Samara (2020)
5. Linda Holtzschue. Understanding color, An introduction for designers, by Van Nostrand (1995)
6. The Design of Everyday Things, by Don Norman (2013)
7. Emotional Design: Why we Love (or Hate) Everyday Things, by Don A. Norman (2005)
8. Sam. F. Miller, Design process – a primer for Architectural and Interior Design, VanNostrand Reinhold.(2095)
9. Gary Gordon, Interior lighting for designers John Wileyand Sons Inc.(2003)

24FDT102	ENVIRONMENTAL STUDIES						SEMESTER-I			
Marks	Internal	40	External			60	Total	100	Exam Hours	3
Instruction Hours /week	L	2	P/S	0	DS	0			Credits	2

COURSE OBJECTIVE:

- To create the awareness about environmental problems among people.
- To develop an attitude of concern for the environment. To motivate public to participate in environment protection and improvement.
- To be introduced to a sustainable approach in the dwelling formats.
- To create an ardent respect for the depleting resources of the world.
- To understand the biodiversity and the impact of introducing building environments in the various bio diverse surroundings.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the core concepts and methods from ecological and physical sciences and their application in environmental problem solving	understand
CO2	Understand the methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.	understand
CO3	Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.	Understand & remember
CO4	Apply sustainable approach that could be environmentally friendly to reduce the carbon footprint.	Apply
CO5	Understand the changes in the ecosystems due to the intervention of the human race.	Understand & remember
CO6	Understand and help in the global green revolution that is initiated to produce green environments for the future to come.	Understand & remember

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	M						
CO2	M		M				
CO3	M			S			
CO4	M		L	L			
CO5	L	M	L				
CO6	M						

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION - ENVIRONMENTAL STUDIES & ECOSYSTEMS

Environment-definition, scope and importance; Ecosystem- structure and functions of eco system;

Energy flow-food chains and food webs-ecological succession.Classification of eco system: forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems(ponds, streams, lakes, rivers, oceans, estuaries).

UNIT II - NATURAL RESOURCES - RENEWABLE AND NON-RENEWABLE RESOURCES

Natural resources: Renewable and non – renewable resources.

Land resources and land use change, land degradation, soil erosion and desertification.

Forest resources - Deforestation: Causes and impacts due to mining, dam building on environment, forests,biodiversity and tribal populations.

Water resources: Exploitation of surface and ground water, floods, droughts, conflicts over water.

Use of alternate energy sources- growing energy needs- case studies- role of an individual in conservation ofnatural resources- equitable use of resources for sustainable lifestyles.

UNIT III - BIODIVERSITY AND ITS CONSERVATION

Levels of biological diversity: Genetic, species and ecosystem diversity.

Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and informational value. Bio-geographical classification of India- biodiversity patterns (global, national and local levels)- hotspots of biodiversity- India as a mega-diversity nation- endangered and endemic species of India.

Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts.

Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity.

UNIT IV - ENVIRONMENTAL POLLUTION

Definition, causes, effects and control measures of: air pollution, water pollution, soil pollution, noise pollution- nuclear hazards and human health risks- Solid waste management and control measures of urban and industrial wastes- Role of an individual in prevention of pollution- Case studies.

UNIT V - SOCIAL ISSUES AND THE ENVIRONMENT

Concept of sustainability and sustainable development- Water conservation- Rain water harvesting, watershed management- Climate change, global warming, ozone layer depletion, acid rain and its impacts on human communities and agriculture- Environment Laws (Environment Protection Act, Air Act, Water Act, Wildlife Protection Act, Forest Conservation Act).

TOTAL HOURS: 30 hrs

REFERENCES:

1. Anonymous. 2004. A text book for Environmental Studies, University Grants Commission and Bharat Vidypeeth Institute of Environmental Education Research, New Delhi.
2. AnubhaKaushik., and Kaushik, C.P. 2004. Perspectives in Environmental Studies. New Age International Pvt. Ltd. Publications, New Delhi.
3. Arvind Kumar. 2004. A Textbook of Environmental Science. APH Publishing Corporation, New Delhi.
4. Daniel, B. Botkin., and Edward, A. Keller. 2005. Environmental Science John Wiley and Sons, Inc., New York.
5. Mishra, D.D. 2010. Fundamental Concepts in Environmental Studies. S.Chandand Company Pvt. Ltd., New Delhi.
6. Odum, E.P., Odum, H.T. and Andrews, J. 2071. Fundamentals of Ecology. Philadelphia: Saunders.
7. Rajagopalan, R. 2016. Environmental Studies: From Crisis to Cure, Oxford University Press.
8. Sing, J.S., Sing. S.P. and Gupta, S.R. 2014. Ecology, Environmental Science and Conservation. S. Chand and Publishing Company, New Delhi.
9. Singh, M.P., Singh, B.S., and Soma, S. Dey. 2004. Conservation of Biodiversity and Natural Resources. Daya Publishing House, New Delhi.
10. Tripathy. S.N., and Sunakar Panda. (2004). Fundamentals of Environmental Studies (2nded.). Vrianda Publications Private Ltd, New Delhi.
11. Verma, P.S., and Agarwal V.K. 2001. Environmental Biology (Principles of Ecology). S. Chand and Company Ltd, New Delhi.
12. Uberoi, N.K. 2005. Environmental Studies. Excel Books Publications, New Delhi.

24FDP111	DESIGN THINKING							SEMESTER-I		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week		L	1	P/S	3	DS	0	Credits		3

COURSE OBJECTIVE:

- Identifying problems and providing feasible solutions are essential qualities for a designer. With this context, this course is devised to introduce to the students, design thinking skills that can be practiced to solve complex problems by approaching it from the user's perspective.
- It also aims to turn their ideas into tangible, testable products as quickly as possible.
- To understand the design thinking process and techniques
- To familiarize them with the design thinking process.
- To learn about human centric design approach.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Analyze and understand different kinds of thinking skills used in design.	Analyze and understand
CO2	Apply design thinking skill and endeavor the design problem.	Apply
CO3	Understand about human centric approach process	Understand and apply
CO4	Practice and solve complex problems by approaching from user's perspective	Analyze and apply
CO5	Understand the techniques and tools and apply them to arrive at solutions quickly	Understand and apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	M	S	M				
CO2		S					M
CO3					L		
CO4	M						
CO5						S	

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I – INTRODUCTION TO DESIGN THINKING

Introduction to design thinking, origin and purpose of Design Thinking and innovation – Design Thinking and its Benefits – Cognitive models applied in Design Thinking - critical thinking- creative thinking. Choose a product/ service to apply the design thinking process to arrive at a solution to create or improvise the product/ service.

UNIT II – INTRODUCTION TO DESIGN THINKING FRAMEWORK

5 actionable steps in design thinking framework. Do case study.

1. Empathize- getting to know the users and their challenges
2. Define- knowing what problem exactly needs to be solved
3. Ideate- Outside of the box thinking and what solutions and angles can be discovered.
4. Prototype- creating something tangible those users can then try out.
5. Testing- giving your prototype to real users who will determine if your solution is valid or if it needs some work.

UNIT III –DESIGN THINKING APPROACH AND TECHNIQUES

1. Empathize with the users- ask the right questions, observation & empathy
2. Define the problem- point of view, pattern recognition and Connecting dots.
3. Ideate- develop potential solution, feedback on the solution
4. Prototype- create and review, get feedback, types of prototyping
5. Testing- test final ideas, testing types

UNIT IV – DESIGN THINKING PRACTICES

Visualization techniques and diagrams such as empathy mapping, revisiting the wall, affinity diagram, mind map, journey map. Story telling techniques and improvisations. Assumptions, pitfalls and cautions. Scamper, Brainstorming, mind mapping, etc.

UNIT V –FINAL PROJECT

Present the design thinking process for the design problem chosen.

TOTAL HOURS: 60 hrs

REFERENCES

1. Design thinking handbook, by Eli Woolery
2. The Little Booklet on Design Thinking: An Introduction: 1, by Monika Hestad Silvia Rigoni AndersGrnli | 1 January 2017
3. Fashion Thinking: Creative Approaches to the Design Process, by Fiona Dieffenbacher | 12 November 2020
4. Models for Sustainable Framework in Luxury Fashion: Luxury and Models (Textile Science and Clothing Technology), by Subramanian SenthilkannanMuthu | 21 February 2018
5. Returns on Omni channel Marketing. Towards a holistic framework to manage and measure Omni channel strategy's success in the premium fashion industry, by InsaSchneidermeier | 26 July 2017
6. Jeanne Liedtka , Andrew King, Kevin Bennett , “Book - Solving Problems with Design Thinking - Ten Stories of What Works” (Columbia Business School Publishing), 2013.
7. Idris Mootee, "Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School", John Wiley & Sons 2013

24FDS121	BASIC DESIGN STUDIO						SEMESTER-I			
Marks	Internal	160	External			240	Total	400	Exam Hours	6
Instruction Hours/Week		L	0	T	0	P/S	12	Credits		8

COURSE OBJECTIVE:

- To give an understanding of design as creating form towards a purpose at various scales.
- To enable exploration of the universal visual, experiential and cognitive aspects of design through engaging elements and principles of form.
- Understanding various aspects such as form, scale, light, dimension, height, transitional elements etc.
- Understanding and applying design vocabulary such as Point, Line, shape, color, texture, area etc.
- To give an insight into the ways in which form/ morphology and use/effect can come together

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the totality and components of form in the creation of design.	Understand
CO2	Explore the visual/ cognitive language and grammar of the universal elements and principles of design.	Understand and Analyze
CO3	Understand needs as encompassing functional, behavioral, cultural, experiential, etc.,	Understand
CO4	Engage awareness towards creating morphology that fulfills stated intents and needs.	Analyze and create
CO5	Understand the design vocabulary and create designs with design principles	Understand and create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1			M				
CO2	L		M				
CO3	M	M	M				
CO4		M					
CO5	S						

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I -ELEMENTS OF DESIGN

point, line, shape, volume, texture and color–in relation to light, pattern etc and exercises to represent abstract expressions through sheets and models.

UNIT II- PRINCIPLES OF DESIGN

Balance, Emphasis, Repetition, Movement, Proportion, Negative Space, Contrast, Hierarchy, Rhythm, Pattern, Variety and Unity- exercises to represent abstract expressions through sheets and models.

UNIT III - FORM STUDIES

Developing shapes and forms- Addition, subtraction and transformation techniques. Choose an object from nature and represent in the following ways- realistic, stylized, simplified, geometric & abstract

UNIT IV - PRINCIPLES OF COMPOSITION

grids, negative and positive space, symmetrical/asymmetrical, Rule of Thirds, Center of Interest, Gestalts Theory of Visual Composition and exercises to represent these ideas through sheets and models.

UNIT V- COLOUR THEORY

Create color wheel and make compositions of the different color schemes as sheets and models, explore and study relationship between color and light, surface qualities, scale and distances.

TOTAL HOURS: 180 hrs

REFERENCES

1. Visual Grammar by Christian Leborg
2. Design, second edition: The definitive Visual Guide, by DK and Judith Miller (2021)
3. Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, by Gail Greet Hannah (2002)
4. Design elements, Third Edition: Understanding the rules and knowing when to break them- A Visual Communication Manual, by Timothy Samara (2020)
5. Linda Holtzschue. Understanding color, An introduction for designers, by Van Nostrand (1995)
6. The Design of Everyday Things, by Don Norman (2013)
7. Emotional Design: Why we Love (or Hate) Everyday Things, by Don A. Norman (2005)
8. Sam. F. Miller, Design process – a primer for Architectural and Interior Design, Van Nostrand Reinhold.(2095)
9. Gary Gordon, Interior lighting for designers John Wiley and Sons Inc.(2003)
10. Harold Linton, Colour in Architecture, McGraw Hill(2099)
11. Jonathan Poore, Interior Color By Design, Rock Port Publishers.(2094)
12. JohannessItten, The Art of Color, John Wiley and Son(2093)

24FDS122	VISUAL ARTS							SEMESTER-I		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits			3

COURSE OBJECTIVE:

- To improve students' observation skill.
- To make the student practice drawing to create muscle memory and improve hand eyecoordination.
- To expose them to the basic drawing techniques.
- To explore the different drawing mediums.
- To help them observe, study and decode techniques used by artists in their paintings
- To help them gain confidence while communicating design visually in the future throughdrawing.

COURSE OUTCOMES

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Observe and see things from different perspectives leading to creative spark.	Understand and Analyze
CO2	Develop the eye for detail.	Understand
CO3	Have knowledge of the different drawing techniques and mediums.	Understand
CO4	Develop their personal style of visual representation as a result of the exploration.	Analyze and create
CO5	Understand that drawing is an effective skill while communicating design and learn to apply it in future projects.	Understand and apply
CO6	Gain confidence to represent their ideas visually.	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	L	M	M				
CO2		S					
CO3		S					
CO4	L	S	M				
CO5		S					

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I -BASIC TECHNIQUES

Sketching Basics- Basic techniques such as positioning and usage of fingers and hand. Introduction to basic drafting properties such as different grades of pencils and its applications. Representation of textures. Basic principles of free hand plotting and layout.

Understanding and sketching Texture – Sketching various examples of different textures found in natural things, For example – Leaves, wood, etc.,

UNIT II -FREE HAND SKETCHING AND PENCIL TECHNIQUE

Free hand sketching – Understanding visual proportion of objects and sketching to improve line drawing skills.

Pen and ink- Understand back ground and fore ground and represent outdoors using pen and ink to show positive and negative spaces.

Pencil technique 1- Select and object or combinations of objects, observe proximity, light and shadow, proportion and represent using 6 different pencil shading techniques (Smudging, Hatching, Cross Hatching, Contour, Scribble and Stippling) to understand lighting and levels.

Pencil technique 2- To explore different color mediums select an object and color it with different mediums.

UNIT III - PRESPECTIVE DRAWING

Perspective drawing- Learn the basics of perspective, sketch various interior and exterior spaces to understand different types of perspective drawings

UNIT IV-COMPLEX COMPOSITION

Life 1 –Sketch a combination of objects placed in a complex composition using color pencils to improve representation techniques and to understand different representation of textures.

Self-portrait- Select a medium and explore abstract art with a self-portrait. Case study any famous artist works to understand application techniques.

UNIT V- LIVE EXPOSURE

An interaction session between the students and artist- exposing to different artistic techniques.

TOTAL HOURS: 60 hrs

REFERENCES

1. Keys to Drawing, North Light Books (1990)
2. Art Fundamentals, 3dtotal Publishing (2013)
3. Perspective made Easy, by Ernest R. Norling (1999)
4. How to Draw what you See, by Rudy de Reyna (1996)
5. Drawing for the absolute and utter beginner, by Claire Watson Garcia (2018)
6. Pen & Ink drawing, by Alphonso Dunn (2015)
7. The Natural Way to Draw, by Kimon Nicolaidis (1990)
8. Paul Laseau, Freehand Sketching: An Introduction. 2003
9. Robert S. Oliver,, The Complete Sketch, Van Nostrand Reinhold, New York, 2089.
10. Tokyo Musashino Academy of Art - Introduction to Pencil Drawing, Graphic - Shaw Publishing Co.Ltd., Japan, 2091.
11. Alwyn Cranshaw, Learn to paint with Water colours, Acrylic colours, Boats a

24IDES131	INTERIOR MATERIALS AND CONSTRUCTION-I						SEMESTER-I			
Marks	Internal	80	External			120	Total	200	Exam Hours	6
Instruction Hours/Week	L	1	P/S	5	DS	0	Credits			4

COURSE OBJECTIVE:

- Understanding the basic components of the buildings that envelope a small building
- Understanding the different types in each element and different treatments for the same.
- Understanding function of each component of a building like foundation, walls, beams, column, and roofs.
- Understanding simple roof & floor finishes.
- To understand the primary basics of the loading in a structure and the distribution of the load
- To understand the composition and properties of the materials.

Course Outcomes

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the Interior construction details with building materials	Understand
CO2	Judge the structure before making any structural changes required in renovation.	Analyze and evaluate
CO3	Work with different materials such as stone, bamboo, mud and lime.	Understand and apply
CO4	Understand the Technical drawing and their mode of drawing representation	Understand
CO5	Draw the technical plan, elevation and section along with sketches and details showing method of construction.	Analyze , Apply and create
CO6	Analyze this material knowledge during construction and apply the best materials suited for the respective spaces	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	M	M	L		L		
CO2		M	L				
CO3		M					
CO4	M		L		L		
CO5		M	L		L		
CO6	L				M	M	

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO BUILDING COMPONENTS AND NOMENCLATURE

Drawings of the components of a building indicating

- Foundation –brick footing, stone footing & column footing
- Concrete flooring, plinth beam & floor finish
- Superstructure- brickwork with sill, lintel, windows& sunshade
- R.C.C roof with weathering course, parapet & coping.

UNIT II - INTRODUCTION TO INTERIOR BUILDING COMPONENTS AND NOMENCLATURE

Studying and observing various interior elements and components of a space.

Introduction to building interior elements such as partitions, flooring, false ceiling, paneling, handrails, etc., Different kinds of systems and methods. Drawings/ sketches of the principles. Understanding of product literature. Site visits with documentation in the form of sketches/ photos.

UNIT III - INTRODUCTION TO INTERIOR MATERIALS

Wood-Soft and hardwood, Plywood, laminated wood and particle boards Commercial forms of wood plywood, block board, particle board and other products available in the market– properties, manufacture & uses.

Cane and bamboo, tools and techniques of joinery, application to build forms and interiors.

Synthetic Materials–Different types of Glass, their properties, manufacturing processes and uses.

Plastics – injection molding & other manufacturing methods, etc.

Timber: classification of trees, characteristics of good timber, defects in timber, seasoning of timber, uses in building construction and interiors., industrial timber.

Gypsum and their different types. Aluminum, PVC/UPVC, glass, etc.

Metal: The application of various metals in interiors and various finishing options. Cast iron, Wrought Iron,

Steel, Mild Steel, Stainless Steel, Aluminum, Brass, Copper, Zinc, Lead Alloys, Bronze.

Laminates: Properties and application of all types of plastic laminates. Manufacturing process and preservation and maintenance of laminates. Types of Laminates etc.

