



University of Rajasthan Jaipur

SYLLABUS

Bachelor's Degree in Design B.Des. in Fashion Design

B.Des. (Foundation) Part-I Exam 2019

B.Des. Part-II Examination 2020

B.Des. Part-III Examination 2021

B.Des. Part-IV Examination 2022

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University of Rajasthan

(B.Des. Industrial Design & B.Des. Communication Design)

B. DES. IN Fashion Design

There will be 5 disciplines and the students can specialized in one of these disciplines.

1. Bachelor of Design (Industrial Design) :

I. Craft Accessory Design

II. Fashion Design

III. Interior Design

IV. Jewellery Design

2. Bachelor of Design (Communication Design) :

I. Graphic Design

Bachelor of Design (Industrial)

I. Craft Accessory Design

II. Fashion Design

III. Interior Design

IV. Jewellery Design

Industrial Design discipline in the classical avatar covered a range of design activities such as Jewellery Design , Fashion Design , Craft Accessory Design, Interior Design, Industrial Design & Communication Design. In the 21st Century, we at Rajasthan University choose to redefine these Industrial Design subsets as Human Centered Design, Universal Design, Design for Sustainability, Health care Design, Design for societal needs, Heritage design and Way finding Design.

Our design programme stresses on the specific role of a designer – that of being for and only about the user and the users' needs, empathy and environment. The students will be taught critical thinking and the design process to become effective and innovative problem solvers for companies, the community and the consumers.

A range of domains such as nature and form studies, gestalt, semiotics, human factors & ergonomics,

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materials and processes and systems design will form an array of learning modules through studio tasks, real life projects, workshops projects both individually as well as in teams.

Students typically will start projects by developing ideas and concepts from sketches to making models and finally working prototypes which will be tested in the real world.

Our Industrial Design graduates will be prepared to make a real difference in the world of design as entrepreneurs, employees of design firms as well as of industry and many will also form venture capital firms and some will also set up unique manufacturing hubs.

The pedagogy will consist of a combination of design skills, related theory, material and manufacturing science, social knowledge, communication skills and management principles. Learnings will be through classroom projects, assignments as well as exposure to industry via visits, industry immersion of a few weeks and working on live projects with Faculty and outside design experts.

The design programme will start with a common foundation year with the Communication Design students where all the students will be taught basic skills in design thinking and aesthetics, sensitizing their minds to the world around through on and off campus assignments as well as essential learning tools such as sketching, observation, photography, colour, perception, presentation, model making and workshop projects, history of design and a sprinkling of topics from philosophy to social anthropology.

- The specialization courses in the above said areas will be of 3 year duration. Total duration of the under graduate course will be of 4 years which includes 1 year of foundation course.
- The entrance qualification for the foundation course will be the passing of the +2 or equivalent examination with minimum 48% marks.
- Candidates have to choose their specialization subject while applying for the foundation course.
- Group discussions, seminars, workshop, exhibitions, study tour, visit to museum, galleries, industry visit are compulsory.
- Study tour is compulsory for all the students and they have to deposit additional charges according to the actual expenses must be beard by the students.
- As B Design is a professional course, professionally qualified teachers will be assigned for practical and theory subjects.
- Scheme of examination: Scheme of examination is annual, the minimum marks required to pass the examination are 36% for theory and 40% for practical candidates securing 75% and above marks will be placed in Distinction. 60% to 74% 1st Division. 50% 2nd and 40% to 49 pass. The division will be calculated at the final year examination of the specialization course aggregating the marks of all the four years examination.
- If the candidate fails to pass the English, Hindi, Environmental studies and Elementary Computer application papers of the foundation course shall be promoted to next class and the Elementary Computer application but paper must be cleared for a pass in B Design Final Examination.
- No student will be allowed to proceed to the next higher class unless he/she passes the practical examination prescribed for the year.

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- A candidate must clear the B Design course within a period of seven years from the date of admission to the first year of the course.
- Each student shall be required to attend not less than 75% lecture & practical held during each year of the course of study.
- Seat reservations are as per university rules.
- Students have to purchase their own Drawing board, Art materials and Tools.

(YEAR-1)

Distribution of Marks

B. Des. -Fashion Design Foundation Part-I

Subject Compulsory only	Max Marks	Min. Pass Marks	Duration of Exam	Teaching Hours		
English Communication	100	36	3 Hrs.	100		
General Hindi	100	36	3 Hrs.	100		
Environmental Studies	100	36	3 Hrs.	100		
Elementary Computer Application	40 - Practical 60 - Theory	14 22	2 Hrs. 2 Hrs.	100		
Elementary Hindi (in lieu of General Hindi for non-Hindi speaking students only)	100	36	3 Hrs.	100		
Subjects Optionals						
Theory FD-101 History of Art & Design	100	36	3 Hrs.	100		
Practicals	Internal Max. Marks.	External Max. Marks.	Internal Min.P.M.	External Min.P.Marks	Duration of Exam	Teaching Hours

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FD-102 Fundamental of Design	40	60	16	24	6 Hrs.	100
FD-103 Visualization & Drawing Techniques	40	60	16	24	6 Hrs.	100
FD-104 Material Studies	40	60	16	24	6 Hrs.	100
FD-105 Design Principles	40	60	16	24	6 Hrs.	100
FD-106 Design Method	40	60	16	24	6 Hrs.	100

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1. GENERAL ENGLISH

Duration: 3 hrs.

Max. Marks: 100

Minimum Pass Marks: 36

The syllabus aims at achieving the following objectives:

1. Introducing students to phonetics and enabling them to consult dictionaries for correct pronunciation (sounds and word stress)
2. Reinforcing selected components of grammar and usage
3. Strengthening comprehension of poetry, prose and short-stories
4. Strengthening compositional skills in English for paragraph writing. CVs and job applications.