Fabrics – textile, Jute, leather etc. different types and their uses

Seminars from various vendors to understand the current trend of the materials, its properties and usage of materials

UNIT IV- PRODUCT AND MATERIAL WORKSHOP

Small scale models/ material board with usage of materials available in market

UNIT V- INDUSTRIAL SITE VISIT

Site visit – students should visit a On- Going building site to understand the exterior and interior building component

TOTAL HOURS: 90 hrs

REFERENCES

1. S. C. Renewal - Engineering materials – Charotar Publishing, Anand2003
2. Francis D. K. Ching - Building Construction Illustrated, VNR, 2075,
3. Parker, Harry, 2057, Materials and Methods of Architectural Construction, John Wiley & Sons,London2057
4. Understanding Buildings: A Multidisciplinary Approach (Paperback) by Esmond Reid
5. R.J.S.Spencke and D.J. Cook, Building Materials in Developing Countries, John Wiley and Sons, 2083.
6. HUDCO - All you want to know about soil stabilized mud blocks, HUDCO Pub., New Delhi, 2089.
7. UNO - Use of bamboo and reeds in construction - UNO Publications.2075
8. Rangwala, S.C - Building Construction: Materials and types of Construction - John Wiley and Sons, Inc., New York.
9. Dr. B.C Punmia., Building materials, New Age International Publishers, 4 th Ed., (2012)
10. Drew Plunkett, Construction and detailing for Interior design, Laurence King Pub, (2014)
11. USG,The gypsum construction Handbook, RS Means; 7 edition (2014)
12. J.Rosemary Riggs, Materials and components of interior architecture, Prentice hall;8 edition (2013)
13. David Kent, Interior detailing; components of construction, John Wiley &sons (2010)
14. Jim Postell,Nancy Gesimondo , Materiality and interior construction ,Wiley;

24FDES132	FASHION ORIENTATION						SEMESTER-I			
Marks	Internal	80	External			120	Total	200	Exam Hours	6
Instruction Hours/Week		L	1	P/S	5	DS	0	Credits		4

COURSE OBJECTIVE:

- This course helps students understand the idea of fashion design and gives an overview of the fashion industry on a brief note including the need for fashion, multiple roles and responsibilities of a fashion designer and factors influencing fashion.
- This knowledge would help them to explore and discover their specific field of interest through the 4-year program.
- The entire process of designing and producing fashion apparels is covered as to give a foundation of how this field works.
- This course will give an overview of fashion design and elaborate on different aspects like elements of design, understanding of the body and fashion industry.
- It aims to provide students a clear perspective on creativity and its application in innovative fashion design
- Helps to familiarize students with essential fashion terminology and theories and provide information about fashion designers and brands

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Identify more explorations and improve their fashion vocabulary.	Knowledge
CO2	Understanding the factors affecting fashion to involve it in design process.	Apply
CO3	Explore fashion from different perspectives.	Analyze & Understand
CO4	Enhance skill development in communication and impactful presentations.	Apply
CO5	Explore national and international designers and their works.	Analyze
CO6	Explore the various opportunities in the fashion industry.	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		M	S	S	S	M
CO2	S		M	S	S	S	M
CO3	S		M	S	S	S	M
CO4	S		M	S	S	S	M
CO5	S		M	S	S	S	M
CO6	S		M	S	S	S	M

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I -INTRODUCTION TO FASHION

Fashion- Definition; Classification of fashion- Avant-garde, Haute Couture and Ready to wear; Types of fashion styles- Casual, Formal, Sportswear, Active wear, Vintage, Street style, etc. Fashion Capitals of the world and renowned designers both Indian and International, Fashion terminologies

UNIT II - FACTORS AFFECTING FASHION

Factors affecting fashion: social, cultural, economic, political, technological, sports, music, designers, etc. Fashion cycle- Fashion theories of adoption: Trickle-down theory, trickle-up theory and Trickle-across theory- Fashion systems model and Populist model fashion as a response to subcultures. Factors: Personality and Expression, Age, Climate, Income, Occasion, Body type and Fashion

UNIT III -ELEMENTS AND PRINCIPLES OF FASHION

Learn the Elements of fashion, exercises to collect images/ sketches to understand the topic better and to identify how designers have used it in their design collections. Learn the Principles of fashion, exercises to collect images/ sketches to understand the topic better and to identify how designers have used it in their design collections.

UNIT IV - CLIENT STUDY

Learn how to study a client, body type, demographics, psychographics, identifying needs, etc. Choose a peer student as a client and style and outfit according to the client study.

UNIT V - CLIENTELE STUDY

Learn how to do clientele study, age group characteristics, consumer research websites, how to decode the zeitgeist, WGSN. Choose a brand and study their clientele.

TOTAL HOURS: 90 hrs

REFERENCES

1. The Lives of 50 Fashion Legends, Fashionary International Limited, 2018
2. Fashionpedia: The Visual Dictionary of Fashion Design, Fashionary (2016)
3. The Hidden Facts of fashion, Fashionary (2020)
4. Concept of Fashion: Study Material- Swami Vivekanand Subharti University, Uttar Pradesh (2021)

SEMESTER- I | ELECTIVE 2

24IDES133	INTERIOR GRAPHICS- I						SEMESTER-I			
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	0	P/S	6	DS	0	Credits			3

COURSE OBJECTIVE:

- To help students to learn & understand the techniques of various methods of drawing
- To make them understand the use of colors & their effects in drawings.
- To understand various geometrical shapes.
- To be able to scale geometry and understand the sizes.
- To understand sciography and its representation.
- To be able to improve different lettering.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Construct the 3d views and perspective drawings of the Interiors	Create
CO2	Understand the advanced documentation and measured drawing techniques.	Understand and remember
CO3	Express design in all dimensions and ability to improvedrawing skills.	apply
CO4	Understand the various measurements of the drawings.	Understand
CO5	Express and exhibit drawings to the best understandingfor professional practice.	Apply and create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1			S				
CO2		S					
CO3	L	S					
CO4		S			L		
CO5			S		S		

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO BASIC GEOMETRY.

Basic exercises on drafting. Lettering Exercise - with sizes and scale, layout and composition of sheet, . Exercises on drafting with line types, thickness, of basic two-dimensional geometric forms

UNIT II - TWO-DIMENSIONAL DRAWINGS - ORTHOGRAPHIC PROJECTIONS.

Orthographic projections to scale of single and two-dimensional geometric forms - Simple and complex objects- straight, curvilinear etc.- Plans, Sections, Elevations of solid, hollow objects, etc.

UNIT III - THREE DIMENSIONAL DRAWINGS - METRIC PROJECTIONS

Isometric, Axonometric, Oblique Projections as three-dimensional geometric forms- Simple and Combined Solids.

UNIT IV - MEASURED DRAWING -1

Introduction to measured drawing – drawing two and three-dimensional projections to scale of indoor elements – Tables, Chairs, Doors Windows, Staircase, Handrails Columns, etc.

UNIT V- FREE HAND SKETCHING OF INDOOR & OUTDOOR ELEMENTS.

Free Hand sketching of basic forms, effect to finest or present textures- shading exercises etc. Outdoor elements - representing Lawns, Bushes, Water Bodies, Plants & Trees through sketching in different media. Indoor elements – door, windows furniture's, wall panels etc.

TOTAL HOURS: 90 hrs

REFERENCES

1. Paul Lareau, Freehand Sketching: An Introduction.2003
2. Robert S. Oliver, The Complete Sketch, Van Nostrand Reinhold, New York, 2089.
3. Tokyo Musashino Academy of Art - Introduction to Pencil Drawing, Graphic - Shaw Publishing Co.Ltd., Japan, 2091.
4. Freehand Drawing for Architects and Interior Designers (Paperback) by Magali Delgado Yanes(Author), Ernest Redondo Dominguez (Author)2005
5. AlwynCranshaw, Learn to paint with Water colours, Acrylic colours, Boats and Harbours, Sketch,Still life, landscapes, William Collins Sons and Co. Ltd., London, 2081.
6. I.H. Morris, Geometrical Drawing for Art Students - Orient Longman, Madras, 2082.
7. Francis D. K. Ching, Architectural Graphics, Van Nostrand Rein Hold Company, New York, 2064.
8. C. Leslie Martin, Architectural Graphics, The Macmillan Company, New York, 2064.
9. Architectural Drawing: A Visual Compendium of Types and Methods (3rd edition) by Rendow Yee2013
10. Drawing – A creative Process, Francis D.K. Ching, John Wiley Sons, New York
11. How to paint & draw, BodoW.Jaxtheimer, Thames & Hudson, London
12. Geometrical drawing forart students, 2ndrevised edition- I.H.Morris,OrientLongman,Calcutta,2095.

13. Architectural drafting and design, 4th edition – Ernest R. Weidhaas, Allyn and Bacon, Boston, 2081.
14. Building drawing, 3rd edition – M G Shah, C M Kale, Tata Mcgraw– Hill publishing, New Delhi.

24FDES134	DIGITAL DESIGN- I						SEMESTER-I			
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	0	P/S	6	DS	0	Credits			3

COURSE OBJECTIVE:

- The use of digital media to represent data and design has become indispensable in the global world of design. With this context becomes important for future designers to be familiar and skilled with expressing their ideas with high visual impact digitally.
- This course lays the foundation of visual graphic language starting with manual models and sheet graphics and gradually taking on to software to express their ideas.
- It helps to successfully navigate the industry aspect of the profession, designers need to have the ability to form professional relationships, present their work and their ideas.
- Helps to learn how to utilize relevant tools and technology of visual design communication.
- Helps to learn about the usage of software effectively and its importance
- Digital design 1- Creates the basic foundation for graphic design, digital techniques and to create communication solutions that determine design solutions

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Gain knowledge to communicate design visually and its significance.	Understand
CO2	Attain strong foundation of graphic design and its applications.	Apply
CO3	Develop abstractions, interpretations, representations and expression.	Understand and Apply
CO4	Create and explore with prints and patterns.	Create
CO5	Determine system requirements and file management	Understand and Apply
CO6	Experience management of digital design projects from conception to completion.	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S		M	
CO2	S		S	S			
CO3	S		S	S			
CO4	S			S			
CO5	S		S	S			
CO6	S			S			

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - GRAPHIC DESIGN BASICS

Introduction to visual arts- Image making: lines, shapes, color and typography- Explore manually through art and craft.

UNIT II - GRAPHIC DESIGN BASICS - II

Principles of graphic design- Composition: balance, alignment and hierarchy- Explore manually through art and craft.

UNIT III - PRINT and PATTERNS

Creation of motifs through elements of design- Techniques to create patterns- Exercise includes creating a range of patterns through an inspiration using physical materials both 2D and 3D.

UNIT IV - INTRODUCTION TO DIGITAL DESIGN

Introduction to computer hardware and software- basic functions of file Management- understanding file extensions- viewing storage devices and network connections- exposure to online resources for designers.

UNIT V - PRESENTATION TECHNIQUE

Aspect Ratio- crop- resolution- color gamut- understanding pixels- communicating design.

TOTAL HOURS: 90 hrs

REFERENCES

1. Graphic Design: The new basics, by Ellen Lupton (2015)
2. Graphic Design School: A foundation course for Graphic Designers, by David Dabnerand Sandra Stewart (2020)
3. Graphic design thinking: Beyond brainstorming, by Ellen Lupton (2014)
4. Just my type, by Simon Garfield (2012)
5. Shady Charcters, Keith Houston (2015)
6. How to, by Michael Bierut (2021)
7. A designer's research manual, by Jenn Visocky O'Grady (2017)
8. This means this, this means that, 2nd Edition: A user's guide to semiotics, by Sean Hall (2012)
9. Logo design love, by David Airey (2014)
10. Graphic Design Rules: 365 Essential design do's and don'ts, by Stefan G. Bucher (2017)
11. Color Design Workbook, By Sean Adams (2006)
12. Making and Breaking the Grid, By Timothy Samara (2017)
13. Thinking with type: A critical guide for designers, by Ellen Lupton (2010)
14. The Graphic Design Exercise book: Creative briefs to enhance your skills and develop your portfolio, by Carolyn Knight and Jessica Glaser (2010)
15. It's not how good you are, It's how good you want to be, by Paul Arden (2003)
16. Steal like an artist, by Austin Kleon (2014)

24IDOE141		SPORTS AND YOGA						SEMESTER-I		
Marks	Internal	100	External			0	Total	100	Exam Hours	0
Instruction Hours/Week		L	1	T	0	P/S	0	Credits		2

COURSE OBJECTIVES:

The goal of this course, is for the students:

- To have knowledge of Physical fitness and exercise management to lead better quality life
- To enable to officiate, supervise various sports events and organize sports events
- To acquire the knowledge of Physical Education, Sports and Yoga and understand the purpose and its development
- To gain knowledge to plan, organize and execute sports events

COURSE OUTCOMES:

Upon completion of this course, the student will be able to:

- Practice physical activities and yoga for strength, flexibility and relaxation.
- Use techniques for increasing concentration and decreasing anxiety for stronger academic performance.
- Perform yoga exercises in various combination and forms.
- Improve personal fitness through participation in sports and yoga activities.
- Follow sound nutritional practices for maintaining good health and physical performance.

UNIT I –INTRODUCTION TO PHYSICAL FITNESS

Explain importance of physical education - Describe importance of Physical Fitness and Wellness
 - Explain the components of physical fitness - Demonstrate healthy life style - Prevent health threats by changing life style

UNIT II- FUNDAMENTALS OF ANATOMY AND PHYSIOLOGY IN SPORTS AND YOGA

Explain importance of anatomy and physiology - Describe effects of exercise in various body systems - Describe concept of correct posture - Explain corrective measures for posture deformities.

UNIT III – YOGA AND PRANAYAMA

Explain importance of yoga - Perform various pranayama for increasing concentration - Use meditation and other relaxation techniques for improving concentration.

TOTAL HOURS: 15 hrs

TEXT BOOKS:

1. Ajmer Singh, Modern Trends and Physical Education class 11 and class 12, Kalyani Publication, New Delhi ISBN: 9789327264319.
2. B.K.S. Iyengar, Light on Yoga, Thomson's Publication, New Delhi ISBN: 8172235011
3. V.K.Sharma, Health and Physical Education, NCERT Books; Class 11,12 Saraswati House Publication, New Delhi
4. Acharya Yatendra, Yoga and Stress Management, Fingerprint Publishing ISBN: 9389

24FDT201	ELEMENTS OF TEXTILE							SEMESTER-II		
Marks	Internal	40	External			60	Total	100	Exam Hours	3
Instruction Hours/Week	L	2	P/S	0	DS	0	Credits		2	

COURSE OBJECTIVE:

- Textile is a major component when it comes to fashion designing. This course aims to deliver the fundamentals of textiles like the study of various fibers, their properties and uses, fabric construction methods, finishing and care.
- It also helps the students to discover and respect indigenous textiles and cultural awareness associated with textiles,
- Many changes are brought about constantly by technical advancements in the ever-changing environment of this highly technical industry. Major changes and development in the world of textiles will be covered.
- This course integrates knowledge, skills, and practices required for careers in textiles, scientific research, and fashion and marketing.
- Highlighting terminology, organization, and structure of this multifaceted industry.
- Textile manufacturing process is fully explained in detail for better understanding of the industry.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Explore the textile industry and the terminologies used.	Understand
CO2	Determine the performance characteristics of fiber, yarn, fabric and their production processes.	Apply
CO3	Analyze the different types of fibers and their unique characteristics.	Analyze
CO4	Analyze traditional Indian textiles and their cultural significance.	Analyze
CO5	Determine a sense of awareness towards uplifting indigenous textile crafts.	Apply
CO6	Get exposed to sustainable developments in textiles.	Understand ,Analyze and Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1		M	S	S	S	M	S
CO2			S	S	S	M	S
CO3			S	S	S	M	S
CO4			S	S	S		S
CO5			S	S	S		S
CO6			S	S	S	M	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION

Overview of the Textile Industry, Emerging Textile Technology, SWOT analysis of the Indian Textile Industry, Basic Fiber properties, Classification of fibers.

UNIT II - CLASSIFICATION OF FIBERS

Natural fibers- Sources, properties and end use: cotton, flax, jute, wool and silk, manmade fibers- rayon, acetate, nylon, polyester, acrylic, spandex, polyolefin.

UNIT III - YARN CLASSIFICATION

Yarn classification, Yarn spinning, Yarn numbering system

UNIT IV - BASICS OF WEAVING and KNITTING

Basic weaves, Introduction to Non- woven fabrics, Common fabric names, Care labeling, Differences between woven and knit fabrics, types of knitting machines, knit structures.

UNIT V - INDIAN TRADITIONAL TEXTILES and SUSTAINABLE DEVELOPMENTS Study of

Different Indian traditional textiles of various regions in terms of their origin

(a) Socio cultural background (b) Techniques /material (c) Color / motifs (d) Evolution or changes over time (e) Present scenario (f) Contemporary usage. Healthy studio practices and textile designers who work on sustainable textile designs.

TOTAL HOURS: 30 hrs

REFERENCES

1. The Denim Manual, Fashionary, 2022.
2. Textilepedia, Fashionary, 2020.
3. Garment Technology for Fashion Designers, Cooklins, Hayes, Ms Loughlin and Fairclough, Wiley India, 2012
4. Fibre to Fabric, Bernard P Corbman, 6th edition, Tata Mc Graw- Hill Education, 2003
5. Textile Science: An Explanation of Fibre Properties, GohlandVilensky, CBS Publishers, 2005
6. Textiles, Sara J. Kadolph, Pearson publication, 2009

E-BOOKS

1. Hand Book of Technical Textiles
https://textInfo.files.wordpress.com/2012/10/handbook_of_technical_textile_.pdf
2. Textiles and Clothing
<http://www.textbooksonline.tn.nic.in/books/11/stdxi-voc-textiles-em.pdf>
3. Fabric Study
[http://cbse.nic.in/publications/vocational/Fashion%20Design%20and%20Garment%20Technology/Fabric%20Study%20%20\(Textbook%20+%20Practical%20Manual\)%20XII.pdf](http://cbse.nic.in/publications/vocational/Fashion%20Design%20and%20Garment%20Technology/Fabric%20Study%20%20(Textbook%20+%20Practical%20Manual)%20XII.pdf)
4. Fiber to Fabric
[http://www.nios.ac.in/media/documents/SecHmsscicour/english/Home%20Science%20\(Eng\)%20Ch-10.pdf](http://www.nios.ac.in/media/documents/SecHmsscicour/english/Home%20Science%20(Eng)%20Ch-10.pdf)

24FDP211	DIGITAL DESIGN- II							SEMESTER-II		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits		3	

COURSE OBJECTIVE:

- The use of digital media to represent data and design has become indispensable in the global world of design. With this context, it helps for future designers to be familiar and skilled with expressing their ideas with high visual impact digitally.
- The ability to solve communication problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and user testing, and evaluation of outcomes is developed by the stakeholders.
- This course lays the foundation of visual graphic language starting with manual models and sheet graphics and gradually taking on to software to express their ideas.
- It helps to successfully navigate the industry aspect of the profession, designers need to have the ability to form professional relationships, present their work and their ideas.
- Helps to learn how to utilize relevant tools and technology of visual design communication.
- Digital Design- II introduces students to raster graphics, deeper understanding and techniques widely used to create raster graphics through software and how it can be adapted to communicate their design ideas.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Experiment and become skilled with raster graphic techniques.	Analyze and Understand
CO2	Determine techniques to convert intangible ideas to visual graphics.	Analyze
CO3	Develop a strong sense of visual communication skill using raster graphic	Create
CO4	Get exposed to various sources to find inspiration works and online design communities.	Understand
CO5	Determine data visualization and representation techniques and making of design process boards.	Analyze
CO6	Develop a deeper understanding of dimensions of work in digital spaces.	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S	S	S	S
CO2	S		S	S	S	S	S
CO3	S		S	S	S	S	S
CO4	S		S	S	S	S	S
CO5	S		S	S	S	S	S
CO6	S		S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO RASTER EDITING SOFTWARE

Vector vs. raster graphic, image resolutions, page dimensions etc- definition of image adjustments-significance-examples- retouching image techniques.

Tools: image adjustment, crop, groups, selection, image correction tools.

Exercises: implementing techniques and exploration.

UNIT II - IMAGE MANIPULATION

Combining multiple images- fixing up old photographs- adding effects- creating mood boards- creating cover art: film/ song/ concept/ through image manipulation techniques- draping patterns on products, wall paper, etc.

UNIT III - DIGITAL ART and SURFACE PATTERNS

Creating digital art- exploring existing and new brushes- create cover art: film/ song/ concept.

Creating surface patterns digitally and realistic draping on products.

UNIT IV - TYPOGRAPHY

Explore typographic illustrations- combining text and image graphics. To understand the importance and purpose of typeface and its usage.

UNIT V - DATA REPRESENTATION

Exercises include Brand study and data visualization and representation techniques, making content and printed brand booklets.

TOTAL HOURS: 60 hrs

REFERENCES

1. Grid systems/ Raster systeme by Josef Muller- Brockmann, published by Verlag Niggli (January 2007).
2. Visual Storytelling by Morgan Sandler, Michael Wiese Productions (January, 2018)
3. Adobe Photoshop CC Classroom in a Book by Andrew Faulkner, Pearson Education, first edition (June 2018).
4. The Graphic Design Idea Book by Gail Anderson and Steven Heller, Laurence King Publishing (April 2016).
5. Branding: In Five and a Half Steps by Michael Johnson, published by Thames and Hudson; Illustrated edition (November 2016).

24FDS221	FASHION DESIGN STUDIO- I						SEMESTER-II			
Marks	Internal	160	External			240	Total	400	Exam Hours	6
Instruction Hours/Week		L	0	P/S	0	DS	12	Credits		8

COURSE OBJECTIVE:

- This course helps the students to be exposed to the various garment making stages involve in the fashion design process.
- This course will help them to convert their design concepts to real life prototypes.
- Students will be learning and practicing skills like flat pattern making, draping and garment construction enabling them with a strong foundation of technical knowledge to be imparted in their future projects.
- In this semester, they will acquire knowledge and use their skills to create **bodice and skirt- basic and variations**.
- It aims to provide a professional touch to the students for customized, tailor-made fashion solutions with a well-equipped lab.
- To ensure that students are updated with the latest industry trends.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Determine the need to learn and practice technical skills of garment making.	Understand
CO2	Interpret the knowledge of how to take measurements of the body and make flat patterns.	Apply and Create
CO3	Experiment and learn how different fabrics behave while draping.	Analyze
CO4	Explore and learn the different kinds of seams and finishes with their applications.	Apply
CO5	Produce a strong foundation with technical skills required as a fashion designer for their future projects.	Apply
CO6	Actuate and create standard slopers of basic bodice and skirt	Analyze and Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S	S	S	S
CO2	S		S	S	S	S	S
CO3	S		S	S	S	S	S
CO4	S		S	S	S	S	S
CO5	S		S	S	S	S	S
CO6	S		S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I -INTRODUCTION TO FASHION DESIGN STUDIO

Introduction to Pattern making, garment construction and draping.

UNIT II - PATTERN MAKING

Introduction to PM tools and terminology. Body form measurements and standard measurement charts, Pattern drafting of bodice and skirt for US 8, Dart Manipulations and conversions, Panels and added fullness. Skirt and top design variations, Pattern drafting of waistband, pockets, plackets, neck and armhole finishing.

UNIT III - DRAPING

Introduction to tools, Draping of Womenswear bodice and skirt. Dart Manipulations and conversions. Draping of panels and added fullness. Top and skirt variations.

UNIT IV - GARMENT CONSTRUCTION

Introduction to sewing machines, types, parts, fixing minor issues that can occur, threading and basic sewing, Types of Seams and hems (basic and advanced) button hole and hand sewing with poplin and other fabric explorations. Gathers, pleats, ruffles etc. Armhole, placket and neck finishes. Waistband construction. Construction of zippers, button holes, rivets, hooks. Provide study material- most preferred seams and hem finishes for all kinds of fabric.

UNIT V - FINAL PROJECT

Create two garments (toile and actual) Sleeveless top and skirt (one through draping and GC and the other through patternmaking and GC). Working patterns, production patterns, toile drapes and all related materials to be submitted

TOTAL HOURS: 180 hrs

REFERENCES

1. The Practical Encyclopedia of Sewing: By-Dorothy Wood: Lorenz Books
2. The Complete Book of Sewing: Dorling Kindersley
3. Sewing and Knitting: A Reader's Digest step-by-step guide
4. Comparative Construction Techniques Clothing Construction :SherieDoongaji Sewing Manual: Singer
5. Different Types of Fashion Categories for Dress Design, December 13, 2020 by Mazharul Islam Kiron
6. Classification of Dress Design in Fashion Designing, September 14, 2021 by Mazharul Islam Kiron
7. Moroccan Fashion: Design, Culture and Tradition (Dress and Fashion Research), by M. Angela Jansen | 19 May 2016
8. Fashion Sketchbook: Blank Female Figure Templates To Design and Create, Drawing and Sketching, Artist, Fashionista and Designers Gift, Sketch Book, Art Notebook, by Amy Newton | 12 September 2020
9. Patternmaking for Fashion Design, 5e, by Armstrong | 10 July 2018
10. Fashion Patternmaking Techniques V1 Haute Couture: Haute Couture Models, Draping Techniques, Decorations, by Antonio Donnanno | 10 February 2017
11. Advanced Garment Construction Guide (Woodhead Publishing India in Textiles), by M. Sumithra | 30 January 2021
12. Fashion Showmanship: Everything You Need to Know to Give a Fashion Show, by Kay Corinth | 1 June 1984

24FDS222	FASHION ILLUSTRATION							SEMESTER-II			
Marks	Internal	80	External				120	Total	200	Exam Hours	6
Instruction Hours/Week	L	2	P/S	4	DS	0	Credits			4	

COURSE OBJECTIVE:

- Fashion illustration is one of the key skills to be acquired by a fashion design student. In this context this course is designed in such a way that the student is taught to observe the human body, learning about muscle groups, movement of the body, balance and weight and then gradually moving onto fashion figure drawing.
- This course helps the students to visualize their garment design concepts onto paper by acquiring illustrative skills and techniques.
- Sound knowledge of texture, proportion, composition and colours are imparted to the aspirants through fashion illustration.
- students to explore their own visual language by developing key fashion illustration skills. They will develop their own personal illustrative style
- This course will teach you how to draw the fashion figures starting from the basic understanding of the 10-head proportion, body elements from head to toe, movement and posture to fashion poses with garments.
- Helps to explore other illustrators and get inspired from them for their own works.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Analyze the need to acquire illustrative skills.	Analyze
CO2	Articulate and visualize human postures.	Understand and Apply
CO3	Develop knowledge of human body proportions and fashion figure proportions.	Understand and Remember
CO4	Experiment with fashion figure sketching skills	Analyze and Apply
CO5	Analyze the differences in each category of fashion figures.	Analyze
CO6	Produce a strong foundation in fashion figure drawing.	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S			S		S	S
CO2	S			S		S	S
CO3	S			S		S	S
CO4	S			S		S	S
CO5	S			S		S	S
CO6	S			S	M	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO FASHION ILLUSTRATION

Introduction to Fashion Illustration, role of fashion illustration, different styles. Introduction to different media- Color pencils, oil pastels, charcoal, soft pastels, watercolour, gouache, acrylic and mixed media.

UNIT II - GESTURE DRAWING and HUMAN FIGURE DRAWING

Understanding human body proportions both male and female and gesture drawing with basic shapes with different poses. Understanding Human Anatomy, knowledge of basic muscle groups for fashion drawing and their movements, Head theory figure drawing practice from observing images and/ live models, balance of weight, drawing different facial features.

UNIT III - FABRIC RENDERING AND APPAREL SKETCHING

Fabric rendering for different kinds of fabric. Study different existing fashion illustration styles, copy illustration, decode style and apply for runway look. Sketching flats of all kinds of apparel- different silhouettes, basic garments with technical details such as stitch lines, pockets, buttons, etc for all categories such as menswear, womenswear, kidswear, etc. Sketching various fashion accessories such as hats, belts, shoes, jewelry, etc

UNIT IV - RECREATE AN ILLUSTRATION

Study different Fashion illustrators' works and decode their style and recreate their illustrations.

UNIT V - FINAL PROJECT

Choose a theme/ inspiration and create a mood board and a collection of Illustrations of final range and flat specification drawing of the same.

TOTAL HOURS: 90 hrs

REFERENCES

1. Poses for Fashion Illustration- Women's edition, Fashionary, 2019.
2. Poses for Fashion Illustration- Men's edition, 2021.
3. Illustrating Fashion: Concept to Creation, by Steven Stipelman, Published June 18th 2010 by Fairchild Books
4. Fashion Sketchbook, Bina Abling, April 24th, 2007, by Fairchild Books
5. Illustration Now! Fashion, Taschen, Julius Wiedemann, November 15th 2013 by Taschen
6. Marker Rendering for Fashion, Accessories, and Home Fashion, by Bina Abling, September 15th 2005 by Fairchild Books
7. Fashion Illustration for Designers, by Kathryn Hagen, August 1st 2004 by Prentice Hall
8. Fashion Rendering with Color, Bina Abling, Published July 28th 2000 by Prentice Hall
9. Integrating Draping, Drafting and Drawing, Bina Abling, Kathleen Maggio, August 29th 2008 by Fairchild Books.
10. Fashion Illustration: Inspiration and Technique, Anna Kiper, 14 March 2011 by Paperback

24FDS223	FASHION FORECASTING AND BRAND RESEARCH						SEMESTER-II			
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits			3

COURSE OBJECTIVE:

- This course exposes students to the elements and principles of fashion through observation and studying various designers' work and collections.
- It covers fashion forecasting and exposes students to various methods to identify trends to be used in the fashion designing process.
- It also explores in detail how to research about consumers which enables the students to identify their target market so that they can always create relevant designs.
- Defining, exploring and applying various forecast research methods to understand merchandising, purchasing or planning apparel or accessories.
- Identifying and validating relevant resources to research a fashion trend.
- Helps to learn how brands apply trend forecasts and go further with the design process.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Get exposed to the work of fashion forecasting, work process and analyse macro and micro trends.	Understand and Analyze
CO2	Determine how the elements and principles of basic design are implemented in the fashion design field.	Analyze
CO3	Explore with fashion forecasting, its significance in trend research.	Understand and Apply
CO4	Determine the importance of consumers in the fashion business.	Analyze and Understand
CO5	Develop consumer research methods and data analyzing techniques.	Create
CO6	Analyze and forecast each every part of trend through related website	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	M		S	S	S	S	S
CO2	M		S	S	S	S	S
CO3	M		S	S	S	S	S
CO4			S	S	S	S	S
CO5	M		S	S	S	S	S
CO6	M		S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - FASHION FORECASTING BIG DATA

Definition, importance, categories, process, introduction to fashion trend resources such as WGSN and Promostyl. Research on Macro Trends and understanding Big Data.

UNIT II - TREND FORECASTING MICRO LEVEL

Trend research exercises such as local trend spotting, trend spotting from brands, WGSN and presenting trend information in board formats.

UNIT III - FASHION BRAND RESEARCH STAGE- I

Selecting a fashion brand for research study purposes and collecting information on its history and evolution.

UNIT IV - FASHION BRAND RESEARCH STAGE- II

Do consumer research, product analysis and brand positioning.

UNIT V - BOARD PRESENTATION

Learn how to compile all the information and present the data as boards and provide suggestions for the brand development.

TOTAL HOURS: 60 hrs

REFERENCES

1. Women's wear elements and details: Illustrated design reference for fashion professionals (Visual Fashion Design Resources Book 1), by Irina Ivanova | 13 June 2020
2. Elements Of Fashion And Apparel Design, by G.J. Sumathi | 1 January 2002
3. Fashion Coloring Book for Girls: 30 Beautiful Illustration of Gorgeous Beauty Fashion Style for Girls ,Teens and other Cute Stuff, by Blake Mcnee | 27 June 2022
4. Fashion Forecasting: Bundle Book + Studio Access Card, by LorynnDivita and Evelyn L. Brannon | 26 November 2015

24FDS224	HISTORY OF FASHION							SEMESTER-II		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits			3

COURSE OBJECTIVE:

- This course helps students to gain knowledge on the origin of clothing and evolution of clothing from the Indian context.
- Understanding the history of Indian costumes through literature, art and architecture nurtures and encourages students to discover methods of self-research which would enhance their research skills.
- It also exposes them to historical information which could lead them to be inspired from what they learn through research that in turn could be used in future design projects.
- This course helps students to gain knowledge on the origin of clothing and evolution of clothing from the Western context.
- Understanding the history of Western costumes through literature, art and architecture nurtures and encourages students to discover methods of self-research which would enhance their research skills.
- It also exposes them to historical information which could lead them to be inspired from what they learn through research that in turn could be used in future design projects.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Interpret the origin of clothing and evolution of clothing through the major civilizations of the world.	Understand
CO2	Explore with the socio-cultural context.	Understand
CO3	Explore and learn about the evolution of clothing.	Understand
CO4	Determine the changes in clothing styles through various time periods	Analyze
CO5	Produce their teamwork abilities and present on various topics assigned	Apply
CO6	Develop historical knowledge of culture and costumes from across the world.	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1		L		M		S	M
CO2		L	M	M	M	S	M
CO3	M			M		S	M
CO4	M		M	M		S	M
CO5	M			M		S	M
CO6				M		S	M

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO FASHION HISTORY

Significance of Fashion History. Origin of clothing and fashion. Early civilization around the globe in relation to fashion.

UNIT II - INDIAN FASHION HISTORY

Evolution of Indian fashion during the various time periods until present day.

UNIT III - WESTERN FASHION HISTORY

Western fashion history before and after Renaissance until present day.

UNIT IV - GLOBAL FASHION HISTORY

Evolution of Fashion around the globe and various cultural influences in fashion.

UNIT V - FINAL PROJECT

Divide the class into groups of 5 students and ask them to select a topic of research in Fashion history and do an in-depth research of the same. Present the information creatively in the form of boards, swatches, developments, models, displays of actual ornaments and garments or prototypes along with VM. Create a document for the selected topic with all the information compiled. Design and illustrate a collection of minimum 5 garments inspired from their research topic.

TOTAL HOURS: 60 hrs

REFERENCES

1. Ancient Indian costume, by RoshenAlkazi, 1996.
2. Indian Costumes, by A. Biswas, 2017.
3. Traditional Indian Costumes and textiles, Parul Bhatnagar, 2004.
4. Costumes and Textiles of Royal India, Ritu Kumar, 2006.
5. Medieval Indian Costume, by RoshenAlkazi, 2008.
6. A history of fashion by DouglasGrosline
7. Survey of historic costumes by Phyllis G Tortora andKeith Eubank
8. A Concise History Of Modern Painting by Herbert Read •
9. A History Of Modern Art by H.H. Arnason
10. History Of Art by H.W. Janson

24FDS225	FASHION DESIGN PROCESS							SEMESTER-II		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	0	DS	3	Credits		3	

COURSE OBJECTIVE:

- Fashion Design Process is devised to introduce to the students, the methodical design process followed by an independent fashion designer.
- Knowing this design process will direct the students to have a seamless workflow while they design.
- Understanding the working of this design process also allows them to explore or deviate from it in the future according to their requirement to achieve their goals successfully.
- It aims to make the stakeholders learn in detail about each and every step taken towards creating a design.
- Design process is system thinking in naming a particular approach to understanding and solving problems, therefore it aims at making students fix their mistakes in the process itself.
- Understanding of the process involved in the fashion field in a more technical way.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the standard design methodology used in fashion.	Understand
CO2	Get exposed to the various steps involved in the fashion design process.	Understand
CO3	Reproducing their networking skills while doing client research.	Apply
CO4	Indicating feedback and guidance at multiple stages of the design process.	Apply
CO5	Determine the significance of the design process from concept to design.	Apply
CO6	Recollect and improve their presentation skills in terms of visual communication and verbal communication.	Remember

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S	M	S	S
CO2	S		S	S	M	S	S
CO3	S		S	S	M	S	S
CO4	S		S	M	M	S	S
CO5	S		S	S	M	S	S
CO6	S		S	M	M	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO FASHION DESIGN PROCESS

An overview of the fashion design process from concept to the actual garment.

4 broad stories will be given and students are asked to research about it, create a storyboard and choose an inspiration to work with.

Choosing inspiration with relation to visual aspects/ conceptual aspects/ philosophical aspects. An in-depth study of the inspiration and developing inspiration board, mood board and color board with pantones.

UNIT II - CLIENT and TREND RESEARCH

Client study: Identifying a client who would be inclined towards the story of the project. Client research, their age, occupation, lifestyle, spending habits, tastes and preferences and create a client board.

Trend Research: Go through fashion forecast magazines or runway collections or international brand websites and online platforms to identify current trends in terms of fabrics, stories, details, trims, accessories and looks to create a trend board and look board.

UNIT III - FABRIC/ TRIMS SOURCING

With the help of the boards created so far, the students are supposed to go for fabric sourcing and trim sourcing to source relevant fabric and trim options for the project.

UNIT IV - DESIGN DERIVATION AND DEVELOPMENT

With the help of the boards brainstorming and idea generation is carried out to generate design detail ideas and should be presented in a design derivation board.

With the help of design derivations, create surface developments with fabrics and trim and prepare a surface development board.

As the next step multiple design developments (minimum 50) should be made on gateway sheets.

UNIT V - FINAL ILLUSTRATIONS AND SPEC SHEETS

After narrowing down to two final designs from the design developments, the final illustration should be made and flat sketches of the garment along with specifications should be prepared.

TOTAL HOURS: 60 hrs

REFERENCES

1. Manufacturing Processes for Textile and Fashion Design, by Rob Thompson and Martin Thompson | 9 December 2014
2. Fashion Design: Process, Innovation and Practice, by Kathryn Mckelvey and Janine Munslow | 29 October 2009
3. Dress: An Anthology Celebrating Clothes and Style, by Vogue India | 2 January 2018
4. Fashion Design and Product Development, by Harold Carr and John Pomeroy | 23 October 2009
5. Concept Development for Fashion Design, A case study, by NickosPetrou | 29 March 2020
6. Master FASHION SKETCHES in 9 Days Even If You Don't Know How To Sketch: Fashion figure drawing has never been so easier: How to draw fashion sketches for beginners step by step course., by Lekha | 28 May 2017

24FDT301	TECHNICAL TEXTILES							SEMESTER-III		
Marks	Internal	40	External			60	Total	100	Exam Hours	3
Instruction Hours/Week	L	2	P/S	0	DS	0	Credits		2	

COURSE OBJECTIVE:

- Textile is a major component when it comes to the design industry. This course aims to deliver the fundamentals of technical textiles and different categories of technical textiles. To obtain basic knowledge on the textile industry and the terminologies used.
- This course helps the students to discover various textiles used in different fields or industries and their technicalities, properties and application.
- Many changes are brought about constantly by technical advancements in the ever-changing environment of this highly technical industry. Major changes and development in the world of textiles will be covered.
- To analyze the different types of fabrics used in different industries, differences between technical and conventional textiles, segments of technical textiles.
- To analyze and understand Textiles used in different categories of technical textile, their pros and cons, fibre used and application under these segments and their importance.
- To inculcate a sense of awareness about technical textiles and opportunities as a designer to explore and experiment with textiles in future projects.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Explore the technical textile industry and the terminologies used.	Understand and Remember
CO2	Determine the performance characteristics, properties and application of technical textiles.	Understand and Analyze
CO3	Understand different types of fabrics, differences between technical and conventional textiles.	Understand
CO4	Analyze different segments of technical textiles and in-depth study.	Analyze
CO5	Analyze the fibers used and application under various segments and their importance.	Analyze
CO6	Inculcate awareness towards different industries while designing in the future.	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1			S	M	M		
CO2			M		M		
CO3			S				
CO4			M	M			L
CO5			M				M
CO6			M				M

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO TECHNICAL TEXTILES

Overview of the Technical Textiles, difference between technical and conventional textiles, segments of technical textiles

UNIT II - AGRO, BUILD, PRO AND INDU TECH

Textiles used in agriculture, construction, protection and industries, their pros and cons, fibres and application under these segments and their importance.

UNIT III - GEO, MEDI, PACK AND MOBIL TECH

Textiles used in civil engineering, packaging and road construction, medical and in transport, their pros and cons, fibres and application under these segments and their importance.

UNIT IV - FUNCTIONAL CLOTHING

Maternity clothing, Adaptive clothing and its developments, Nanotechnology applications.

UNIT V - SPORT, HOME AND CLOTH TECH

Textiles used in sportswear, domestic environment and technical clothing, their pros and cons, fibres and application under these segments and their importance.