The Pattern of the Question Paper will be as follows:

Unit A: Phonetics and Translation
(10 periods)

(20 marks)

- | | |
|---|---------------------|
| I Phonetic Symbols and Transcription of Words | (05) |
| III Translation of 5 Simple sentences from Hindi to English | (05) |
| from English to Hindi | (05) |
| IV Translation of 05 Words from Hindi to English | (2 ^{1/2}) |
| from English to Hindi | (2 ^{1/2}) |

Unit B: Grammar and Usage
(10 periods)

(25 marks)

- | | |
|--------------------------------|------|
| I Elements of a Sentence | (05) |
| II Transformation of Sentences | (05) |

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(a) Direct and Indirect Narration
(b) Active and Passive Voice

- II Modals (05)
III Tense (05)
IV Punctuation of a Short Passage with 10 Punctuation Marks
(05)
(As discussed in Quirk and Greenbaum)

Unit C: Comprehension (25 marks)

Following Essays and Stories in *Essential Language Skills* revised edition compiled by Macmillan for University of Rajasthan General English B. A. /B. Com./B. Sc.

Candidates will be required to answer 5 questions of two lines each to be answered out of 10 questions. There would be two questions from the prescribed text. (10)

Sujata Bhatt	Voice of the Unwanted Girl
Ruskin Bond	Night Train for Deoli
M.K. Gandhi	The Birth of Khadi
J.L. Nehru	A Tryst with Destiny
A.P.J. Abdul Kalam	Vision for 2020

The candidates will be required to answer 5 questions from the given unseen passage. (10)

One vocabulary question of 10 words from the given passage. (5)

Unit D: Compositional Skills (30 marks)



(15 periods)

- I Letters-Formal and Informal (10)
II CV's Resume and Job Applications and Report (10)
III Paragraph Writing

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Recommended Reading:

- Sasikumar, V., Dutta and Rajeevan, A Course in Listening and Speaking-I Foundation Books. 2005.
- Sawhney, Panja and Verma eds. English At the Workplace, Macmillan 2003.
- Singh, R.P. Professional Communication. OUP. 2004
- Judith Leigh. CVs and Job Applications. OUP. 2004
- Arthur Waldhorn and Arthur Zeiger, English Made Simple. Upa and Co.
- Gunashekar ed. A Foundation English Course for Undergraduates. Book I, CIEFL, Hyderabad.
- Quirk and Greenbaum: A University Grammar of English Longman, 1973


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सामान्य हिन्दी

पूर्णांक 100

न्यूनतम उत्तीर्णांक 36

नोट : 36 से कम अंक लाने पर छात्रों को उत्तीर्ण नहीं किया जायेगा। इस प्रश्न-पत्र में प्राप्त अंकों को श्रेणी निर्धारण हेतु नहीं जोड़ा जायेगा।

अंक विभाजन - प्रश्न पत्र में दो भाग होंगे - 1. साहित्य खण्ड एवं 2. व्याकरण खण्ड। साहित्य खण्ड में दो भाग होंगे - गद्य भाग एवं पद्य भाग। प्रत्येक खण्ड के लिए 50 अंक निर्धारित है।

60 अंक

क	दो व्याख्या पद्य से (प्रत्येक में विकल्प देना है)	5 x 2 =	10 अंक
ख	दो व्याख्या गद्य से (प्रत्येक में विकल्प देना है)	5 x 2 =	10 अंक
ग	आलोचनात्मक प्रश्न पद्य से (विकल्प देना है)	7 ^{1/2} x 2 =	15 अंक
घ	आलोचनात्मक प्रश्न गद्य से (विकल्प देना है)	7 ^{1/2} x 2 =	15 अंक

साहित्य खण्ड - 'क' :- गद्य-पद्य की निर्धारित रचनाएँ
गद्य भाग -

1. कहानी - प्रेमचन्द - बड़े भाई साहब
विजयदान देथा - सिकंदर और कौआ
2. संस्मरण - कन्हैयालाल मिश्र 'प्रभाकर' - बयालिस के ज्वार की उन लहरों में
3. रेखाचित्र - रामवृक्ष बेनीपुरी- रजिया
4. विज्ञान - गुणाकर मुले - शनि सबसे सुन्दर ग्रह
5. निबंध - अगरचन्द नाहटा - राजस्थान की सांस्कृतिक धरोहर
6. व्यंग्य - शरद जोशी - जीप पर सवार इल्लियॉ
7. पर्यावरण - अनुपम मिश्र - आज भी खरे हैं तालाब

पद्य भाग :- (कबीर ग्रंथावली से सं. - श्यामसुंदर दास)

1. कबीर - साखी सं. - गुरुदेव को अंग - 7,12,26,30
सुमरन को अंग - 10,17,24,26
विरह को अंग - 2,6,10,18
2. सूरदास सूरसागर सार - सं. डॉ. धीरेन्द्र वर्मा
- विनय भक्ति पद सं. - 21,33
- गोकुल लीला पद सं. - 55,58
- वृंदावन लीला पद सं. - 10,28
- उद्धव संदेश पद सं. - 77,79
3. तुलसीदास - विनय पत्रिका, गीताप्रेस, गोरखपुर पद सं. - 87,88,90,156,158
4. भीरां - पदावली सं. - नरोत्तम स्वामी पद सं. - 1,3,4,5,10
5. रहीम - रहीम ग्रंथावली संपादक विद्यानेवास मिश्र, गोविन्द रजनीश
(दस दोहे) (दोहावली) 186,191,211,212,214,218,219,220,223,224
6. मैथिलीशरण गुप्त - मनुष्यता, हम राज्य लिए मरते हैं (गीत-साकेत के नवम सर्ग से)
7. सुमित्रानंदन पंत : - नौका विहार
8. सूर्यकान्त त्रिपाठी निराला - वह तोड़ती पत्थर
9. सच्चिदानंद हीरानंद वात्स्यायन 'अज्ञेय' - हिरेशिमा
10. रामधारी सिंह दिनकर : - विपथगा, समर शेष है

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खण्ड - 'ख'

व्याकरण/व्यावहारिक हिन्दी खण्ड

1. निबन्ध लेखन	-	शब्द सीमा 300 शब्द	50 अंक
2. कार्यालयी लेख	-	शासकीय - अर्द्धशासकीय पत्र, कार्यालय ज्ञापन, विज्ञप्ति एवं कार्यालय आदेश, अधिसूचना, पृष्ठांकन 4 x 2 =	8 अंक
3. संक्षेपण	-		8 अंक
4. पल्लवन	-		4 अंक
5. शब्द निर्माण प्रविधि	-	उपसर्ग, प्रत्यय, संधि, समास	5 अंक
6. शब्द शुद्धि एवं वाक्य शुद्धि	-		5 अंक
7. मुहावरे एवं लोकोक्ति	-		5 अंक
8. पारिभाषिक शब्दावली	-		5 अंक
9. शब्द के प्रकार	-	संज्ञा, सर्वनाम, विशेषण, क्रिया एवं क्रिया विशेषण	5 अंक

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3. 3. COMPULSORY PAPER OF ENVIRONMENTAL STUDIES

Compulsory in I Year for all streams at undergraduate level

Scheme of examination

Time	Min Marks	Max. Marks
3 hrs	36	100

This paper will contain 100 multiple choice questions. Each question will carry 1 mark.

Students should be encouraged to visit places of Environmental Importance including Natural and Manmade Habitat.

Note:

1. The marks secured in this paper shall not be counted in awarding the division to a candidate.
2. The candidates will have to clear this compulsory paper in three chances.
3. Non-appearing or absence in the examination of compulsory paper will be counted as a chance.

Unit.1: The Multidisciplinary nature of environmental studies

Definition, scope and importance- Relationship between Environmental Studies and other branches of science and social sciences.

Need for Environmental awareness, Environmental education in present day context.

Unit.2: Natural Resources and Challenges

Natural resources and associated problems, Classification of resources: renewable resources, non renewable resources, classes of earth resources, resources regions: Definition and criteria, resource conservation.

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

Water resources: Use and over-utilization of surface and groundwater, floods, drought conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.



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e. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticides problems, water logging, salinity, case studies.

f. Energy resources: Growing energy need, renewable and nonrenewable energy sources, use of alternate energy sources. Case studies.

g. Land resources: Land as a resource, Land degradation man induced Landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Unit 3: Ecosystems, Concepts, Structure, Functions and Types

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types characteristics features, structure and function of the following ecosystem:
 - a. Forest ecosystem, Tropical Temperate and Alpine Ecosystem
 - b. Grassland ecosystem and Their Types
 - c. Desert ecosystem with emphasis on Thar Desert
 - d. Aquatic ecosystems(ponds, streams, lakes, rivers, oceans, estuaries) and Wet Lands

Unit 4: Biodiversity and its conservation

- Introduction –Definition, genetic, species and ecosystem diversity
- Biogeographically classification of India
- Value of biodiversity :consumptive use, productive use, social ethical., aesthetic and option values
- Biodiversity at global, National and local level
- India as a mega-diversity nation
- Hot-spot of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered, Threatened and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity
- Red Data Book

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Unit 5 : Environmental Pollution and Control Measures

Definition

- Causes, effects and control measures of:
 - a) Air Pollution
 - b) Water Pollution
 - c) Soil Pollution
 - d) Marine Pollution
 - e) Noise Pollution
 - f) Thermal Pollution
 - g) Nuclear Hazards

- "Solid waste management" Causes, effects and control measures of urban and industrial wastes
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods earthquake, cyclone and landslides

Unit 6 : Social issues, Environment, Laws and Sustainability

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies
- Environmental ethics: Issues and possible solution.
- Climate change, global warming, acid rain ozone layer depletion, nuclear accidents and holocaust. Case studies
- Wasteland reclamation.
- Consumerism and waste product.
- Environmental Protection Act.
- Air (Prevention and Control of Pollution) Act
- Wild life protection Act
- Forest Conservation Act
- Biological Diversity Act
- Issues involved in enforcement of environmental legislation
- Public Awareness.

Unit 7: Human Population and the Environment

- Population growth, variation among nations
- Population explosion-Family Welfare Programme
- Environment and Human health
- Human Rights
- Value Education
- HIV/AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case Studies