TOTAL HOURS: 30 hrs

REFERENCES

1. Technical Textiles – Import, 1 January 2019 by D Gopalakrishnan
2. Textilepedia, Fashionary, 2020.
3. Garment Technology for Fashion Designers, Cooklins, Hayes, Ms Loughlin and Fairclough, Wiley India, 2012
4. Fibre to Fabric, Bernard P Corbman, 6th edition, Tata Mc Graw- Hill Education, 2003
5. Textile Science: An Explanation of Fibre Properties, Gohl and Vilensky, CBS Publishers, 2005

E-BOOKS

1. Hand Book of Technical Textiles
https://textInfo.files.wordpress.com/2012/10/handbook_of_technical_textile_.pdf
2. Fabric Study
[http://cbse.nic.in/publications/vocational/Fashion%20Design%20and%20Garment%20Technology/Fabric%20Study%20\(Textbook%20+%20Practical%20Manual\)%20XII.pdf](http://cbse.nic.in/publications/vocational/Fashion%20Design%20and%20Garment%20Technology/Fabric%20Study%20(Textbook%20+%20Practical%20Manual)%20XII.pdf)

24FDP311	DIGITAL DESIGN- III							SEMESTER-III		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits		3	

COURSE OBJECTIVE:

- The use of digital media to represent data and design has become indispensable in the global world of design. In this context it becomes important for future designers to be familiar and skilled with expressing their ideas with high visual impact digitally.
- It aims to bring out the ability to solve communication problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and user testing, and evaluation of outcomes developed by the stakeholders.
- This course lays the foundation of visual graphic language starting with manual models and sheet graphics and gradually taking on to software to express their ideas.
- It helps to successfully navigate the industry aspect of the profession, designers need to have the ability to form professional relationships, present their work and their ideas.
- Helps to learn how to utilize relevant tools and technology of visual design communication.
- Digital Design- III introduces students to vector graphics, deeper understanding and techniques widely used to create vector graphics through software and how it can be adapted to communicate their design ideas.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Develop and become skilled with vector graphic techniques.	Understand and Apply
CO2	Experiment to convert intangible ideas to visual graphics through vector illustrations.	Analyze
CO3	Get exposed to online design communities where work can be uploaded to get feedback and exposure.	Understand
CO4	Apply data visualization and representation techniques and making of design process boards.	Apply
CO5	Develop a strong sense of visual communication skill using vector graphic.	Apply
CO6	Develop a deeper understanding of dimensions of work in digital spaces and printable options.	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S	S	S	S
CO2	S		S	S	S	S	S
CO3	S		S	S	S	S	S
CO4	S		S	S	S	S	S
CO5	S		S	S	S	S	S
CO6	S		S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO VECTOR EDITING SOFTWARE

Vector graphic: definition, characteristics, significance and usage. Introduction to vector editing software, page setup, working of the software, etc.

UNIT –II - CREATING SHAPES SEAMLESSLY

Vector graphics are more about creating, rather than manipulating with existing resources, therefore focus on creating shapes. Exercises to familiarize tracing, vector drawing and shape merging, working with groups, locking and unlocking objects, clipping mask, etc. Exercises to toggle software with ease.

UNIT III- DIGITAL ART and SURFACE PATTERNS

Creating vector digital art- exploring existing and new brushes- create cover art: film/ song/ concept.

Creating seamless surface vector patterns using motif making techniques and pattern building techniques digitally.

UNIT IV - DIGITAL FASHION ILLUSTRATION AND FLATS

Techniques to create digital fashion illustrations through vector software and flat sketches for specification sheets.

UNIT V - INTRODUCTION TO LAYOUTING SOFTWARE

Basics of layouting, specifications and sequence of content when it comes to book making and examples of graphic design in books. Exercises to develop a printable booklet through conceptual design.

TOTAL HOURS: 60 hrs

REFERENCES

1. Introduction to Vectors, YouTube classes with Dr Chris Tisdell, by Christopher C. Tisdell
2. Creating with Shapes Hardcover – Import, 20 October 2017, by Usha Doshi (Author)
3. Print andPattern: Nature, by Bowie Style, 2017
4. The Pattern Base: Over 550 Contemporary Textile and Surface Designs, by Kristi O'Meara and Audrey Victoria Keiffer, 2015
5. Rendering Fashion, Fabric and Prints with Adobe Illustrator, by M. Kathleen Colussy and Steve Greenberg, 2006.
6. Digital art technique manual for illustrators and artists, by Joel Lardner, 2012.
 - a. Illustrator Foundations, by Rafiq Elmansy, 2012.
 - b. Digital art, painting with pixels, by Ron Miller, 2007.

24FDS321	FASHION DESIGN STUDIO- II						SEMESTER-III			
Marks	Internal	160	External			240	Total	400	Exam Hours	6
Instruction Hours/Week		L	0	P/S	0	DS	12	Credits		8

COURSE OBJECTIVE:

- This course helps the students to be exposed to the various garment making stages involved in the fashion design process.
- This course will help them to convert their design concepts to real life prototypes.
- Helps the students in learning and practicing skills like flat pattern making, draping and garment construction enabling them with a strong foundation of technical knowledge to be imparted in their future projects.
- In this semester, they will acquire knowledge and use their skills to create Dresses, tunics, shirts, trousers.
- They will learn the techniques to drape and construct various styles of dresses and tunics
- Honing skills of drafting and making slopers for patterns of sleeve, torso and trouser.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Determine the need to learn and practice these technical skills.	Apply
CO2	Actuate knowledge of how to take measurements of the body and make flat patterns.	Analyze
CO3	Interpret and learn how different fabrics behave while draping.	Understand
CO4	Interpret and learn the different kinds of construction methods for shirts and trousers.	Apply
CO5	Determine strong foundation with technical skills required as a fashion designer for their future projects.	Apply
CO6	Actuate and create standard slopers of basic torso and trouser that could be used in design projects.	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S	S	S	S
CO2	S		S	S	S	S	S
CO3	S		S	S	S	S	S
CO4	S		S	S	S	S	S
CO5	S		S	S	S	S	S
CO6	S		S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - STUDY ABOUT DRESSES, SHIRTS AND TROUSERS

An introduction to the technical details about dresses, shirts and trousers

UNIT II - PATTERN MAKING

Sleeve block, variations, sleeve placket, cuff. Torso block- variations. Shirt- basic draft, collars, sleeve adjustments. Trouser block- variations. Pockets, waistbands, fly.

UNIT III - DRAPING

Types of dresses, cowls/ flared, paneled etc

UNIT IV - GARMENT CONSTRUCTION

Construction method of dresses, shirts with all parts and trousers with all parts.

UNIT V - FINAL PROJECT

Create two garments (toile and actual)

Dress variation (PM or DRAPING and GC)

Shirt/ Blouse and Trouser variation (PM and GC)

TOTAL HOURS: 180 hrs

REFERENCES

- 1.Fashion Patternmaking Techniques V1 Haute Couture: Haute Couture Models, Draping Techniques, Decorations, by Antonio Donnanno | 10 February 2017
- 2.Techniques of Drafting and Pattern Making, by Padmavati B. | 1 January 2008
- 3.Draping and Pattern Making for Fashion Design, by Kamal Khurana | 1 January 2012
- 4.Construction for Fashion Design (Basics Fashion Design), by Anette Fischer and Kiran Gobin | 1 October 2020
- 5.GARMENT CONSTRUCTION SKILLS, by PremlataMullick | 1 January 20

24FDS322	STYLIZED FASHION ILLUSTRATION							SEMESTER-III			
Marks	Internal	80	External				120	Total	200	Exam Hours	6
Instruction Hours/Week	L	2	P/S	4	DS	0	Credits			4	

COURSE OBJECTIVE:

- Fashion illustration is one of the key skills to be acquired by a fashion design student. In this context this course is designed in such a way that the student is taught.
- This course helps the students to visualize their garment design concepts onto paper by acquiring illustrative skills and techniques.
- To realize the need to acquire illustrative skills able to visualize garment designs on
- To explore how different media like papers, paint and materials works, looks and applies.
- To understand different explorations and processes to create interesting fashion illustrations.
- To apply the creative skills to make unique and aspiring stylised fashion illustrations for different brands in the industry.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Analyze the need to acquire stylized illustration skills.	Understand
CO2	Articulate and visualize different fashion model illustrations and garment design.	Apply
CO3	Develop knowledge of different fabrics looks	Understand
CO4	Experiment with different techniques and explore different art mediums.	Analyze and Evaluate
CO5	Analyze the differences in each category of fashion figures	Analyze
CO6	Apply creative skills to make unique stylized illustrations for different brands.	Create

Mapping with Programme Outcomes:

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S			S		S	S
CO2	S			S		S	S
CO3	S			S		S	S
CO4	S			S		S	S
CO5	S			S		S	S
CO6	S			S	M	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION AND MATERIAL EXPLORATION

Introduction to Stylized Illustration, material exploration using mediums and techniques for both visual and tactile illustrations

UNIT II - TEXTURE AND PATTERN EXPLORATION

Explore different mediums and create textures and patterns for both visual and tactile illustrations

UNIT III - 3D ILLUSTRATIONS

Understanding and exploring various materials and using it to create 3D illustrations for three different concepts. Creating a 3D look using fabric as medium.

UNIT IV - COLLAGE TECHNIQUE

Create illustrations with collages of magazines, print papers, old books and use this technique to create themed illustrations.

UNIT V - PAPER CUT-OUT TECHNIQUE

Create interactive fashion illustrations using paper cut-out technique and camouflage it in different environments, along with photos.

TOTAL HOURS: 90 hrs

REFERENCES

1. Contemporary Fashion Illustration Techniques -Book by Naoki Watanabe, Import, 1 June 2009
2. Illustrating Fashion: Concept to Creation, by Steven Stipelman, Published June 18th 2010 by Fairchild Books
3. Marker Rendering for Fashion, Accessories, and Home Fashion, by Bina Abling, September 15th 2005 by Fairchild Books
4. Fashion Illustration: Inspiration and Technique, Anna Kiper, 14 March 2011 by Paperback

24FDS323	SURFACE DESIGN TECHNIQUES- I						SEMESTER-III			
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits		3	

COURSE OBJECTIVE:

- This course helps students to develop a deeper knowledge about fabric surface developments such as printing, dyeing and fabric manipulation techniques which help them add value to their designs.
- Helps them gain knowledge about how each technique is done by artisans and how it's scaled up for mass production.
- Creating a technical practice in embroidery and other local craftsmanship techniques.
- It aims to make students learn about handling various types of surface design techniques with different fabric surfaces,
- Leads them to experiment with different approaches, materials and techniques and encourages them to cross the boundaries of textile disciplines and develop their own innovative approaches to designing and making.
- Surface design II – In this course the students learn about various fabric surface techniques such as tie and dye, traditional and modern printing techniques etc.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Develop skills and knowledge relating to historical and contemporary applications	Understand
CO2	Analyze and use these means for the creative expression of ideas in future projects.	Apply
CO3	Actuate safe working practices.	Knowledge
CO4	Get exposed to creative exploration, experimentation and integration of ideas, materials and techniques.	Understand
CO5	Apply knowledge of the historical, cultural and theoretical contexts and contemporary practices.	Apply
CO6	Explore the use of fabrics, dyes and other surface techniques	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S
CO6	S	S	S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - FABRIC PRINTING TECHNIQUES

Explore ways to print on different fabrics using synthetic pigment and natural pigment techniques: stencil printing, block printing, screen printing. Industry application study for mass production and artisanal.

UNIT II -FABRIC DYEING TECHNIQUES

Explore ways to dye different fabrics using synthetic and natural dyes: complete dyeing, ombre dyeing, rust dyeing, tie and dye, Shibori, Wax resist dyeing, etc. Industry application study for mass production and artisanal.

UNIT III - GARMENT CONSTRUCTION SURFACE EXPLORATIONS

Explore ways to create various surface developments using garment construction techniques with different kinds of fabrics: pleats, tucks, gathers, smocking, quilting and variations.

UNIT IV - SURFACE DEVELOPMENTS USING HEAT

Explore the effect of heat on fabrics to create various surface developments- heat pressing, baking, hot air blowing, etc. Research on existing designers who use this method to create collections.

UNIT V - FINAL PROJECT

Make a product by implementing any printing and dyeing technique with a respective concept.

TOTAL HOURS: 60 hrs

REFERENCES

1. Printing on Fabric: Techniques with Screens, Stencils, Inks, and Dyes, by Jen Swearington | Apr 2, 2013
2. Hand Printing from Nature: Create Unique Prints for Fabric, Paper, and Other Surfaces Using Natural and Found Materials, by Laura Donnelly Bethmann | Oct 5, 2011
3. The Complete Guide to Natural Dyeing: Techniques and Recipes for Dyeing Fabrics, Yarns, and Fibers at Home, by Eva Lambert | Mar 1, 2010
4. Dyeing Wool: 20 Techniques, Beginner to Advanced, by Karen Schellinger | Jun 28, 2010

24FDS324	RETAIL DESIGN PROJECT							SEMESTER-III		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits			3

COURSE OBJECTIVE:

- Retail Fashion is one of the major sectors of the fashion industry that hires fashion designers in quite large numbers. This course will be highly useful for job-seeking students and those wanting to get retail industry exposure to get an overview of the design process followed by them.
- It familiarizes students to the retail design process and helps to develop trend identification skills and brand research skills.
- It helps them to develop designs with relevance to specific brands.
- It helps them understand the significance of the retail design process from concept to design.
- It aims to make an innovative and progressive approach to addressing design issues intrinsic to the evolution and transformation of retail environments.
- This course ensures that students fully understand the concerns of the retail industry and its allied fields

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Get exposed to various steps involved in the retail fashion design process.	Understand
CO2	Analyze and improve their research skills on in terms of brand study.	Analyze and Apply
CO3	Recollect and guide at multiple stages of the design process.	Remember
CO4	Determine the significance of the retail design process from concept to design.	Analyze
CO5	Interpret the impact of cost efficiency in the production process.	Apply
CO6	Analyze and improve their presentation	Analyze and Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S	M	S	S	S	S	S
CO2	S	M	S	M	S	S	S
CO3	S	M	S	S	S	S	S
CO4	S	M	S	M	S	S	S
CO5	S	M	S	S	S	S	S
CO6		M		S	S		M

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO EXPORT AND RETAIL FASHION

To clearly understand the difference between designer labels, retail and export fashion. Relationship between retail design and costing.

UNIT II - BRAND STUDY

To choose a retail fashion brand and study its USP, clientele, product categories, price range, competitors, brand positioning, brand philosophy, brand story and understand the brand ethos.

UNIT III - TREND RESEARCH

To study the upcoming season's trend insights and prepare a trend board according to the stories and looks that could be adapted to the chosen brand. To learn to collect images from various sources to put together a look board.

UNIT IV - FABRIC and TRIM SOURCING, DESIGN DEVELOPMENTS

To create story, concept/ inspiration boards, mood board, color board. Source relevant fabrics and trims with accordance to the previously made boards. Creating a design derivation board. Creating multiple design developments.

UNIT V - ILLUSTRATIONS and SPECIFICATION SHEET DEVELOPMENT

Create a range with finalized looks and digitally illustrate the same. Create specification sheets to help with sampling/ production of the garment and to understand the effect of design detail on costing. Present the whole project cohesively.

TOTAL HOURS: 60 hrs

REFERENCES

1. A practical guide to the Fashion Industry, by Virginia Grose, 2021.
2. When clothes become fashion, by Ingrid Loscheck, 2009.
3. Fashion Retail vs. Design, by Sarah Cochrane, 2004.
4. The Fashion Design Manual, by Pamela Stecker, 1996.
5. Fashionpedia, Fashionary.
6. Fashion Business Manual, Fashionary.

24FDS325	SUSTAINABILITY IN FASHION							SEMESTER-III		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits			3

COURSE OBJECTIVE:

- This course helps the students to get exposed to the various downsides of the fashion industry in terms of sustainability.
- It provides them with knowledge of sustainable practices that need to be followed in future design practices.
- It stresses on the importance of following sustainable practices in a business and increases the empathy aspect of the students towards people and the planet and shapes them into responsible designers.
- It enhances their design thinking abilities through upcycling/ recycling products to create new designs.
- Students learn ethical principles of sustainability and how they are connected to practical issues of fashion industry.
- It helps to maintain a sustainable process in their future careers.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Get exposed to the negative impacts of the fashion industry.	Knowledge
CO2	Analyze the significance of adapting sustainable practices in design.	Analyze
CO3	Develop their research skills on new topics of interest.	Understand and Apply
CO4	Analyze and improve their presentation skills and communication skills.	Apply
CO5	Explore ways and enable us to use system thinking	Apply
CO6	Interpret a sustainable vision for their future businesses.	Understand

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1		S	S	S	S	M	S
CO2		S	S	S	S	M	S
CO3		S	S	S	S	M	S
CO4		S		S	S		
CO5	S	S	S	S	S	M	S
CO6	S	S	S	S	S	M	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO SUSTAINABILITY IN FASHION

Sustainability: definition, need for sustainability, the impact of climate change, contribution of fashion towards un-sustainability, time period taken for different textile fibers to decompose and impact of fast fashion.

UNIT II - NSUSTAINABLE APPROACH TOWARDS FASHION

Study about mindless consumption of fashion and its negative effects on the planet and people. Introduce to various methods of following a sustainable approach towards fashion from sourcing, production processes, logistics, sales and consumption. Zero waste strategy.

UNIT III - TRIPLE BOTTOM LINE THEORY

Triple bottom line theory. Reduce- Reuse- Recycle approach. Examples of Brands. Sustainability certifications.

UNIT IV - SUSTAINABLE BRAND STUDY

Choose two sustainable brands, one of Indian origin and another from any other country and do Brand research and a detail study of the sustainable practices followed by them and present.

UNIT V - FINAL PROJECT

Apply Design thinking: Empathize- Define- Ideate- Prototype- Test (Human centric design process) to create a recycled/ upcycled product.

TOTAL HOURS: 60 hrs

REFERENCES

1. Sustainability in Luxury Fashion Business (Springer Series in Fashion Business), by Chris K. Y. Lo and Jung Ha-Brookshire | 9 February 2019
2. Making Jeans Green: Linking Sustainability, Business and Fashion (Routledge Studies in Sustainability), by Szmydke-Cacciapalle Paulina | 29 May 2018
3. Sustainability in Fashion: A Cradle to Upcycle Approach, by Claudia E. Henninger, Panayiota J. Alevizou, et al. | 1 August 2018
4. Fast Fashion, Fashion Brands and Sustainable Consumption, by Subramanian SenthilkannanMuthu | 19 January 2019

24FDT401	MANUFACTURING PROCESS							SEMESTER-IV		
Marks	Internal	40	External			60	Total	100	Exam Hours	3
Instruction Hours/Week	L	2	P/S	0	DS	0	Credits		2	

COURSE OBJECTIVE:

- To learn and understand the garment manufacturing process.
- To learn how to develop production friendly designs.
- To learn about the role of fashion merchandisers in production.
- To understand how production processes affect design.
- To gain knowledge of the manufacturing process to help while setting up their own label/ brand in the future.
- To learn about the significance of quality check and its types.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Discuss the terminologies associated with garment manufacturing.	Understand
CO2	Outline the various steps involved in the garment production processes.	Remember
CO3	Examine and explain the pros and cons of specific production processes.	Understand
CO4	Recommend the best suited production process to develop a specific fashion garment.	Analyze
CO5	Describe the management of processes and people in a production house.	Understand
CO6	Assesses better methods of production for improving production efficiency	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	L	L	S		M	S	S
CO2		L	S	M	S	M	S
CO3		M	S	S	S	M	S
CO4	M	M	S	M	S	S	S
CO5		M	S	S	S	M	S
CO6	S	M	S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO GARMENT MANUFACTURING PROCESS

Introduction to garment manufacturing, flow chart of garment manufacturing process.

UNIT II - PRE- PRODUCTION PROCESS

Pattern making, garment sampling, fabric development, fabrics and trim approvals, fabric and trim sourcing, PP meeting.

UNIT III - PRODUCTION PROCESS

Marker making, fabric spreading, fabric cutting process, garment printing and embroidery, garment stitching.

UNIT IV - POST PRODUCTION PROCESS

Garment finishing, garment washing and garment packaging.

UNIT V - QUALITY CHECK AND COMPLIANCE

Definition of quality check, work of a quality check inspector, different levels of quality checking.
Compliance rules.

TOTAL HOURS: 30 hrs

REFERENCES

1. Garment Manufacturing, by Prasanta Sarkar.
2. Apparel Manufacturing Technology, By T. Karthik, P. Ganesan, D. Gopalakrishnan, 2016.
3. Garment Manufacturing Technology, Rajkishore Nayak, 2015.
4. Design of clothing manufacturing processes, by Jelka Gersak, 2013.
5. Garment Manufacturing plan, by Basilia Nimon, 2021.

24FDP411	FASHION PHOTOGRAPHY							SEMESTER-IV		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits		3	

COURSE OBJECTIVE:

- This course introduces different aspects of the camera, usage of light, styling, editing, and many other required things that are important to be a professional fashion photographer.
- The course teaches the ways to present apparel and accessories effectively.
- It aims to improve good communication skills to direct the model while posing for a shoot and make them understand the good and bad perspectives of postures.
- It helps stakeholders to develop a workflow for processing, archiving and editing images using current software,
- It helps them recognize, analyze and adapt contemporary themes in photography.
- It nurtures students to conceive, conceptualize and execute photoshoots.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Determine the importance and usage of light to shape expressive and impressive pictures.	Understand
CO2	Determine body language, getting the right expressions, emotions, and moods	Apply
CO3	Interpret an in-depth knowledge of the technical aspects of a camera	Understand
CO4	Create synergy between garments, accessories, and makeup.	Create
CO5	Get exposed to the importance of visualization and observation in Fashion Photography.	Knowledge
CO6	Explore and imagine, communicate, integrate and act.	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S	S	M	L
CO2	S		M	S	S	M	
CO3	S		S		S	M	
CO4	S		S		S	M	
CO5	S		S	M	S	M	
CO6	S		S	S	S	M	

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO PHOTOGRAPHY

Introduction the photography- visual storytelling: significance and impact on design- parts of a camera- study of famous photographers and their work.

UNIT II - EOP, POP, GESTALT'S LAW AND RULES OF PHOTOGRAPHY

Exposure to Elements of Photography, principles of photography, gestalt's law and rules of composition in photography: lighting, framing, composition, depth of field, focus and camera techniques. Studys and decode the camera settings to get familiarized with the terminologies.

UNIT III - FASHION PHOTOGRAPHY

Techniques of editing in software to get the desired effects in the photograph, how to do grading for achieving different moods. Experimenting with effects and tools of the software used. to explore and apply long exposure shots on fashion photography.

UNIT IV - BRAND SHOOT- LOOKBOOK

To select a brand and plan its photoshoot for their collection look. Selection of location for indoor/ outdoor, creating suitable ambience or backdrop for the shoot, sourcing and coordination of clothing and accessories according to the theme/ season, criteria and selection of model, coordination of work flow, mood and image of model and apparel- look board planning with references.

UNIT V - AVANTE GARDE AND PHOTOBOOTH

Avante garde photoshoot, how to work on close up shots. Photobooth is a concept of navarasam, students are exposed to understand different emotions and its application on fashion brands and different concept looks.

TOTAL HOURS: 60 hrs

REFERENCES

1. Intro-to-Photo-presentation-20112.pdf (carleton. ca)
2. Fashion Photography, by Eugenie Shinkie, 2017
3. Fashion photography next, by Magdalene Keany, 2014.
4. Fashion photography, by Bruce Smith, 2008.

24FDS421	FASHION DESIGN STUDIO- III						SEMESTER-IV			
Marks	Internal	160	External			240	Total	400	Exam Hours	6
Instruction Hours/Week	L	0	P/S	0	DS	12	Credits		8	

COURSE OBJECTIVES:

- To realize the need to learn and practice these technical skills.
- To inculcate knowledge of how to take measurements of the body and make flat patterns.
- To practice and learn the different kinds of construction methods for Indian ethnic wear.
- To have knowledge of the basic Indian wear garments and their variations.
- To be able to draft patterns of desired garment designs for Indian ethnic wear.
- To acquire the technical skills required to develop their own designs in Indian wear for their design projects.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Discuss the various product categories existing in Indian ethnic wear.	Analyze
CO2	Use their technical knowledge to produce Indian ethnic wear.	Apply
CO3	Conceptualize and create new designs in the Indian ethnic wear category.	Create
CO4	Develop ethnic wear collections and present the same with relevant research and design boards	Create
CO5	Develop flat patterns for the desired designs.	Create
CO6	Develop garment finishing techniques required for creating designs variations.	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S	S	S	S
CO2	S		S	S	S	S	S
CO3	S		S	S	S	S	S
CO4	S		S	S	S	S	S
CO5	S		S	S	S	S	S
CO6	S		S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - PATTERN MAKING AND GARMENT CONSTRUCTION- I

Indian ethnic wear- blouse types, pattern making and construction methods.

UNIT II - PATTERN MAKING AND GARMENT CONSTRUCTION- II

Indian ethnic wear- kurtas types and Indian versions of pattern making using torso and bodice block and construction methods

UNIT III - PATTERN MAKING AND GARMENT CONSTRUCTION- III

Indian ethnic wear- churidar and gathered pants or any Indian version of trouser variation and construction methods.

UNIT IV - FINAL PROJECT

Create an outfit (Indian wear) from concept to prototype. Although this topic is another variation of torso and trouser block, emphasis is given to exclusive Indian take on the design and it is combined with SDT 3 which has to be a part of the design to make it exclusively Indian.

UNIT V - FINAL PROJECT PRESENTATION

Present the design work with relevant design/ research boards and photo shoots.

PLEASE NOTE: The final jury will be combined along with Surface Design Techniques- III course (23FDS524)

TOTAL HOURS: 180 hrs

REFERENCES

1. Indian fashion, by Arti Sandhu, 2014
2. How to make blouse patterns hat fit perfectly, by Sarah J. Doyle, 2018.
3. Punjabi dress drafting and cutting.

24FDS422	FASHION STYLING							SEMESTER-IV		
Marks	Internal	80	External			120	Total	200	Exam Hours	6
Instruction Hours/Week		L	1	P/S	0	DS	4	Credits		4

COURSE OBJECTIVE:

- Fashion styling helps fashion designers to showcase their garment designs with complete looks. It also opens up an array of opportunities in the Fashion industry. With this context in mind, this course enables the students with knowledge and understanding of the technicalities post creating the design ranging from creating a look to visual communication through photographs.
- It also improves the dexterity in the assembling of the style depending on the technicalities and human factors of the project.
- This course provides aspirants with professional training about fashion styling which is mainly about how to create the complete look according to the theme, event, one's personal style, ongoing trends etc
- It emphasizes on design, commercial styling, personal shopping, image makeovers etc.
- It aims at developing the competencies of professionals who are in the fashion business and are responsible for a designer's collection
- Helps in creating a total cover of look from head to toe and learning to harmonize everything.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Analyze the need to learn and practice these technical skills.	Analyze
CO2	Actuate and learn how different fabrics behave while draping.	Understand
CO3	Interpret and learn the different kinds of construction methods for styling	Understand
CO4	Produce a strong foundation with handling models and outfits	Create
CO5	Get exposed to the importance of visualization and observation in styling	Knowledge
CO6	Develop skills to make immediate changes in the outfits	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	M	S	S	S
CO2	S		M	M	S	S	S
CO3	S		S	M	S	S	S
CO4	S		L	M	S	M	S
CO5	S		S	M	S	S	S
CO6	S		S	M	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO FASHION STYLING

Definition- difference between fashion design and styling- roles and responsibilities of a stylist. study the work of a fashion stylist and make a presentation for better understanding.

UNIT II - PERSONAL AND WARDROBE STYLING

To understand styling according to body types/character, color analysis, attitude, self- expression, etc- Styling 2 looks for a client. To choose a model/ celebrity and propose styling looks for various occasions.

UNIT III - SAREE STYLING

To choose a saree and explore different drapes creatively and present as photographs.

UNIT IV - MAKEUP and HAIRSTYLE

To learn the fundamentals of makeup. Create a natural look, conceptual look and avantgarde look.

UNIT V - KNOCK-OFF

To choose a movie character, Research on their personality and to understand how it is reflected in their styling along with intricacies of details to build that character.

TOTAL HOURS: 75 hrs

REFERENCES

1. Fashion-ology: An Introduction to Fashion Studies (Dress, Body, Culture) Hardcover – 5 April 2018, by Yuniya Kawamura
2. The Curated Closet: A Simple System for Discovering Your Personal Style and Building Your Dream Wardrobe (Paperback), by Anuschka Rees
3. Women in Clothes (Paperback),by Sheila Heti
4. How to Get Dressed: A Costume Designer's Secrets for Making Your Clothes Look, Fit, and Feel Amazing (Paperback),by Alison Freer
5. Dress Your Best: The Complete Guide to Finding the Style That's Right for Your Body Paperback – September 13, 2005

24FDS423	FASHION EVENT PLANNING							SEMESTER-IV		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits		3	

COURSE OBJECTIVE:

- This course is designed to provide students with a comprehensive understanding of the event production process
- It aims to provide the skills needed to conceptualize, plan and execute successful luxury, fashion or beauty events, creating excitement as well as engagement, by transmitting emotions and sensibility to the audience.
- It is for the students to learn to produce meaningful fashion experiences that prepare students for successful careers in the event industry.
- Developing the skills and knowledge required to plan, execute and manage a wide range of fashion events, including fashion shows, fashion product launches, press conferences, fashion store openings, trade shows and more
- Helps them to gain an understanding of the unique challenges and opportunities associated with each type of fashion event,
- It helps them to develop public communication skills and how to gain consumers in today's competitive world.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Determine and make a critical analysis of the current big players within the fashion industry	Analyze
CO2	Explore and execute successful fashion events	Apply
CO3	Indicate new opportunities for the event industry	Create
CO4	Explore and collaborate with teams and communicate effectively with clients and stakeholders.	Apply
CO5	Develop critical thinking, problem-solving and project management skills.	Evaluate
CO6	Explore experience working on fashion events and with clients, vendors and stakeholders	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1		M	S	S	S	M	M
CO2	M		S	S	S	S	M
CO3	M		S	S	S	S	M
CO4	M		S	S	S	S	M
CO5	M		S	S	S	S	M
CO6	M		S	S	S	S	M

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO DIFFERENT TYPES OF EVENTS

Expose the various kinds of fashion events and discuss possibilities through group brainstorming exercises. Divide the class into groups of 5 and ask them to come up with their event planning topic for the course.

UNIT II - COMPONENTS OF AN EVENT

Explain the components of an event such as start and end dates, budget, venue, marketing, attendees, volunteers, speakers, advertising, marketing, sponsors, production, stage.

UNIT III - EVENT PLANNING STEPS

Break down the steps in event planning: Determine event goals and objectives, assemble the team, establish event budget, choose date and venue, select speakers, marketing and advertising, execution.

UNIT IV - EVENT PLAN TEMPLATE

Create an event plan template using Excel software as a tool to start putting together all the information needed to create an event plan customized according to the topic of interest. Includes checklists, and other organizing and tracking lists.

UNIT V - EVENT EXECUTION AND DOCUMENTATION OF THE PROCESS

Execute the event and document the whole event planning process from ideation to execution and present the same in jury.

TOTAL HOURS: 60 hrs

REFERENCES

1. The Business of Event Planning: Behind-the-Scenes Secrets of Success Special Events , by Judy Allen| 9 July 2002
2. Special Events: A New Generation and the Next Frontier, by Joe Jeff Goldblatt | 5 October 2010
3. Sustainable Event Management: A Practical Guide, Meegan Jones | 1 January 2010
4. Fashion, Design and Events, by Kim Williams, Jennifer Laing, Warwick Frost | 25 May 2017
5. The Beautiful Fall – Fashion, Genius and Glorious Excess in 1970s Paris, by Alicia Drake | 6 September 2007

24FDS424	SURFACE DESIGN TECHNIQUES- II						SEMESTER-IV			
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits		3	

COURSE OBJECTIVE:

- This course helps students to develop a deeper knowledge about fabrics and their fabric construction methods through practical exercises.
- They also gain knowledge about the rich traditional embroideries of India, to help them be inspired by its history and to be used in their design projects.
- Creating a technical practice in embroidery and other local craftsmanship techniques.
- It aims to make students learn about handling various types of surface design techniques with different fabric surfaces,
- Leads them to experiment with different approaches, materials and techniques and encourages them to cross the boundaries of textile disciplines and develop your own innovative approaches to designing and making.
- Historical and contextual studies help to underpin the practical knowledge and provide sources of inspiration.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Develop skills and knowledge relating to historical and contemporary applications	Knowledge
CO2	Determine the means for the creative expression of ideas in future projects.	Evaluate
CO3	Interpret and learn safe working practices	Understand
CO4	Get exposed to creative exploration, experimentation and integration of ideas, materials and techniques	Knowledge
CO5	Apply knowledge of the historical, cultural and theoretical contexts and contemporary practices.	Apply
CO6	Actuate the use of needlepoint, embroidery and other hand stitching techniques	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S
CO6	S	S	S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO EMBROIDERY

Introduction on surface design techniques and applications, embroidery and types of embroidery techniques. preparing and organizing embroidery materials, selecting appropriate threads and fabrics, and assisting in the placement of embroidery

UNIT II - CREATING WOVEN FABRIC SAMPLES

Explore ways to create fabric samples starting from weaves: plain weave, twill weave, basket weave, satin weave, sateen weave and dobby weave. Exercises to create swatches using chart and acrylic yarn and thread (3x3 inches)

UNIT III - BASIC STITCHES AND TECHNIQUES

Introduction to basic hand embroidery stitches, techniques and basting.

UNIT IV - TRADITIONAL EMBROIDERIES OF INDIA

A brief history of traditional textiles and embroideries in India, Learn about the stitches used and make swatches creatively for each embroidery technique: Kantha, Phulkari, Kasuti, Chikkankari, Patch work and Applique.

UNIT V - FINAL PROJECT

Make one product by implementing any one embroidery technique.

TOTAL HOURS: 60 hrs

REFERENCES

1. Fabric for Fashion: The Complete Guide: Natural and Man-made Fibres, by Amanda Johnston and Clive Hallett | 3 February 2014
2. Fabrics in Fashion Design: The Way Successful Fashion Designers Use Fabrics, by Stefania Sposito | 7 November 2014
3. Fabric of Life - Textile Arts in Bhutan: Culture, Tradition and Transformation (Edition Angewandte), by Karin Altmann | 3 November 2015
4. The Fashion Swatch Book, by Marnie Fogg | 17 June 2014
5. I Rescue Fabric Trapped At The Fabric Store: Quilting Log and Journal for Tracking Quilting Projects with Reference Charts for Calculating Fabric Needs, by Magic-Fox Publishing | 11 January 2019
6. Traditional Embroideries of India, by Shailaja D Naik Shailaja D. Naik S D Naik | 1 January 1996
7. 21st Century Embroidery in India: In Their Hands, by Judith Benhamou-Huet and Aurore Belkin | 1 January 2009

24FDES431	INDIGENOUS CLOTHING AND CONTEMPORARY FASHION						SEMESTER-IV			
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits			3

COURSE RELEVANCE:

- To be exposed to indigenous groups and fashion.
- To research about their lifestyles and cultural significance towards textiles.
- To help them become open-minded and empathetic individuals towards indigenous groups.
- To help them remove prejudice associated with indigenous groups and improve their critical thinking approach.
- To help them to use design as a tool to uplift people and their cultural values to the world.
- To learn to create contemporary designs inspired from Indigenous groups without disrespecting their values.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Describe the significance of Indigenous groups.	Understand
CO2	Explain the significance of these groups with their cultural beliefs.	Understand
CO3	Analyze their ways of life empathetically without judgment.	Analyze
CO4	Bring in design interventions to bring in attention and respect for them.	Create
CO5	Design a range of garments fusing indigenous concepts and contemporary ideas.	Apply
CO6	Associate design to a broader perspective in terms of cultural and social values.	Evaluate

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	L					S	S
CO2	L			S	S	S	S
CO3	M			S	S	S	S
CO4	M	M		S	S	S	S
CO5	S	M		S	S	S	S
CO6	S	M		S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO INDIGENOUS CLOTHING

Explore and gain knowledge about indigenous groups around the world and learn about their culture, tradition etc. and how it influences their clothing.

UNIT II - STUDY ON INDIGENOUS FASHION DESIGNERS

Study about Indigenous fashion designers and make a document about how the designers interact and interpret their works through research and design process. To learn about the pros and cons and also about the do's and don'ts of the design process.

UNIT III - RESEARCH ON INDIGENOUS GROUPS

Divide the class into groups and assign an indigenous group to work with. To research and study their lifestyles, culture, social values, occupation, architecture, textile and clothing. Make a powerpoint presentation about the research.

UNIT IV - DESIGN PROCESS

Make boards for the whole design process and develop a product/ installation inspired by the indigenous group.

UNIT V - FINAL PROJECT

To choose an indigenous group and to research and study thoroughly about them. To develop a collection of 5 contemporary garment designs from concept to design (digitally illustrated/ hand illustrated) with a compelling story in such a way as to empower the indigenous group.

TOTAL HOURS: 60 hrs

REFERENCES

1. Modern fashion traditions, by M, Angela Jansen, 2016.
2. Indigenous Intellectual property, by Mathew Rimmer, 2015.
3. The power of style, by Christian Allaire, 2021.
4. Fashion Design for living, by Alison Gwilt, 2014.
True tracks, by Terri Janke, 2021.

24FDES432	COMMUNICATION IN FASHION							SEMESTER-IV		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits		3	

COURSE OBJECTIVES:

- To introduce the basics of fashion communication concepts.
- To learn the conceptual framework of fashion business and its relation to the fashion communication process and contextualize influence of media on fashion and vice versa.
- To learn about the synergy between fashion communication, awareness, historical and theoretical studies.
- To expose the students to various way to communicate fashion like Visual merchandising, styling, art direction, journalism, etc
- To introduce concepts that revolve around fashion, culture and lifestyle.
- To learn the significance of the role of fashion communication and the link between consumers and the producers.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Describe the significance of Fashion communication and its concepts.	Understand
CO2	Discuss topics related to fashion, lifestyle and culture	Analyze
CO3	Plan and create advertisements and promotional products for brands.	Create
CO4	Plan store layouts and window displays meeting	Apply
CO5	Learning to collaborate with professionals from other fields	Create
CO6	Specifying consumer psychology and behavioral research.	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	M	M	S	S	S	S	S
CO2	M	M	S	S	S	S	S
CO3	S	M	S	S	S	S	S
CO4	S	M	S	S	S	S	S
CO5	S	M	S	S	S	S	S
CO6	S	M	S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO FASHION COMMUNICATION

Study of foundational knowledge about fashion communication, its types, communication concepts and its importance.

UNIT II - FASHION JOURNALISM

Develop skills based on fashion journalism such as fashion news writing, media analysis, study on contemporary culture. interviewing, publications, dissertation etc.

UNIT III - FASHION ADVERTISING and PUBLIC RELATIONS

Develop skills based on fashion advertising such as media, film and design, marketing, management science, psychology and sociology, advertising simulation, consumer behavior etc.

UNIT IV - VISUAL MERCHANDISING

Develop skills based on visual merchandising such as exploring and experimenting store window displays, mannequin handling and styling, link selling, store layout techniques etc.

UNIT V - FINAL PROJECT

Choose any one topic based on the knowledge from the previous units and create a fashion short film by collaborating with artists/ photographers/ film makers, etc

TOTAL HOURS: 60 hrs

REFERENCES

1. Fashion as Communication, by Malcolm Barnard, 2002.
2. Fashion marketing communications, by G Lea- Greenwood.
3. Fashion Branding and communication: Core Strategies of European Luxury Brands, by Byoungho Jin and Elena Cedrola, 2017
4. Uncovering Fashion: Fashion Communications Across the Media, by Marian Frances Wolbers, 2009.