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Suggested Readings:-

1. Chauhan, Surendra Singh. 2001. Biodiversity, Biopiracy and Biopolitics: The Global Perspectives, Kalinga Publications, New Delhi.
2. Chauhan, Surendra Singh. 2004. Environmental Protection and Management: From Stockholm to Rio and After, Kalinga Publications, New Delhi.
3. Diwan A.P. and Arora D.K.1995. Human Ecology Anmol Publication Pvt.Ltd.,New Delhi.
4. Dubey, R.M.1992. Human Ecology and Environmental Education,Chaugh Publications,Allahabad.
5. Goudie,Andrew.The Human Impact.
6. Husain Maxia.1994 Human Geography,Rawat Publication,Jaipur.
7. Johnston, R.J.Ed.1986 Dictionary of Human geography,National Publication,New Delhi.
8. Malik,S.L.and Bhattacharya D.K.1986. Aspects of Human Ecology,Northern Book Center,New Delhi.
9. Mishra,R.P and Bhooshan,B.S.1979.Human Settlements in Asia.Public,Polices and programmes Haritage publisher,New Delhi.
- 10.Nathawat, G.S.1985. Human Ecology,An Indian perspective,Indian Human Ecology Council,Jaipur.
- 11.Russel, Bartrand, 1976.Impact of Science of society Unwin,Publisher,Indian. (paper back).
- 12.Sinha Rajiv, 1996.Gloobal Biodiversity Ina.,Shri publication,Jaipur.
- 13.Sinha Rajiv K., 1994. Development without Desertrction
- 14.Environmentalist,Jaipur. Sinha Rajiv K., 1996.Environmental Crises and Human at Risk,In A Shri Publication,Jaipur.
- 15.Smith, Dlanne, 1984.Urban Ecology,George Allen,London.
- 16.Swarnkar, R.C.1985.Indian Tribes.Printwell publisher,Jaipur.
- 17.Tivy,Joy and O'Hugegreg,1985.Human Impact on the Ecosystem Edinburgh George Allen Boyd.
- 18.United Nations Development Report, 1996.Human Development Report, 1996.Oxford University Press,Delhi.
- 19.Vannathony & Rogers Paul, 1974. Human Ecology and World Development,Flehum Press,New York.

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4. Syllabus of Elementary Computer Applications

Work load : Teaching 2 hours per week
Practical 2 hours per week

Max Marks: 100 (Main University Exam: Theory -60 Marks, Practical- 40 Marks)

Each candidate has to pass in Theory and Practical Examinations separately.

Main University Examination : Question pattern for Theory Paper

Max Marks: 60

Part – I (very short answer) consists 10 questions of one marks each with two questions from each unit. Maximum limit for each question is up to 20 words.

Part – II (short answer) consists 5 questions of two marks each with one question from each unit. Maximum limit for each question is up to 40 words.

Part – III (Long answer) consists 5 questions of eight marks each with one question from each unit with internal choice. Maximum limit for each question is up to 400 words.

Unit – I

Introduction to Information Technology, evolution and generation of computers, type of computers, micro, mini, mainframe and super computer. Architecture of a computer system: CPU, ALU, Memory (RAM, ROM families) cache memory, input/output devices, pointing devices.

Concept of Operating system, need types of operating systems, batch, single user, multi-processing, distributed and timeshared operating systems, Introduction to Unix, Linux, Windows, Windows NT. Programming languages – Low level and high level languages, generation of languages, 3 GL and 4 GL languages, Graphic User Interfaces.

Unit – II

Word Processing Tool - Introduction, Creating, Saving, Copy, Move and Delete, Checking Spelling and Grammar. Page Layout, interface, toolbars, ruler, menus, keyboard shortcut, editing, Text Formatting, insert headers and footers, Bullets and Numbering, Find and Replace etc., Insert Table and Picture, Macro, Mail Merge.

Power Point: Creating and viewing a presentation, managing Slide Shows, navigating through a presentation, using hyperlinks, advanced navigation with action setting and action buttons, organizing formats with Master Slides, applying and modifying designs, adding graphics, multimedia and special effects.

Unit – III

Electronic Spreadsheet - Worksheet basics, Create, save and open a worksheet, Entering data, text, numbers and formula in a worksheet, Inserting and deleting cells, cell formatting, inserting rows and columns in a worksheet, formatting worksheets, Using various formulae and inbuilt functions, Update worksheets using special tools like spell check and auto correct the page

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and margins of worksheets for printing, Format the data in the worksheet globally or selectively, creating charts, Enhance worksheets using charts, multiple worksheets-concepts

Unit – IV

The Internet - History and Functions of the Internet, Working with Internet, Web Browsers, World Wide Web, Uniform Resource Locator and Domain Names, Uses of Internet, Search for Information, Email, Chatting, Instant messenger services, News, Group, Teleconferencing, Video-Conferencing, E-Commerce and M-Commerce.

Manage an E-mail Account, E-mail Address, configure E-mail Account, log to an E-mail, Receive E-mail, Sending mails, sending files an attachments and Address Book, Downloading Files, online form filling, E-Services - E-Banking and E-Learning.

Unit - V

Social, Ethical and Legal Matters - Effects on the way we: Work Socialise, Operate in other areas, Cyber crime, Prevention of crime, Cyber law: Indian IT Act, Intellectual property, Software piracy, Copyright and Patent, Software licensing, Proprietary software, Free and Open source software.

Network Security - Risk assessment and security measures, Assets and types (data, applications, system and network), Security threats and attacks (passive, active); types and effects (e.g. Identity theft, denial of services, computer virus etc.), Security issues and security measures (Firewalls, encryption/decryption), Prevention.

Question Paper pattern for Main University Practical Examination

Max Marks: 40

Practical

The practical exercises will be designed to help in the understanding of concepts of computer and the utilization in the areas outlined in the theory syllabus. The emphasis should be on practical usage rather than on theoretical concepts only.

The practical examination scheme should be as follows --

- Three Practical Exercise (including Attendance & Record performance) 30 marks
 - Operating system
 - MS Word
 - MS Excel
 - MS Power Point
 - Internet
- Viva-voce 10 marks

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Core Paper-1

FD-101: History of Art & Design (Theory)

Max. M: 100

Min.P. M: 36

Aim

The aim of this unit is to encourage an understanding of the social, psychological, cultural, historical and commercial factors which underpin all visual arts theory and practice across the spectrum of subject specialism's.

Learning outcomes

- Understand influences on art and design activities and outcomes through the interpretation and analysis of information
- Be able to assess, interpret and evaluate information
- Be able to evaluate and present conclusions.

Course content

Unit-I: Influences of Art and Design Movements, Cubism, Dadism, Surrealism

Unit-II: Abstract Expressionism, Minimalism, Pop Art, Renaissance, Baroque, Bauhaus, Roccocco,

Unit-III: Art Nouveau, Futurism, Impressionism and Post Impressionism,

Unit-IV: Arts and Crafts, Gothic, Historical Art and Design Developments,

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Unit-V: Contemporary Art and Design Developments.

Reference

1. R. Nath, (1976) History of Decorative Art in Mughal Architecture, Motilal Banarasidas, Delhi.
2. Urevbee, O.Andrew, (1997) Culture and Technology, UNESCO, Paris
3. Bayer, Patricia, (1990) Art Deco Interiors, Thames and Hudson, Delhi
4. Hartt, Frederiak, (1989) Art: History of Painting, Sculpture, and Architecture, Prentice Hall, NJ
5. Sivarama murthy, (1997), Art of India, Marry N Abrams, NY
6. Nath R, (1980), Art of Khajuraho, Abinav Publications, Delhi.

Core Paper-2

FD-102:Fundamental of Design (Practical)

Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min.P. M: 24

Aim

To make students see, make and appreciate the basic design concepts. The first level includes the vocabulary of design and principles of composition. This level includes 3D composition and study of Volumes.

Learning Outcome

- Student will be able to understand basics of design concepts.
- Student will be able to understand design & principles of composition & 3D compositions.

Course Contents

Unit I: Elements of design, Textures and patterns in design,

Unit II: colour basics, colour theory, colour schemes,

Unit III: isometry in design,

Unit IV: Nature drawing, Human figure drawing, object drawing,

Unit V: 2D geometry, 2D mark making techniques, 2D visual communication techniques, Use of formal elements in 2D visual communication, 3D geometry, 3D making techniques,

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Communicating design ideas using 3D making techniques, Use of formal elements in 3D visual communication.

Reference

1. Broomer, Gerald F., (1974), Elements of Design: Space, Davis Publications Inc. Worcester, Massachusetts.
2. Bruce D. Kurty, (1987), Visual imagination- An introduction of Art, Prentice Hall, New Jersey.
3. Hayashi Studio, (1994) Water Colour Rendering, Graphic-Shaw Publishing Co.
4. Richard Rochan, Herald Linton, (1989), Colour in Architectural Illustration, Van Nostrand Reinhold.
5. Robert W. Gill, (1984), Manual of Rendering in pen and ink, Thames and Hudson, London.
6. Wong Wucius, (1977), Principles of three dimensional Design, Van Nostrand Reinhold, NY.
7. Wong Wucius, (1977), Principles of two dimensional Design, Van Nostrand Reinhold, NY.
8. Hanlon, Don. (2009), Compositions in architecture, John Wiley & Sons.
9. Saraswati Bidyanath, (2001), The nature of man and culture: alternative paradigms in anthropology, Indira Gandhi National Centre for the Arts.
10. Bruce. D. Kurty (1987) Visual imagination- An introduction of Art, Prentice Hall, New Jersey.
11. Gill, Robert W, (1984), Manual of Rendering in pen and ink, Thames and Hudson, London.
12. Harh, Fredrick, (1976) Art: A History Painting, Sculpture and Architecture, HN Abrama, NY
13. Hayashi Studio, (1994) Water Colour Rendering, Graphic-Sha Publishing Co., Ltd.
14. Hanlon, Don, (2009) Compositions in Architecture, John Wiley & Sons.
15. Saraswati, BAidyanath, (2001), The nature of man and culture: alternative paradigms in anthropology, Indira Gandhi National Center for the Arts.
16. Brown Tim, (2009), Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Collins.

Core Paper-3

FD-103: Visualization & Drawing Techniques (Practical)

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Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min P. M: 24

Aim

The aim of this course is to understand the method of visualizing and drawing from nature, cast and product drawing.

Learning Outcome

- Student will be able to understand the methods & techniques of visualization & drawing.
- The student would be exposed to appreciation of drawing different products.

Course Contents

Understand the techniques of drawing such as pen and ink sketching; pencil sketching; pencil colour sketching etc., for drawings from nature, cast and product drawings; method of representing positive and negative spaces; light and dark tones etc. The students would.

Reference

- Broomer F. Gerald, (1974), Elements of Design, Space, Davis Publications Inc., Worcester, Masschusetts.
- Dodson B., (1990), Keys to Drawing, North Light Publications, Cincinnati.
- Mark W., Mary W. (1999), Drawing for Absolute Beginner, F&W Publications, Cincinnati.
- Davis M.L. (1996), Visual Design in Dress, Prentice Hall, Canada.
- Graves M., (1951). The Art of Colour and Design, McGraw-Hill Book Company.

Core Paper-4

FD-104: Material Studies (Practical)

Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min.P. M: 24

Aim

Learners will be introduced to a brief history and introduction to 3D materials, tools and processes and made aware of the range of possibilities of different materials in their 2D and 3D application to design. This may be done through lectures / ppt presentations / swatches/ samples.

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Learning Outcome

- Student will be able to understand the properties of different material.
- Student will be able to understand the techniques, process terminology and tools of materials.

Course Contents

Material exposure could range from paper, fabrics, glass, metals, metal foils, plastics, acrylic, rubber, wood- natural/manmade, foam, Styrofoam, sponge, leather, rexine, clay, plaster of paris, adhesives etc.

Techniques, Process terminology and Tools can cover a range of methods like – cutting, sawing, carving, cutting, welding, drilling, joinery, polishing, constructions, mould making, modeling, casting, gluing, stitching, embroidery, weaving, tying, dyeing, surface embellishments and manual and mechanical tools used for such explorations.