24FDES433	MACRAME							SEMESTER-IV		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits		3	

COURSE OBJECTIVE:

1. This course is an introduction to the technique called Macrame, it is useful in exploring and developing skills on garment design application.
2. Macrame is a comprehensive educational tool that blends art, history, and hands-on learning in one serving as an innovative way to amplify art/ design education curriculum.
3. The focus is on Macrame - a timeless craft of knotting - guiding students in crafting their own innovation of a product prototype.
4. This course encourages critical thinking and nurtures creativity by letting pupils delve into the art of weaving intricate designs with easy-to-understand techniques.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Discuss the various techniques and knots used in macrame	Knowledge
CO2	Analyze the techniques learnt through research.	Analyze
CO3	Generate new techniques through explorations.	Create
CO4	Understand how different knots are used in making different products.	Understand
CO5	Apply their explorations to garment designs.	Apply
CO6	Create macrame techniques along with illustration, references and relevant research and design board.	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S					S	S
CO2	S	L	M			S	S
CO3	S					S	S
CO4	S		M		M	S	S
CO5	S		M		M	S	S
CO6	S		S			S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO MACRAME AND BASIC KNOTS

What is Macrame, How to do it and materials used, where it is used, different types of knots and how it looks, its categories and application for different field. Making of different basic knots.

UNIT II - SINGLE, DOUBLE AND OPEN CHAIN

This unit focuses on the first level of macrame that is single, double and open chain knots. Students are to explore these creatively like using different yarn colour variations, a manipulated variation applying these knots.

UNIT III - SOLOMONS KNOT AND RAISED PICOT

This unit focuses on the second level of macrame that is Solomon's knot and open Raised picot. Students are to explore these creatively like using different yarn colour variations, a manipulated variation applying these knots and crochet techniques.

UNIT IV - SINNETS, HALF-HITCH, ALTERNATE SQUARE

This unit focuses on the third level of macrame that is Sinnets, half-hitch and alternate square knot. Students are to explore these creatively like using different yarn colour variations, a manipulated variation applying these knots.

UNIT V - FINAL PROJECT

As a final project students are guided to create a product prototype with the techniques learned so far along with research, references and sample knots along with initial sketches of ideation.

TOTAL HOURS: 60 hrs

REFERENCES

1. Macrame Pattern Book “included over 70 knots and small repeat patterns plus projects” by Marchen Art (Author), published on 11 June 2013
2. New School Macramé: A Contemporary Knotting Manual for Over 100 Fresh Fibre Projects- by Author- Terri Watson, published year- 2022
3. Discover the Craft of Macrame: This Art of Hand-Tying Knots Will Surprise You and Make You Want to Learn it, published on 17 February 2022 by Echo Rowe (Author)

E-Books:

https://www2.cs.arizona.edu/patterns/weaving/books/macrame_dmc.pdf

https://www2.cs.arizona.edu/patterns/weaving/books/archive_033.pdf

<https://sarahmaker.com/basic-macrame-knots/>

24FDT501	FASHION MARKETING AND MERCHANDISING							SEMESTER-V		
Marks	Internal	40	External			60	Total	100	Exam Hours	3
Instruction Hours/Week		L	2	P/S	0	DS	0	Credits		2

COURSE OBJECTIVE:

- This course helps students to gain knowledge of the importance behind planning and promoting products at the right time to customers, to improve sales revenue.
- Marketing is where fashion and business intersect. It's one of the most important aspects of fashion- without it, the end products wouldn't sell. With this context, this course aims to help students gain knowledge of the strategies that communicate the core values of a brand to customers, drive sales and boost revenue, tracking consumer trends and habits.
- Fashion marketing strategies are deciding how products will be displayed in stores and other communication skills are to be brought out.
- It helps to develop business management skills and gives an in-depth introduction to product cost, techniques used in the buying and planning process.
- It aims at improving the skills of students to handle the tools of merchandising and to develop technical packs of designs.
- Fashion Merchandising helps them to understand the basics of merchandising: market research, scheduling and control, product development, advancement, and performance. It aims to train them in planning techniques required to have the right merchandise, at the right time, place, price, and with the good sales promotion.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Determine the significance of fashion marketing and merchandising	Understand
CO2	Explore and understand the importance of the strategies.	Analyze
CO3	Get exposed to various roles and functions of a fashion merchandiser.	Understand
CO4	Identify strategies used by successful fashion brands.	Analyze
CO5	Apply the imbibed knowledge from this course in their future business models.	Apply
CO6	Actuate students with different channels of marketing and merchandising	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S
CO6	S	S	S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO FASHION MARKETING AND MERCHANDISING Overview of fashion marketing and introduction to fashion marketing mix: fashion product, fashion promotion, fashion place and fashion price. Introduction to merchandising, need of merchandising, types of merchandising, differences between fashion marketing and merchandising.

UNIT II - FASHION MARKETING PRODUCTS AND COMMUNICATIONS

The nature of fashion products, fashion industry and new product development, retail buying sequence, the product mix and range planning, fashion and related life cycles. The traditional approach to promotion, fashion advertising, sales promotion, celebrity endorsement and sponsorship, personal selling, visual merchandising to visual marketing and new directions in fashion marketing communications.

UNIT III - ROLES AND FUNCTIONS OF A FASHION MERCHANDISER

Merchandising in garment production, buying house merchandising and visual merchandising. Communication, coordination, sourcing, sampling, product development, costing, planning (TNA). Tools of a fashion merchandiser like quality manuals, purchase order, style number, tech-pack.

UNIT IV - PRICING GARMENTS, FASHION SERVICES and MARKET PLANNING Different views of price, role of price decisions within marketing strategy, external and internal factors influencing price decisions, main methods of setting prices and pricing strategies. Planning process and objectives, marketing audits and SWOT analysis, marketing strategy, fashion marketing plan, implementation and organizational issues.

UNIT V - TNA PLAN and TECH-PACK

What is TNA planning, significance and development of the same. What is tech-pack, uses and details in a tech-pack.

TOTAL HOURS: 30 hrs

REFERENCES

1. Fashion merchandising, by James Clark, 2020
2. Fashion marketing by Dr. Liz Barnes, Research Gate, September 2013.
3. Marketing Fashion, Second Edition: Strategy, Branding and Promotion, by Harriet Posner, published-Paperback – 17 August 2015
4. Fashion Marketing: Advertising, Brands and Communication, by Olga Mitterfellner, published-Paperback – 3 December 2017
5. Garment Costing: Everything you need to know about the cost of making clothes, by ASBCI Association of Suppliers to the British Clothing Industry, published-20 April 2020

24FDP511	BRANDING AND IDENTITY						SEMESTER-V			
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits			3

COURSE OBJECTIVE:

- This course helps students to understand and learn the importance of creating a brand identity, the attributes of a good brand along with strategies to build a brand and brand identity enabling the students to develop their brand ideas that could help to lay the foundation for their future businesses.
- To gain knowledge of the basics of brand creation and branding. To learn through research the various branding strategies used by successful brands.
- To gain knowledge about building a brand by analyzing the market, product and audience.
- To learn the importance of ethical business and socially driven brands.
- To help students to incorporate social, cultural, environmental and ethical values into their business concepts.
- To learn practically by creating a brand with a strong visual identity from concept to prototype.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the importance of creating a brand identity	Understand
CO2	Analyze the product, market, audience and target group	Analyze
CO3	Learn the importance of ethical business and socially driven brands.	Analyze
CO4	Understand different Sales channels, marketing strategies, fashion systems, viability and collaboration with other brands	Apply
CO5	Incorporate social, cultural, environmental and ethical values into their business concepts.	Apply
CO6	Understand and application of visual identity in building a brand and making different brand collaterals	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S	S		M
CO2	S	M	S	S	S		M
CO3	S		S	S	S		M
CO4	S	M	S	S	S		M
CO5	S	M	S	S	S		M
CO6	S		S	S	S		S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO BRANDING

Introduction to brand and branding- socially- driven brands with genuine purposes to business actions, products and internal processes, power of ethical business, social responsibility in business, story telling, cultural branding and management, why start a brand- motivation and influences- overview of branding and strategies.. Categories in branding.

UNIT II - DEFINING THE BRAND AND IT'S TG

Analyzing the product, analyzing the market, analyzing the audience, then coming up with a personality and manifesto for the brand. Study and understand their target group.

UNIT III - TONE OF VOICE AND BRAND PILLARS

Understand what the brand stands for and what the brand speaks, brands vision and mission.

UNIT IV - PRODUCT RANGE PLANNING and PRICING

Understanding how to plan a product range and come up with pricing, to understand different Sales channels, marketing strategies, fashion systems, viability and collaboration with other brands.

UNIT V - BRANDING AND VISUAL IDENTITY

Importance of creating a strong visual identity for the brand for better communication. Understanding and application in building a brand, how to make different brand collaterals and storytelling through visual identity.

TOTAL HOURS: 60 hrs

REFERENCES

1. Book of branding, by Radim Malinic, 2019.
2. Design brand identity, by Alina Wheeler, 2012.
3. Beyond branding, by Nicholad Ind, 2005.
4. Emotional branding, by Marc Gobe, 2010.
5. Personal brand creation in the digital age, by Mateusz Grzesiak, 2018.
6. Authentic brand creation, by Tee Dike, 2020.

24FDS521	FASHION DESIGN STUDIO- IV							SEMESTER-V		
Marks	Internal	160	External			240	Total	400	Exam Hours	6
Instruction Hours/Week	L	0	P/S	0	DS	12	Credits		8	

COURSE OBJECTIVES:

- To realize the need to learn and practice technical skills.
- To inculcate knowledge of how to take measurements of the body and make flat patterns.
- To practice and learn the different kinds of construction methods for menswear.
- To have knowledge of the basic menswear garments and their variations.
- To be able to draft patterns of desired garment designs for menswear and corset.
- To acquire the technical skills required to develop their own designs in menswear for their design projects.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Describe the various garment making stages involved in the fashion design process for menswear.	Understand
CO2	Ideate concepts in order to create a range of designs in menswear category.	Analyze
CO3	Understand the source relevant fabrics and trims according to the design concept.	Understand
CO4	Create multiple basic garment pieces in the menswear category in both patternmaking and construction	Create
CO5	Design and produce a menswear ensemble with variations.	Apply
CO6	Present their work with confidence outlining the process from concept to garment	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S	S	S	S
CO2	S		S	S	S	S	S
CO3	S		S	S	S	S	S
CO4	S		S	S	S	S	S
CO5	S		S	S	S	S	S
CO6	S		S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - PATTERN MAKING AND GARMENT CONSTRUCTION-I

- Menswear- Mens shirt block, variations and construction
- Corset – Principle of contouring, corset pattern

UNIT II - PATTERN MAKING AND GARMENT CONSTRUCTION-II

- Menswear- Mens basic trouser block drafting, design variations and construction of trouser.
- Corset – Draping of a corset

UNIT III - PATTERN MAKING AND GARMENT CONSTRUCTION-III

- Menswear- basic torso block drafting, waist coat variations and construction
- Corset – corset construction with appropriate boning, underwire etc

UNIT IV - MENSWEAR DESIGN PROCESS

Choose a menswear brand and do brand study, client/ clientele study, trend study, design development sketches and illustrations. Create an outfit (menswear- ensemble) with brand study from concept to prototype.

UNIT V - MENSWEAR DESIGN PROJECT PRESENTATION

Create an outfit (menswear- ensemble) by finalizing one design from the design developments and present the same with design thinking process boards, illustrations, technical sketches, photo shoot and document.

TOTAL HOURS: 180 hrs

REFERENCES

1. Classic Menswear: Men's style guide from A to Z: The handbook of style for the modern gentleman, by Moldner Benzino Media, 2018.
2. Metric pattern cutting for menswear, 5th edition, by Winifred Aldrich, 2012.
3. Menswear illustration, by Kilroy Richard, Thames and Hudson Ltd, 2015.
4. Sharp suits: A celebration of men's tailoring, by Eric Musgrave, Pavilion Books, 2019.
5. Menswear (Basics fashion design), by John Hopkins, Bloomsbury Visual Arts, 2020.
6. Pattern Cutting for Menswear: Second edition, by Gareth Kershaw, Laurence King Publishing, 2021.
7. True style: the history and principles of classic menswear, by G. Bruce Boyer, Basic Books, 2015.
8. Understanding sustainable menswear: making sense of sustainability in the men's fashion industry, by Craig Landale, 2022.
9. From trash to runway: upcycling menswear into unique pieces, by Dan Pontarlier, 2021.

24FDS522	CRAFT CLUSTER PROJECT							SEMESTER-V		
Marks	Internal	100	External			150	Total	250	Exam Hours	6
Instruction Hours/Week	L	0	P/S	0	DS	7	Credits		5	

COURSE OBJECTIVE:

- To introduce the concept of craft cluster initiatives.
- To visit the craft cluster.
- To learn about the artisan's life and interview them.
- To document their research about the cluster.
- To create better scope for the cluster by making design interventions.
- To learn to work as a group and improve their communication and management skills.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Signify craft clusters in India and globally.	Analyze
CO2	Research in-depth about a craft cluster and document it.	Analyze
CO3	Identify craft clusters and initiate collaboration	Understand and Apply
CO4	Understand the significance of design interventions to uplift crafts and craft societies.	Understand
CO5	Develop innovative solutions to better the craft practices and improve the living conditions of the artisans.	Apply
CO6	Create a capsule collection by collaborating with the craft cluster and present the same.	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1		S	M	S	S	S	S
CO2		S	M	S	S	S	S
CO3		S	M	S	S	S	S
CO4		S	M	S	S	S	S
CO5	M	S	M	S	S	S	S
CO6	M	S	M	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO CRAFT CLUSTER and LIVE CASE STUDY

Craft cluster: definition, significance. Choose a craft cluster and go for a live case study.

UNIT II - CRAFT CLUSTER RESEARCH AND DOCUMENTATION

Observe, research and document all the information about the craft cluster from resources including online resources and interviews with the artisans and people in the cluster.

UNIT III -DESIGN DEVELOPMENT

After documenting information about the craft cluster design a collection/ range of ensembles from concept to design sketching with regard to the craft that was studied. To learn to incorporate the craft studied and feature it in the design collection.

UNIT IV - COORDINATING WITH THE CLUSTER

Coordinate with the craft cluster artisans to develop the range of designs.

UNIT V - PRESENTATION OF THE PROJECT

Presentation of the whole project from research, documentation, design process, garment making process, costing, photoshoot,etc

TOTAL HOURS: 105 hrs

REFERENCES

1. Intellectual Property Licensing: Forms and Analysis, by Richard Raysman, Edward A. Pisacreta and Kenneth A. Adler. Law Journal Press, 1999-2008. ISBN 973-58852-086-9
2. Economic Effects of Intellectual Property-Intensive Manufacturing in the United States, Robert Shapiro and Nam Pham, July 2007.
3. Reisman, George. 'Capitalism: A Complete and Integrated Understanding of the Nature and Value of Human Economic Life,'] Ottawa, Illinois: 1996, pp. 388–389
4. Schneider, Patricia H. "International Trade, Economic Growth and Intellectual Property Rights: A Panel Data Study of Developed and Developing Countries". July 2004. [10] Shapiro, Robert and Nam Pham. "Economic Effects of Intellectual PropertyIntensive Manufacturing in the United States". July 2007. [11].

24FDS523	IPR IN FASHION							SEMESTER-V		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	0	DS	4	Credits			3

COURSE OBJECTIVE:

1. Intellectual property (IP) is a term which refers to those creations of an individual's mind which are distinct and different and for such creativity the individuals' property rights are recognised.
2. The unit will also discuss the various issues and agenda of intellectual property rights. The unit starts with intellectual property and intellectual property rights and their definition and description. We then delineate the concept of intellectual property rights.
3. This is followed by the nature and objective of intellectual property rights and then we analyze the various issues emerging out of intellectual property rights.
4. Students also study the Agreement provides for norms and standards in respect of following areas of intellectual property: Copyrights and related rights, Trade Marks, Geographical Indications, Industrial Designs, Lay out Designs of Integrated Circuits, Protection of Undisclosed Information (Trade Secrets) and Patents.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand intellectual property rights and its importance, origin and nature,	Understand
CO2	Explore the rights and obligations of a patentee and copyright holder.	Analyze
CO3	Learn about registration procedures and protection of trademarks	Understand
CO4	Analyze infringement, laws and treaties of geographical indication and trade secrets.	Analyze
CO5	Get exposed to different case studies as an example under all IPR categories.	Understand
CO6	Explore case studies for fashion products/services in depth	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S	M	M	M	S	M	S
CO2		M	S	M	S	M	S
CO3		M	S	M	S	M	S
CO4		M	S	M	S	M	S
CO5		M	S	M	S	M	S
CO6		M	S	M	S	M	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I -INTRODUCTION TO IPR

Introduction to intellectual property rights and its importance, origin, nature, types of intellectual properties and the relation of TRIPS and WIPO.

UNIT II - PATENTS AND COPYRIGHTS

Historical development, requirements and objectives, types of patents and copyrights, infringement, registration procedures. Rights and obligations of a patentee and copyright holder.

UNIT III- TRADEMARKS AND INDUSTRIAL DESIGN

Historical development, objectives, types, requirements and registration procedures, protection of trademarks and goodwill, infringement, domain name and trademarks rights in India.

UNIT IV - GEOGRAPHICAL INDICATION AND TRADE SECRETS

Historical development, objectives, types, requirements and registration procedures, infringement, laws and treaties of geographical indication and trade secrets.

UNIT V - CASE STUDY

Pick a case study for a specific fashion product/service, understand and present the case in-depth. Based on its category, explain the facts of the case, issues involved, summary and hold.

TOTAL HOURS: 75 hrs

REFERENCES

5. Intellectual Property Licensing: Forms and Analysis, by Richard Raysman, Edward A. Pisacreta and Kenneth A. Adler. Law Journal Press, 1999-2008. ISBN 973-58852-086-9
6. Economic Effects of Intellectual Property-Intensive Manufacturing in the United States, Robert Shapiro and Nam Pham, July 2007.
7. Reisman, George. 'Capitalism: A Complete and Integrated Understanding of the Nature and Value of Human Economic Life,'] Ottawa, Illinois: 1996, pp. 388–389
8. Schneider, Patricia H. "International Trade, Economic Growth and Intellectual Property Rights: A Panel Data Study of Developed and Developing Countries". July 2004. [10] Shapiro, Robert and Nam Pham. "Economic Effects of Intellectual Property Intensive Manufacturing in the United States". July 2007. [11].
9. Rand, Ayn. "Patents and Copyrights" in Ayn Rand, ed. 'Capitalism: The Unknown Ideal,' New York: New American Library, 1966, pp. 126–128

24FDS524	SURFACE DESIGN TECHNIQUES- III						SEMESTER-V			
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week		L	1	P/S	0	DS	1	Credits		3

COURSE RELEVANCE:

- To use all the skills acquired in SDT-I and II and be able to develop their own surface design techniques creatively.
- To improve their research skills in terms of surface design techniques used by Indian designers and international designers.
- To brainstorm and induce creative thinking skills enabling them to come up with new surface design techniques through exploration.
- To develop a design collection from concept to design (digitally illustrated or hand illustrated) featuring their newly discovered surface design techniques.
- To stress the importance of value addition in design.
- To improve presentation skills while communicating the design process.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Explore the various surface design techniques used by Indian designers.	Understand
CO2	Explore the various surface design techniques used by International designers.	Understand
CO3	Analyze the techniques learnt through research.	Analyze
CO4	Generate new surface design techniques through explorations.	Create
CO5	Apply their explorations to garment designs.	Apply
CO6	Create new surface design techniques relevant research and design board	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S
CO6	S	S	S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - SIGNIFICANCE OF VALUE ADDITION

Study the work of Indian designers who incorporate value addition to their design collections through surface design techniques.