Reference

- Building material Author Mr. G. C. Sahu & Joy Gopal.
- Building material Author Bhavi Kitti.
- Weaving reference books of Textile Technology
- Maria Dolores Ros Frijola, The Art & Craft of Ceramics

Core Paper -5

FD-105:Design Principles (Practical)

Internal Max. M: 40
Internal Min. P.M: 16
External Max. M: 60
External Min.P. M: 24

Aim

The aim of this unit is to enable learners to develop knowledge and understanding of the issues that have informed debate on the purposes and processes of design.

Learning outcomes

- Understand the relationship between form and function
- Understand the principles of cultural and contextual association
- Be able to develop concepts through the exploration of materials, techniques and processes
- Be able to develop concepts by the analysis of the needs of end-users.

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Unit content

Harmony, Contrast, Proportion, Scale, Rhythm, Balance, Emphasis, study of Artists, study of Architects, study of Designers, Textures and Finishes of Hard Material, Textures and Finishes of Soft Material, Nature Photography, Product Photography, Aesthetics, Signs and Symbols, Packaging, Branding & Copywriting.

Reference

1. Janice Greenberg Ellinwood, (2010) Fashion by Design, Fairchild Publications.
2. L. Borelli, (2007) Fashion Illustration by Fashion Designers Chronicle Books Ltd., US
3. C. Tatham, J. Seaman, (2007) Fashion Design Drawing Course, Barron's Educational Series.
4. Karl Aspeclund, (2010) The Design Process, Fairchild Publications.
5. Tracy Jennings, (2011) Creativity in Fashion Design: An inspiration Workbook, Fairchild Publications.
6. GJ. Sumathi (2002) Elements of Fashion and Apparel Design, New Age International Publications.

Core Paper-6

FD-106:Design Method (Practical)

Internal Max. M: 40
Internal Min. P.M: 16
External Max. M: 60
External Min.P. M: 24

Aim

This unit aims to give learners opportunities to develop skills and knowledge in the development of new products or services in design pathways.

Learning outcomes

- 1 Know the phases of the design development cycle
- 2 Be able to plan a project using the design development cycle
- 3 Be able to use imagination and innovation in the development of a product
- 4 Be able to propose design improvements to the production process.

Unit content

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Writing Design Brief, Developing Ideas, Developing through Experimentation, Reviewing and Evaluating Ideas in Progress, Specialist Materials, Equipments and Techniques, Presenting Work, Developmental Work, Strength and Weakness, Researching on Ideas, Ways of Gathering Ideas, Mind Mapping, Mood Boards, Recording Ideas for the Development Stage, Using Planning Skills, Prototyping, Purpose of an Art and Design Portfolio, Different types of Portfolio, present an art and design portfolio.


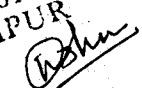
Reference

- How Fashion Works by Gavin Waddell Blackwell
- Francis D. Ching – Design Drawing Publisher Weley
- Thomas E., French. Graphics Science & Design

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Distribution of Marks
B. Des.- Fashion Design Part-II

Subject Theory	Max Marks		Min. Pass Marks		Duration of Exam	Teaching Hours
	Internal Max. M.	External Max. M.	Internal Min.P.M.	External Min. P.M.		
FD-201 Fashion Merchandising and Textiles Materials Understanding-I	100		36		3 Hrs.	100
FD-202Apparel Manufacturing Technology	100		36		3 Hrs.	100
Subject –Practical	Internal Max. M.	External Max. M.	Internal Min.P.M.	External Min. P.M.		
FD-203 Fashion, Illustration and Textiles Materials	20	30	08	12	4 Hrs.	50

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Understanding-II						
FD-204 Garment Construction techniques	40	60	16	24	6 Hrs.	100
FD-205 Pattern Drafting in Fashion (Kids & Women)	40	60	16	24	6 Hrs.	100
FD-206 CAD / CAM in Fashion Design	20	30	8	12	4 Hrs.	50
FD-207: Design Project - Women's wear/kids wear	40	60	16	24	6 Hrs.	100
Industry Exposure	—	—	—	—	—	—

Core Papre-1

FD-201: Fashion, Merchandising and Textiles Materials Understanding-I (Theory)

Max. M: 100

Min. P.M: 36

Aim

The aim of this unit to enable the student with an understanding of the essential elements of fashion merchandiser and promotion & its role within the fashion industry. with helps the students to study the science of textile fibers and analyze the use of textile fiber for different seasons & the woven and knitted garment. This course would give a deep understanding of how the method of weaving affects the final fabric and would help the students in the selection of fabrics for the different lines created.

Learning Outcome

- Be able to exploit the properties of natural, manmade and sheet materials in their application to fashion and textiles products
- Understand different systems of fabric manufacture and how these affect properties and characteristics
- Understand the relationship between properties of fibres, fabrics and processing methods, garment construction and the need for economically efficient manufacturing costing.

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- Student will be able to demonstrate the applied skills of industry specific technology knowledge and skills.
 - Student will be able to utilize applied management topics to manage, control, and improve industry environments.
- Student will be able to demonstrate knowledge of the industry, ethical behavior, industry specification, non-discrimination, and diversity in the workplace
-

Unit -1

Introduction to textiles; manufacturing of the natural fibers; properties for natural fibers and their significant, Use for different seasons; manufacturing of the man-made fibers; properties of man-made fibers and their significant use for different seasons.

Unit-2

Weaving types of weaves; identification of weaves; method of weaving; Types of knitting, Differences between weaving and knitting and Identifications of knits; crocheting tatting non-woven

Unit-3 Overview of the garment industry, Introduction to fashion merchandising, Role of merchandiser, qualities of a merchandiser. Responsibility of the fashion merchandiser, Visual merchandising and its advantages for the buyer and seller today, Fashion calendar, the planning cycle, Merchandise planner.