UNIT II - SURFACE DESIGN TECHNIQUES USED ABROAD

Study the work of international designers who incorporate value addition to their design collections through surface design techniques.

UNIT III - INTRODUCTION TO PROJECT

Design Brief: To design a garment and illustrate by hand or digitally the final designs, featuring creative surface developments.

UNIT IV - PROJECT PROCESS

Creating concept boards and developing surface developments, acquiring various fabrics, fabric manipulation techniques, explorations and compiling all explorations into boards. Developing design sketches and final illustrations.

UNIT V - PROJECT PRESENTATION

Make one product by developing your own surface design technique

PLEASE NOTE: The final jury will be combined along with Fashion Design Studio- IVcourse (23FDS521)

TOTAL HOURS: 30 hrs

24FDES531	KIDSWEAR						SEMESTER-V			
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits			3

COURSE OBJECTIVES:

- To gain an in-depth knowledge on the consumers of kids wear market.
- To gain design knowledge of kids wear products.
- To practice skills to develop kids wear garments from illustration to flat patterns and fabric and trim selection, etc.
- To study different brands and understand their take on kids' wear to get exposure to different creative design solutions.
- To understand the difference in approaching kids' wear design.
- To be able to create a capsule collection in kids' wear from concept to product that could be added in their portfolio.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Identify the difference between adult and kids wear from technical aspect	Analyze
CO2	Explore with more brands that suit their style.	Knowledge
CO3	Analyze the functional side and incorporate in their design	Analyze
CO4	Generate new ideas since kids are also into high fashion nowadays.	Create
CO5	Learn forecasting skills and interpret the upcoming trend	Apply
CO6	Create and present a collection of kids wear which with proper design process and research.	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S	S	S	S
CO2	S		S	S	S	S	S
CO3	S		S	S	S	S	S
CO4	S		S	S	S	S	S
CO5	S		S	S	S	S	S
CO6	S		S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I -INTRODUCTION TO KIDSWEAR

Introduction to kidswear- age group categories and consumer research- kidswear garment characteristics and features (both western wear and ethnic wear).

UNIT II - DESIGNING KIDSWEAR

To learn kids' body type and growth- kidswear illustration- fabric selection- introduction to childrenswear global sizing- design detailing for kidswear, choice of colors for kidswear.

UNIT III - KIDSWEAR BRANDS

To research about kidswear brands both local and global.

UNIT IV - KIDSWEAR DESIGN PROCESS BOARDS

Select a brand, do a market study and research, make boards like brand board, client board, theme board, look board, swatch board, trend board, colour board and illustration board alongwith tech packs.

UNIT V - FINAL PROJECT

To choose a kidswear category to work with and design a capsule collection from brand study, concept to sampling with photoshoot.

TOTAL HOURS: 60 hrs

REFERENCES

1. Pattern making for kid's clothes, by Carla Hegeman Crim, 2014
2. Pattern making for fashion design, by Helen J Armstrong, 2009.
3. Encyclopedia of dress making, Raul Jewel, 2015.
4. Kids fashion designers, Katharina Koppenwallner, 2008.
5. Print and pattern kids, by Bowie Style, 2013.

24FDES532	CERAMICS						SEMESTER-V			
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits			3

COURSE OBJECTIVES:

- To gain knowledge about the art of ceramics and pottery and its health benefits and business conversion strategies.
- To build the skill set to create ceramic art and products.
- To gain knowledge about the various materials used in ceramic making and understand its properties.
- To be able to develop products with meaningful stories woven into the design process.
- To imbibe the knowledge and be able to use the same in other fields of work to bring innovations.
- To understand about the artisans' life and create a better change by using the design interventions.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Describe the terminologies associated with ceramics and pottery.	Understand
CO2	Apply the various techniques and tools used in ceramics and pottery making	Apply
CO3	Apply design thinking to come up with ceramic/ pottery design collections	Apply
CO4	Discuss the evolution of ceramic/ pottery making.	Knowledge
CO5	Develop their portfolio in order to explore in this field in their futures.	Create
CO6	Incorporate their learning experience into their garment design collection.	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	M	S	M	M	S		
CO2	M	S	M	M	S		
CO3	M	S	M	M	S		
CO4	M	S	M	M	S		
CO5	M	S	M	M	S		
CO6	M	S	M	M	S		

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO CERAMICS and POTTERY

Introduction to ceramics and pottery, history of the skill, works of art and design through ceramics, artisan clusters in India, an overview of the process of making ceramics.

UNIT II - MATERIAL UNDERSTANDING

To learn about the different materials used for ceramic making, its properties and applications, and preparation of the same.

UNIT III - CLAY MODELLING TECHNIQUES

Modeling using coiling, slabbing with textures, pinching, making a plaster, handling the potter's wheel, etc.

UNIT IV - CLAY GLAZING

Explanation of the ceramic processes, glazing with gouache, decoration with oxides, marble effect, gold luster, enamels in suspension, etc and finishing processes, different uses, care and transporting ceramic products.

UNIT V - FINAL PROJECT

To choose a theme/ inspiration and develop a range of ceramic products from concept to product using the techniques learned throughout the course.

TOTAL HOURS: 60 hrs

REFERENCES

1. Beginner's guide to pottery and ceramics, by Jacqui Atkin, 2017.
2. Creative Pottery, by Deb Schwartzkopf, 2020.
3. Complete pottery techniques, by DK, 2019.
4. Making pottery and ceramics, by Henry Leighton, 2018.
5. Ceramics and Pottery, by Stephanie Simpson, 2017.
6. The potter's book of glaze recipes, by Emmanuel Cooper, 2004.

24FDES533	UI UX DESIGN							SEMESTER-V		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits		3	

COURSE OBJECTIVES:

- To introduce the basics of UI/ UX design and understand the different tasks associated with each.
- To learn to be able to research and empathize with user needs and requirements for product development.
- To learn to analyze the data and come up with inferences that provides to be useful in the product development process .
- To learn about the key elements of visual aesthetics for interface design.
- To learn from case studies of UI/UX designs implemented in various brands.
- To learn and work as a team to build a UI/UX design prototype for a brand.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Describe the significance of UI/UX design and its concepts.	Understand
CO2	Describe terms related to UI/UX design with ease and confidence.	Understand
CO3	Investigate and analyze consumer data and product requirements	Analyze
CO4	Incorporate basic principles of user experience	Apply
CO5	Design creative solutions and skillful graphics for the interface	Create
CO6	Effectively communicate and discuss the product from concept to prototype.	Understand

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1			S	M	S		
CO2			S	M	S		
CO3			S	M	S		
CO4			S	M	S		
CO5			S	M	S		
CO6			S	M	S		

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO VISUAL LANGUAGE

Explore and understand the UI/UX process. Learn principles of composition and understand the design process.

UNIT II - FEATURE AND STRUCTURE ANALYSIS

Analyze and learn about features and content requirements. Understand information architecture and interaction design and the difference between product categories

UNIT III - UNDERSTANDING THE SURFACE ELEMENTS

Learn navigation design, prototype development, typography and colour and designing for multiple devices

UNIT IV - DESIGN SPRINTS

Learn five-part design sprint and creating page types on desktop and mobile devices.

UNIT V - FINAL PROJECT

Divide into groups of 5 and create an online store or a mobile app that can be accessed from desktop and mobile devices with proper documentation of the whole process.

TOTAL HOURS: 60 hrs

REFERENCES

1. Get Into UX: A Foolproof Guide to Getting Your First User Experience Job, by VY Alechnavicius, 30 Nov 2021
2. The Golden Ratio In UX Design: And Other Articles On User Experience, by Amolendu.H, 28 July 2020
3. UX for beginners: A Crash Course in 100 Short Lessons, by Joel Marsh, 5 Jan 2016

24FDT601	PROFESSIONAL PRACTICES							SEMESTER-VI		
Marks	Internal	40	External			60	Total	100	Exam Hours	3
Instruction Hours/Week	L	2	P/S	0	DS	0	Credits			2

COURSE OBJECTIVES:

- To learn how to communicate professionally with a client.
- To become aware of key factors that aid to shape their character and professional look.
- Practicing professionalism in terms of manners, behavior, etiquette and attitude.
- Significance of the art of communication and positive thinking for success in all spheres of life.
- To know and understand cross cultural values and respect them as part of professional practice.
- To help prepare them to work smoothly in a work set-up and form professional relationships and develop good work ethics.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Summarize how to behave professionally in a work environment.	Remember
CO2	Explain how to handle crisis management in a working environment.	Understand
CO3	Present themselves in a well groomed way in formal dress code.	Understand
CO4	Perform their job role with improved soft skills.	Apply
CO5	Outline the importance of positive thinking	Apply
CO6	Formulate a new work place structure, rules and ethics while starting their own business.	Analyze

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1			L	S	S		
CO2			L	S	S		
CO3			L	S	S		
CO4			L	S	S		
CO5			L	S	S		
CO6			L	S	S		

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - MANNERS AND ETIQUETTES

Making introductions, shaking hands, receiving visitors in the office, social behavior in public space and workplace behavior and etiquette, dining etiquette, cross-cultural values and social values in India and other countries.

UNIT II - PERSONAL GROOMING and FORMAL DRESSING

Well groomed man and well groomed woman, business casuals, formal dress code, Indian dressing and western dressing.

UNIT III - WORKPLACE CONFLICT MANAGEMENT and WORK ETHICS

Knowing rights and duties of employer-employee, different kinds of workplace problems that could arise and ways to solve them, understanding problem solving approach in a hierarchy based work setup, etc. Work ethics: punctuality, integrity, respect, appropriateness, acting impartially etc

UNIT IV - PERSONALITY DEVELOPMENT

Defining personality, personality development factors, art of making good conversation, speech delivery, types of communication, writing, non-verbal, verbal, online communication, importance of listening and art of listening.

UNIT V - POWER OF POSITIVE THINKING

Thinking power- seven steps for dealing with doubts, traits of positive thinkers and high achievers, goals and techniques for positive thinking, enhancement of concentration through positive thinking and practicing positive lifestyle.

TOTAL HOURS: 30 hrs

REFERENCES

1. Personality Development Handbook, D P Sabharwal, Prakash books India, 2014
2. Corporate Grooming and Etiquette, Sarvesh Gulati, Rupa Publications Pvt. Ltd., India, 2010
3. Freelance fashion designer's handbook, Paula Keech, 2012
4. Becoming a fashion designer (E-book), by Lisa Springsteel, 2013.
5. Fashionpedia, by Fashionary, 2016.
6. Fashion, by Monique Vescia, 2010.
7. Communication skills for budding professionals, by Sindhu Panikar, 2020.
8. The power of positive thinking, by Peale, Norman Vincent, 2019.

24FDP611	INTRODUCTION TO FASHION E-COMMERCE							SEMESTER-VI		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits		3	

COURSE OBJECTIVE:

- This course is an introduction to fashion e-commerce, how it works, its strategies, Its pros and cons and factors affecting, social commerce and investments, marketing strategies
- This course gives a better understanding on how an online e-commerce store helps the fashion industry and its importance, learn how to do market study with current trends, understanding the stats worldwide and factors affecting it and to understand Re-commerce and how it works.
- This course gives a better knowledge and application of software used for UI design, its basic structure, types and principles. How to make a landing page, and basic wireframe to understand the look and feel of a brand and to incorporate it in their E-commerce site. Understanding how to use figma software.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Get exposed to how e-commerce affects the fashion industry.	Understand
CO2	Develop a deeper understanding and explore various fashion e-commerce platforms	Knowledge
CO3	Learn different platforms used in making E-commerce and basics of Figma	Understand
CO4	Learn to make market study with current trends and to Re-commerce.	Apply
CO5	Gain knowledge of UI design, its basic structure, types and principles and to incorporate it in their E-commerce site.	Create
CO6	Build an e-commerce website for a brand and work on a prototype for a particular brand.	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S			M
CO2	S		S	S			S
CO3	S		S	S			M
CO4	S		S	S			M
CO5	S		S	S			S
CO6	S		S	S			S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO FASHION E-COMMERCE

Introduction to basics of e-commerce and how it works, its strategies, Its pros and cons and factors affecting, social commerce and investments, marketing strategies

UNIT II - MARKET STUDY AND CURRENT TRENDS IN E-COMMERCE

How does an online e-commerce store help the fashion industry and its importance, learn how to do market study with current trends, understanding the stats worldwide and factors affecting it. And to understand Re-commerce and how it works.

UNIT III - ROLE OF E.COMMERCE IN FASHION BRANDS

Understanding how e-commerce is incorporated in fashion brands, its role in fashion brands with examples. Analyze different styles incorporated for categories.

UNIT IV - BASICS OF UI DESIGN AND FIGMA

Knowledge of UI design, its basic structure, types and principles. How to make a landing page, and basic wireframe to understand the look and feel of a brand and to incorporate it in their E-commerce site.

Understanding how to use figma software.

UNIT V - HOW TO BUILD AN E-COMMERCE SITE FOR A FASHION BRAND

How to plan and build an e-commerce website for a brand and work on a prototype for a particular brand from initial research and referencing till the final product's prototype.

TOTAL HOURS: 60 hrs

REFERENCES

1. Fashion E-commerce Income Strategies: Resell, Rent and Save on Clothing Online Kindle Edition by I.G. Belluna (Author), published on 11 August 2023
2. The Fashion E-Commerce Marketer's Guide to 2021, by samuel kellett, published year- 2021
3. How to Start a Clothing Brand: Step by step guide to starting your own online Fashion e-commerce business Kindle Edition by Karan Bose (Author), published on- 19 July 2023

24FDS621	FASHION DESIGN STUDIO- V						SEMESTER-VI			
Marks	Internal	140	External			210	Total	350	Exam Hours	6
Instruction Hours/Week	L	0	P/S	0	DS	10	Credits			7

COURSE OBJECTIVE:

- This course helps the students to be exposed to the various garment making stages involved in the fashion design process.
- This course will help them to convert their design concepts to real life prototypes.
- Students will be learning and practicing skills like flat pattern making, draping and garment construction enabling them with a strong foundation of technical knowledge to be imparted in their future projects.
- It aims develop skills of students to create basic garment parts and various design elements required for a garment
- It helps them to develop an understanding of different terminology used in garment making.
- In this semester, they will acquire knowledge and use their skills to create jackets- basic and variations.

COURSE OUTCOME:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Analyze the need to learn and practice these technical skills.	Analyze
CO2	.Actuate and learn how different fabrics behave while draping.	Understand
CO3	Interpret and learn the different kinds of construction methods for jackets.	Analyze
CO4	Produce a strong foundation with technical skills required as a fashion designer for their future projects.	Create
CO5	Create standard slopers of basic jacket that could be used in design projects.	Create
CO6	Develop skills of pattern making, draping and garment construction in an effective manner.	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S	S	S	S
CO2	S		S	S	S	S	S
CO3	S		S	S	S	S	S
CO4	S		S	S	S	S	S
CO5	S		S	S	S	S	S
CO6	S		S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - STUDY ABOUT JACKETS

Introduction to the technical side of jackets and study about its types and modifications

UNIT II - PATTERN MAKING

Jacket- draft, sloper, variations.

UNIT III - DRAPING

Draping of womens jacket (notch or shawl)

UNIT IV - GARMENT CONSTRUCTION

Construction method for jackets with appropriate layers of fusings, linings, interlinings, pads etc

UNIT V - FINAL PROJECT

Design and construct a womens jacket and a top to pair with it.

TOTAL HOURS: 180 hrs

REFERENCES

1. Classic Menswear: Men's style guide from A to Z: The handbook of style for the modern gentleman, by Moldner Benzino Media, 2018.
2. Metric pattern cutting for menswear, 5th edition, by Winifred Aldrich, 2012.
3. Menswear illustration, by Kilroy Richard, Thames and Hudson Ltd, 2015.
4. Sharp suits: A celebration of men's tailoring, by Eric Musgrave, Pavilion Books, 2019.
5. Menswear (Basics fashion design), by John Hopkins, Bloomsbury Visual Arts, 2020.
6. Pattern Cutting for Menswear: Second edition, by Gareth Kershaw, Laurence King Publishing, 2021.
7. True style: the history and principles of classic menswear, by G. Bruce Boyer, Basic Books, 2015.
8. Understanding sustainable menswear: making sense of sustainability in the men's fashion industry, by Craig Landale, 2022.

24FDS622	PORTFOLIO DEVELOPMENT						SEMESTER-VI			
Marks	Internal	120	External			180	Total	300	Exam Hours	6
Instruction Hours/Week	L	1	P/S	0	DS	7	Credits		6	

COURSE OBJECTIVES:

- To gain knowledge about the fundamentals of building a resume and portfolio.
- To expose them to software techniques for efficient portfolio making.
- To improve their creative thinking skills to be applied in creating points of interest in their portfolio.
- To help them think critically from a job hiring official's perspective or from a master's degree candidate screening official's perspective.
- To expose them to various methods that can be used in the future to update their portfolio time and again.
- To improve their presentation skills in terms of visual communication as well as verbal communication.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Demonstrate their skills and creativity to potential employers.	Apply
CO2	Summarize the requirements of a portfolio	Remember
CO3	Determine the style of fonts and graphics that has to be used in a portfolio.	Understand
CO4	Categorize projects according to their pros and cons in relevance to the portfolio requirement.	Analyze
CO5	Design layouts with intended intention to communicate their ideas in the best way to the reader.	Create
CO6	Effectively communicate and present their portfolio with confidence.	Knowledge

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S	S	S	S
CO2	S		S	S	S	S	S
CO3	S		S	S	S	S	S
CO4	S		S	S	S	S	S
CO5	S		S	S	S	S	S
CO6	S		S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - BUILDING A RESUME

Definition, things to keep in mind before designing a resume. Planning contents, layouts and compilation.

UNIT II - INTRODUCTION TO PORTFOLIO MAKING

Definition, things to keep in mind before designing a portfolio. Tips on how to select projects. Knowledge about companies or colleges for higher studies. Different portfolio making styles with examples.

UNIT III - DESIGN PHILOSOPHY and OTHER COMPONENTS OF A PORTFOLIO

Design philosophy. Importance of gimmick usage. Creative elements.

UNIT IV - VISUAL HIERARCHY

Layout and visual hierarchy in portfolio design. Deciding repeat elements in a portfolio.

UNIT V - EXPORTING AND PRESENTATION

Exporting for web usage and printable version. Printing sheet qualities and portfolio case design. Presentation techniques.

TOTAL HOURS: 120 hrs

REFERENCES

1. How to create your final collection: A fashion student's handbook (portfolio skills), by Mark Atkinson, Laurence King Publishing, 2012.
2. Fashion Portfolio: Design and Presentation, by Anna Kiper, Batsford, 2016.
3. Technical Drawing for fashion (Portfolio skills), by Basia Szkutnicka, Laurence King Publishing, 2010.
4. Burn your portfolio: Stuff they don't teach you in design school, but should, by Janda Michael, New riders, 2013.
5. Pattern cutting (portfolio skills), by Dennis Chunman Lo, Laurence King Publishing, 2011.