Unit-4 Trend prediction, Sales forecasting, Product selection and mix, Distribution mix, Distribution channels, from producer to ultimate consumer, Fashion supply chains, Buying calendar, Buying strategy

Unit-5 Role and responsibility of the retail fashion buyer, Customer identification, Supplier, Sourcing & global sourcing, Range planning and range building.

Reference

1. Abling Bina (2007) Fashion Sketchbook, Fairchild publications, New York.
2. K. Fletcher, (2008) Sustainable Fashion and textiles Design Journeys, Routledge Publishers
3. Arthur Cohen, Johnson, Joseph J. Pizzut, (2009), JJ Piozzuto's Fabric Science , Fairchild Publications,
4. Kum Thittichai, (2009) Experimetnal Textiles, Batsford Ltd.
5. J. Udale, (2008) Basics Fashion Design O2: Textiles and Fashion, AVA Publishing SA
6. C. Hallett, A. Johnston (2010) Fabric for Fshion : The Swatech Book, Laurence King Publishing/
7. C. Hallett, A . Johnston (2010) Fabric For Fashio: A Comprehensive Guide to Natural Fibres, Laurence King Publishing.
8. E. Bradrock, M. Mahney, (1999), Techno Textiles: Revolutionary Fabrics for Fashion and Design, Thames & Hudson.

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9. S. Clarke, (2011) Textile Design, Laurence king Publishing.
10. Bernard P. Corbaman, (1983) Textile Fiber to Fabric, McGraw Hill International Edition.
11. Mary Cowan | & Martha E. Jungerman, Introduction to textiles, D. B. Taraporevala Sons & Company Private Limited.
12. Fashion Buying by Helen Gowerk Blackwell series
13. Weeks A., Miller M., Perenchio M., Metcalfe D., (1991), Effective Marketing Management: Using Merchandising and Financial Strategies for Retail Success; A global Outlook, Fairchild Publications.
14. Lynda Gamans Poloian (2011) Retailing Principles: A Global Outlook, Fairchild Publications
15. Tim Jackson, David Shaw, (2009) Mastering Fashion Marketing, Palgrave Macmillan

Core Paper-2

FD-202: Apparel Manufacturing Technology(Theory)

Max. M: 100

Min. P.M: 36

Aim

The unit exposes the students through mass production of the garments. The different machineries used and the method of producing garments in the apparel industry would be covered in this course.

Learning Outcome

- Student will be able to understand the whole production system in the industry.
- Student will be able to understand the different parts of the industry like Design & Sampling Department, Cutting & Stitching Department, Finishing & Packaging Department etc..

Unit-1

Flow chart in apparel production,

Unit-2

Spreading machines,

Unit-3

Cutting machines,

Unit-4

major sewing machines, parts of the sewing machines, BS for stitches and seams,

Unit-5

Pressing, finishing.

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Reference

- Peyton B. Hudson (1989), Guide to Apparel Manufacturing, MEDIAppearl Inc.
- H.Carr. B. Latham, (1988), The Technology of Clothing Manufacture, Blackwell Scientific Publications.
- The Apparel Design and Production Handbook: A Technical Reference, Fashionindex Incorporation.
- Richard Jones, (2006), the Apparel Industry, John Willey & Sons.
- Grace I, Kunz, (2004), Apparel Manufacturing: Sewn Product Analysis, Prentice Hall Publications.

Core Paper-3

FD-203: Fashion, Illustration and Textiles Materials Understanding-II (Practical)

Internal Max. M: 20

External Max. M: 30

Internal Min.P. M: 08

External Min.P. M: 12

Aim

In this Unit students will get the exposure of illustrations of Body Figures and will know how to illustrate different kind of textures of fabrics on different products/figures. A thorough foundation in fashion illustration is established in this course which covers the fashion figure and garment interpretation. Students study and develop the basic structure unique to the fashion figure. Students will learn to interpret draping quality and surface texture of the fabric, this course would provide the knowledge of finishing the fabrics constructed and the method of ornamenting the same.

Learning Outcome

- Be able to understand the basics of illustration and create their own stylized illustration.
- Be able to extend and apply skills in developing creative visual language.
- Understand how to develop the design process through experimental ideas and applications.
- Be able to synthesize and critically evaluate experimentation in personal creative practice. Independently make illustrations to produce imaginative and original creations.
- Student will be able to understand finishing & fabric construction.

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- Student will be able to understand how to make samples with dying printing & embroideries.

Unit Content

- Basic design and Fashion Illustration
- Stick figure and movements
- Learning 8 ½ block heads in movements- front pose and side pose
- Learning 10 ½ heads in movements- front and side pose
- Famous illustrators work- 10 indian and 10 international
- Live sketching in campus
- Mannequin drawing
- Free hand drawing
- Free hand drawing- stylized figures
- Explore different materials: Shading pencil, charcoal pencil, Micro tip pen and black ink, pencil colors, water colors/ poster colors
- Create 3 illustrations with mixed media using paper, pencil, colors, inks, fabrics and other creative material one can think of.
- Understanding different mediums on fleshed figures (5 mediums) and rendering and explorations
- Practice human drawing with different colors: water, poster, micro tip pen, etc.
- Practice human drawing- movements
- Learning how to accessorize the human figure
- Learn how to do accessories: boots, caps,, shoes, bags etc.
- Learn how to render the costume and products of different fabrics.
- Rendering
- Grey preparation, Dyeing & Printing, Finishing, Embroidery stitches – hand and machine traditional embroidery of India Concept of sustainability and sustainable practices adopted by fashion industry

Reference

1. Abling, Bina, (2007) Fashion Sketchbook, Fairchild Publications, m New York,
2. A. Dawber, (2007) Big Book of Fashion Illustration. Batsford London.,
3. John Ireland, Patrick, Fashion Design Illustration: Men, London; Batsford Fashion Books.
4. John Ireland,. Patrick (1995) Fashion Design Illustration: Women's Batsford Fashion Books London.
5. John Ireland, Patrick, (1995) Fashion Design Illustration Children Batsford Fashion Books London.
6. L. Borelli, (2007) Fashion Illustration by Fashion Designers, Chronicle Books Ltd. US
7. C. Tatham, J. Seaman (2007) Fashion Design Drawing Course, Barron's Educational Series.