24FDS623	KNITWEAR DESIGN PROJECT							SEMESTER-VI		
Marks	Internal	80	External			120	Total	200	Exam Hours	6
Instruction Hours/Week	L	1	P/S	0	DS	4	Credits		4	

COURSE OBJECTIVES:

- To gain knowledge of the various knit fabrics and their properties and manufacturing processes.
- To improve their knowledge of the various use of knits by different brands through research.
- To learn to develop different kinds of knits manually.
- To understand how knits are developed in the industry using machines.
- To creatively produce knit swatches by collaborating with manufacturers or fabric suppliers.
- To understand the implications of using knits in sportswear, kids wear and casual wear and technological advancements in the field of knitwear design.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Describe the terms associated with knitwear design field.	Understand
CO2	Classify the differences between various knitwear fabrics and its properties.	Analyze
CO3	Develop knitwear swatches by experimenting with variations in flatbed machines.	Create
CO4	Learn about knitwear design works produced globally from various international designers.	Understand
CO5	Describe various technological innovations in the knitwear industry.	Understand
CO6	Design a knitwear range and illustrate the same with technical specifications.	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S		S	S	S	S	S
CO2			S	S	S	S	S
CO3	S		S	S	S	S	S
CO4	S		S	S	S	S	S
CO5	S		S	S	S	S	S
CO6	S		S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO KNITWEAR DESIGN

Definition, structure of the fabric, sourcing of knits, types of knits, knit fabric properties and end uses.

UNIT II - CREATING KNIT FABRICS

Creating swatches by hand knitting and to understand knit fabric manufacturing.

To understand the properties of knits in garment construction.

(Work as group of 3 students).

UNIT III - KNITWEAR DESIGN USES

Knitwear design applications like kids wear, sportswear, active wear, athleisure, casual wear, etc with attributes, brand research and knitwear designers.

UNIT IV - KNITWEAR AND TECHNOLOGY

Exposure to present day advancements of the knitwear industry.

UNIT V - FINAL PROJECT

To choose a brand, do the brand research and create a range of knitwear designs from concept to illustrated designs.

TOTAL HOURS: 75 hrs

REFERENCES

1. Fashion knitwear design, by Amy Twigger Holroyd, Crowood, 2019.
2. Knitwear: An introduction to contemporary design, by Juliana Sissons, Bloomsbury Visual Arts, 2020.
3. Knitting Pattern Essentials, by Sally Melville, 2013
4. Designing Knitwear, by Deborah Newton, 1998.
5. Knitwear Design Workshop: A comprehensive guide to handknits, by Shirley Paden, 2010.
6. Good measure: Knit a perfect fit every time, by Deborah Newton, 2015.
7. The knitting bible, by Phildar.
8. Alternate stitch dictionary: 200 modern knitting motifs, by Andrea Rangel, 2017.
9. Finishing school: A master class for knitters, by Deborah Newton, 2019.

24FDS624	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT						SEMESTER-VI			
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	0	DS	2	Credits		3	

COURSE OBJECTIVES:

- To develop innovative thinking.
- To lead through collaboration.
- To understand the need to design for social impact.
- To gain confidence, viewing challenges as opportunities, rather than personal failure.
- To improve their persistence and encourage them to take risks and grow.
- To build business- relevant skills that are also desirable attributes for being an employee.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Describe the terminologies associated with entrepreneurship and business management.	Understand
CO2	Demonstrate the types of businesses, ownership, components of business and steps involved in setting up a small business	Knowledge
CO3	Analyze the need for creating various products/ services for the present market	Analyze
CO4	Evaluate the success or growth of a business from analyzing market trends.	Evaluate
CO5	Implement learning from the course to create a prototype of a small business model.	Apply
CO6	Create a business pitch that can be presented to investors/ stakeholders	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1		M	M	S	S	M	M
CO2		M	M	S	S	M	M
CO3		M	M	S	S	M	M
CO4		M	M	S	S	M	M
CO5		M	M	S	S	M	M
CO6		M	M	S	S	M	M

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - ENTREPRENEURSHIP

Concept of entrepreneur- difference between entrepreneur and manager- entrepreneurial traits- functions and types. Role of entrepreneurship in economic development. Entrepreneurship development in India, Entrepreneurial motivation.

UNIT II - NATURE and SCOPE OF BUSINESS

Meaning of business, characteristics of business, difference between business profession and employment and components of business. Forms of ownership.

UNIT III - SMALL BUSINESS

Concept, definition, nature and characteristics, scope and types of small business, role of small business in Indian economy, problems and growth of small scale sector in India. Start-up process, selection of product, assessment of project feasibility, market survey, risk analysis, product planning, organizational planning, financial planning, selection of site, legal considerations.

Exercise: Divide into groups and come up with a business idea. Add content to the business plan as the modules progress.

UNIT IV - FINANCE MANAGEMENT

Sources of finance/ investment for business, types of investors, working capital management, project pitch to investors, concept of profit planning, break-even analysis, maintaining accounts, etc

UNIT V - FINAL PROJECT

Presentation of Business idea with product plan, organizational plan, inventory management plan, financial planning and accounting.

Please note: All exercises need to be done as group projects.

TOTAL HOURS: 45 hrs

REFERENCES

1. Fashion Entrepreneurship, by Neri Karra, 2021.
2. Guide to Fashion Entrepreneurship, by Melissa G. Carr, Lisa Hopkins Newell, 2014.
3. Fashion Entrepreneur, by Sandra Burke, 2008.
4. Fashion Entrepreneurship: Retail Business Planning, by Michele M. Granger, Tina M. Sterling, 2011.
5. Sustainable Entrepreneurship, by Adam Lindgreen, Christine Vallaster, Francois Maon, 2018.
6. Innovation and Entrepreneurship, by Peter Drucker, 2012.
7. Academic entrepreneurship, by Michele

24FDES631	LIFESTYLE ACCESSORY DESIGN						SEMESTER- VI			
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits			3

COURSE RELEVANCE:

- To understand the trend and history of fashion accessories.
- To identify various materials that can be used to create fashion accessories and study their properties and applications.
- Exploration of materials through various ways in order to develop new designs.
- Develop and create fashion accessories using various materials.
- Capacity to create products from unconventional materials.
- To develop designs from concept to product applying design process skills and material handling skills

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Forecast the trend and history of fashion accessories.	Analyze
CO2	Analyze various materials that can be used to create desired fashion accessories.	Analyze
CO3	Formulate design concepts to create a range of fashion accessories	Understand
CO4	Describe the significance of fashion accessories while designing a garment collection.	Understand
CO5	Present their design process and works creatively and skillfully through renderings and sketches.	Apply
CO6	Develop their material handling skills by exploring various tools and techniques in the accessory design workshop	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1		M	S	S	S	M	
CO2		M	S	S	S	M	
CO3		M	S	S	S	M	
CO4		M	S	S	S	M	
CO5		M	S	S	S	M	
CO6		M	S	S	S	M	

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO FASHION ACCESSORIES

Introduction to types of accessories, materials and colors used. Market study on latest trends in Fashion Accessories. Material manipulation- paper, metal, terracotta, leather, glass, ceramic, wood, textile, plastic and recycled material.

UNIT II - FASHION ACCESSORIES- BAGS/ HAT

Develop theme or fashion forecast based accessories (bag/ hat) using various materials colours and surface embellishments.

UNIT III - FASHION ACCESSORIES- ORNAMENTS

Cutting folding saw piecing, wire work- awing, scoring, etching and threading. Develop a theme or fashion forecast based ornament (ring/ head gear/ nose ring/ earring/ bangle/ watches/ anklet/ toe ring/ neck ornament) using various materials, color and surface embellishments.

UNIT IV - RECYCLED ACCESSORIES

Develop a theme or forecast based product using unconventional materials.

UNIT V - FINAL PROJECT

To create a fashion ornament collection with 3 to 5 accessories from concept to product development, photo shoot and presentation of the same.

TOTAL HOURS: 60 hrs

REFERENCES

1. The fundamentals of product design, by Richard Morris, 2017.
2. Accessory design, by Aneta Genova, 2011.
3. Fashionary bag design, Fashionary, 2016.
4. Designing fashion accessories, by Marta R. Hidalgo, 2013.

24FDES632	HOME TEXTILE DESIGN						SEMESTER- VI			
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits			3

COURSE OBJECTIVES:

- To understand the trend and history of home textiles.
- To identify various fabrics that can be used to create home textiles products and study their properties and applications.
- Exploration of materials through various ways in order to develop new designs.
- Develop and create home textile products using various materials.
- To learn about the different techniques that can be applied to create home textiles and technical advancements related to this field.
- To develop designs from concept to product applying design process skills and material handling skills.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Forecast the trend and history of home textiles.	Analyze
CO2	Discuss the product range and fabric adaptations to home textiles	Knowledge
CO3	Develop fabric explorations that can be adapted to home textile products.	Create
CO4	Simulate flat designs in realistic mock up spaces.	Apply
CO5	Create home textile art pieces that can be adapted to interior spaces.	Create
CO6	Create and simulate a design range in home textile product category	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S	M	S	S	S	M	
CO2	S	M	S	S	S	M	
CO3	S	M	S	S	S	M	
CO4	S	M	S	S	S	M	
CO5	S	M	S	S	S	M	
CO6	S	M	S	S	S	M	

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO HOME TEXTILES PRODUCTS

Introduction to types of home textile products, fabric properties uses and home textile product manufacturing processes.

UNIT II - ARTISANAL HOME TEXTILE PRODUCTS

Study about the various artisanal textile crafts in India that can be adapted to the home textile industry.

UNIT III - HOME TEXTILE INDUSTRY

To be exposed to the innovations in the home textile industry and to learn about the technicalities of the same. To study the designers specific to this field and research about their works. Interior design trend research and its effect on home textile products.

UNIT IV - PATTERN DESIGN AND SIMULATION

To create patterns through various methods from concept to design and creating digital simulations for presentation. Other techniques used to design details for home textile products, fabric selection, surface developments, value addition, sewing methods, etc.

UNIT V - FINAL PROJECT

To create a collection of home textile products from concept to product applying design process with photo shoot and presentation.

TOTAL HOURS: 60 hrs

REFERENCES

1. Textile design, by Carol Joyce, 1997.
2. Textile design, by Michael Hann, 2020.
3. Textiles, identity and innovation, by Gianni Montagna, 2018.
4. Home furnishing, by V. Ramesh Babu, 2018.
5. Performance of Home Textiles, by Subrata Das, 2018.

24FDES633	COSTUME DESIGN							SEMESTER-VI		
Marks	Internal	60	External			90	Total	150	Exam Hours	3
Instruction Hours/Week	L	1	P/S	3	DS	0	Credits		3	

COURSE OBJECTIVE:

- Textile is a major component when it comes to fashion designing. This course aims to deliver the fundamentals of textiles like the study of various fibers, their properties and uses, fabric construction methods, finishing and care.
- It also helps the students to discover and respect indigenous textiles and cultural awareness associated with textiles.
- To obtain basic knowledge on textile industry and the terminologies used.
- To study the performance characteristics of fiber, yarn, fabric and their production processes.
- To analyze the different types of fibers and their unique characteristics.
- To study traditional Indian textiles and their cultural significance.
- To inculcate a sense of awareness and responsibility towards uplifting indigenous textile crafts as a designer in future projects.
- To be exposed to sustainable developments in textiles to inculcate awareness towards the environment helping to be inclusive of nature while designing in the future.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Investigate the social, cultural and environmental factors that influence memorable costume designs of our time	Analyze
CO2	Analyze industry applications such as music promos, commercials and costume breakdown	Analyze
CO3	Utilizing an extensive wardrobe store and textiles and dress collection to achieve your vision of a character	Create
CO4	Refine their skills as a costume practitioner	Apply
CO5	Explore contemporary fashion history to interpreting scripts and characters	Understand
CO6	Learn how to extract key information from an initial concept then use it to develop costume	Apply

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S	M	S	S	S	M	S
CO2	S	M	S	S	S	M	S
CO3	S	M	S	S	S	M	S
CO4	S	M	S	S	S	M	S
CO5	S	M	S	S	S	M	S
CO6	S	M	S	S	S	M	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - INTRODUCTION TO COSTUME DESIGN

What is costume design, the difference between fashion design and costume design, key roles and responsibilities of a costume designer, their skills, and study how costume designers work.

UNIT II - STYLE ANALYSIS AND ITS EVOLUTION IN CINEMA

Style analysis and its impact in cinema, storytelling through clothes and Evolution of Costume Design in Film.

UNIT III - CASE STUDY FROM CINEMA, TECHNOLOGY AND TRENDS

Understanding how a character's identity and setting the tone of a film is created through case study and analysis along with in-depth research. Knowledge of Technological advancement and trends.

UNIT IV - UNDERSTANDING OF A SCRIPT

How to understand a script and proceed to design a costume line through research and sketches.

UNIT V - DESIGN PROCESS OF COSTUME DESIGN

Understanding different genres in cinema and to plan and build a costume for it along with the process from a script.

TOTAL HOURS: 60 hrs

REFERENCES

1. The Costume Designer's Handbook: A Complete Guide for Amateur and Professional Costume Designers (Paperback) by Rosemary Ingham, published 1983
2. Costume Design 101: The Business and Art of Creating Costumes for Film and Television by Richard LaMotte, published 2010
3. COSTUME DESIGNING by Parul Gupta, Publisher: MD PUBLICATIONS PVT LTD on 2008
4. Costume Design in the Movies: An Illustrated Guide to the Work of 157 Great Designers (Dover Fashion and Costumes) Paperback – 1 March 1991, by Elizabeth Leese (Author)
5. Hollywood and History: Costume Design in Film by Edward Maeder, published 1987

24FDP711	INTERNSHIP PROJECT AND DOCUMENTATION						SEMESTER-VII			
Marks	Internal	360	External			540	Total	900	Exam Hours	6
Instruction Hours/Week	L	0	P/S	0	DS	0	Credits		18	

COURSE OBJECTIVES:

- Understanding the structure and function of various departments in an organization
- Understanding the short term and long term targets of an organization.
- To be exposed to Organizational planning and execution methods followed internally.
- Analyzing the impact of organization on society.
- To encourage and build professionalism and networking skills.
- To learn to create reports and documentation of work.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Demonstrate the structure and function of various departments in an organization.	Apply
CO2	Assess the differences in working environments from retail, designer and export house.	Analyze
CO3	Apply organizational planning to their work initiatives in the future.	Apply
CO4	Evaluate their designs from a real-time market/ consumer perspective more clearly	Evaluate
CO5	Summarize their work experience and process through document presentations.	Remember
CO6	Design and develop their design collection professionally in the work set-up.	Create

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S
CO6	S	S	S	S	S	S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

Every student must work as a fashion design intern as a full time trainee for a period of 21 calendar weeks(excluding jury) from the date of commencement of training, in a fashion retail brand/ export house/ design studio that has been established for a minimum of 3 years. The industry mentor of the firm should have a minimum of 5 years of practical/ professional experience after their graduation.

The students should involve themselves in various aspects of work in the firm like design conceptualization, design reviews, conversing with suppliers and vendors, styling, social media marketing, team discussions, etc.

Detailed instructions regarding the training and frequency of reporting to the department etc will be issued at the end of Sixth semester which the student must strictly follow.

After completion of training, every student will have to submit a detailed report with a design collection developed for the brand (in returnable basis) that they have worked on during the 21 calendar weeks of the internship period.

This report will be evaluated at the final jury by a jury team consisting of one external, one internal and head of the department or their nominee.

UNIT I - LITERATURE STUDY AND ONSITE STUDY

Learning about the garment industry, its history and organization structure. Observation: process and procedures.

UNIT II - DATA COLLECTION

Internship logbook, collection of data about the industry process, interview, collecting data through images, videos, samples, etc

UNIT III - INTERNSHIP JOB ROLE

Working in the industry.

UNIT IV - DEVELOPMENT OF DESIGN PROJECT

According to the brief, design a range of garments for the brand/ studio's upcoming season from concept to product sampling with industry mentor's guidance.

UNIT V - INTERNSHIP REPORT AND PROJECT PRESENTATION

A detailed report about the brand/ studio including literature studio and data collected through research, explaining the job role, internship project design and development process along with photo shoot. The design collection needs to be presented for the jury along with the internship report.

24FDS821	DESIGN COLLECTION							SEMESTER-VIII		
Marks	Internal	360	External			540	Total	900	Exam Hours	6
Instruction Hours/Week	L	0	P/S	16	D/S	15	Credits		18	

COURSE OBJECTIVES:

- To identify design concepts for design collection.
- To become skilled with sourcing and surface developments and being able to convert from swatch to garment.
- To improve workflow planning, management and budgeting skills.
- Capacity to create a complete design collection from concept to product following guidelines with the help of a mentor.
- To enable handling the whole design collection process by themselves.
- Ability to establish self as a fashion designer and showcase the product in a fashion show.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the terminologies associated with designing and developing a design collection.	Understand
CO2	Interpret general concepts and ideas into design concepts and sketches.	Apply
CO3	Compare techniques and methods that can be implemented in the collection process for efficiency.	Understand
CO4	Justify and defend their concepts, process, techniques and work with confidence.	Knowledge
CO5	Design and produce a design collection from concept stage to garment stage	Create
CO6	Present their work and process as a document and presentation in front of an audience	Knowledge

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1		M					
CO2		M					
CO3		M					
CO4	M	M					
CO5		M					

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNIT I - SELECTION OF DESIGN COLLECTION CATEGORY

One of the following category must be selected as the basics for developing the design collection- Sportswear/ Evening wear/ Ethnic / Fusion/ Sleepwear/ Maternity/ Avant Garde/ Theatre/ Physically challenged/ Work wear.

Fabric development and exploration focusing on womenswear/ menswear/ kids wear

UNIT II - RESEARCH AND DEVELOPMENT PROCESS

Research, mind mapping, inspiration, theme, client study, mood board, story board, design brief, market survey, fabric and trim sourcing board, surface development board, design development sketches, range planning, illustration and flat sketches, tech-packs and spec sheets, and costing,

UNIT III - PATTERNMAKING/ DRAPING and GARMENT CONSTRUCTION

Developing patterns for the final selected designs through draping/ pattern making and garment construction. Make test fits and then actual garments.

UNIT IV - ACCESSORIES AND STYLING

Developing complimenting accessories to the design collection, fashion styling to create look book with photo shoot and documentation of the project.

UNIT V - FASHION SHOW PRESENTATION

Backstage work, model selection, theme, backdrop and music for ramp, choreography and presentation of design collection as fashion show.

TOTAL HOURS: 465 hrs

24FDS822	COLLOQUIUM PAPER							SEMESTER-VIII		
Marks	Internal	60	External			90	Total	150	Exam Hours	6
Instruction Hours/Week	L	1	P/S	4	D/S	0	Credits		3	

COURSE OBJECTIVES:

- To facilitate open and dynamic discourse among researchers.
- To present and discuss new research ideas, preliminary results or innovative methods.
- To provide smaller steps that the researcher must take to accomplish the overall research goals.
- Capacity to create a complete research based on new ideas and innovations from concept to product following guidelines with the help of a mentor.
- To enable handling the whole research process by themselves.
- Ability to establish self as one who can bring up new ideas for the future.

COURSE OUTCOMES:

At the end of this course, students will be able to

COs	Course Outcomes	Blooms Level
CO1	Understand the terminologies associated with the topic and develop a report.	Understand
CO2	Interpret general concepts and ideas into design concepts and sketches.	Analyze
CO3	Compare other literature surveys that can be implemented in the in the research process for efficiency.	Understand
CO4	Justify and defend their research, process, techniques and work with confidence.	Knowledge
CO5	Ensuring to have a global mobility and acceptance.	Knowledge
CO6	Present their work and process as a document and presentation in a professional manner	Knowledge

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
CO1	S	L	S	S		S	S
CO2	S		S	S		S	S
CO3	S	L	S	S		S	S
CO4	S		S	S		S	S
CO5	S		S	S		S	S
CO6	S		S	S		S	S

S-Strong; M-Medium; L-Low

COURSE CONTENT:

UNITS I - V

Study the basics of colloquium topics. Practice research based skills and implements them on the final topic individually.

FINAL PROJECT- To submit a colloquium paper on the final design collection with deep research and study thoroughly about them. To document the collection from concept to design with literature surveys, methodology, respective boards and photographs.