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8. V.A. Shenai, (1995), Technology of Textile Processing, Sevak Publications, Mumbai.
9. C.V. Koushik, Antao Irwin Josico, (2004), Chemical Processing of Textiles – Grey Preparation and Dyeing. NCUTE Publication, New Delhi.
10. Palmer John W., (1996), Textile Processing and Finishing Aids, Recent Advances, Mahajan Book Distributors.
11. Ronald James W., (1996). Printing and Dyeing of Fabrics and Plastics, Mahajan Book Distributors.
12. V.A. Shenai, (1995), Technology of Finishing, Sevak Publications, Mumbai.

Core Paper -4

FD-204: Garment Construction Techniques (Practical)

Internal Max. M: 40
External Max. M: 60
Internal Min.P. M: 16
External Min.P. M: 24

Aim

This Unit would give the students an idea of relationship between pattern making and ultimate quality of the finished sample. This course introduces students to the equipments required and the process in construction of the drafted patterns.

Learning Outcome

- To make them familiar with sewing machine
- To work proficiently on the sewing machine
- To rectify simple problems of the machine
- To understand the special skills and techniques used in the garment making
- To make them familiar with use of industrial machinery, equipment and attachments.
- Students will learn how to use equipment such as presser foot & single sided zipper.
- To join and finish various part of the garment and construct a complete garment

Unit Content

Sewing machine and parts, operating the sewing machines; operating power machines; sewing supplies; stitch practice, types of stitches; types of seams; plackets; fitting a sleeve; collar; bodice blocks and darts; cuffs; hems; neckline finishes.

Reference

1. D. McCunn, R. Lew, (1977) How to make sewing patterns, blue feathers.
2. Connie Amaden- Crawford (2010) A guide to Fashion Sewing, Fairchild Publication

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3. Lynda Maynard, (2010) The Dressmaker's Handbook of couture Sewing Techniques: Essential step-by-step Techniques for professional Results, Interweave press.
4. Claire Shaeffer, (2008) Claire Shaeffer's Fabric Sewing Guide, Krause Publications.
5. Claire Shaeffer, (2001) High Fashion Sewing Secrets from the World's Best Designers. A Step-by-Step Guide to Sewing Stylish Seams Buttonholes, Pockets, collars, Hems, And more, Rodale Books Publishers.
6. Injoo Kim. Mykyung Uh. (2008) Apparel Making in Fashion Design, Breg Publications.
7. P. Couch, (2011) Illustrated Guide to Sewing: Garment Construction: A Complete Course on Making Clothing for Fit and Fashion, Fox Chapel Publishing.
8. (2011) Threads Sewing Guide A complete Reference from America's Best-Loved Sewing Magazine. Taunton Press.

Core Paper -5

FD-206: Pattern Drafting in Fashion (Kids & Women) (Practical)

Internal Max. M: 40

External Max. M:60

Internal Min.P. M: 16

External Min.P. M:24

Aim

This unit introduces students to method of taking measurements and making the sloper along with sizing terminologies. The method of making pattern by drafting and flat pattern technique would be covered in this course.

Learning Outcome

- Be able to create and use a set of basic blocks
- Be able to apply skills in dart and seam manipulation
- Be able to produce a full-scale pattern from creative designs and working drawings

Unit Content

Introduction to pattern making; tools used method of taking measurements drafting (kids & Women's) slopers dart manipulation using drafting and flat pattern techniques for developing collars sleeves etc.

Reference

- H. G. Armstrong (2009) Pattern Making for Fashion Design, Prentice Hall, New York.
- D. McCunn, r. Lew, (1977) How to make sewing patterns, Blue feathers.

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- K.R. Zarapkar, (2005) Zarapkar, System of Cutting Navneet Publications, India.
- N.R. Hollen, C.J. Kundel, (1999) Pattern Making by Flat Pattern Method, Prentice Hall Publication.
- W. Aldrich, (2008), Metric Pattern Cutting for women's wear, Willey Blackwell Publication.
- W. Aldrich, (2008) Metric Pattern Cutting for Men's wear Willey Blackwell Publication.

Core Paper-6

FD-206: CAD / CAM in Fashion Design(Practical)

Internal Max. M: 20

External Max. M: 30

Internal Min.P. M: 08

External Min.P. M:12

Aim

In this module you will learn how to Use Computer with User friendly. You will learn also documentation, spreadsheet, presentation and web surfing with security. And will learn Create Mood Board, Color Board, Picture placement, Picture blending & etc. by Photoshop. And will learn Create Croqui and Fashion Design through corel & Photoshop with Exact measurement & Fine finishing with Real Looking. In this module You get variation very fast. And in last you will learn Create Portfolio with help of corel & Photoshop.

Learning outcomes

- Be able to use computer aided design (CAD) techniques to design and visualise for fashion and textiles
- Be able to employ computerised systems in fashion and textiles production
- Understand the role of computer technology in the commercial production of fashion and textiles
- Understand how technological developments can be applied within the fashion and textile industry.

Unit content

- Windows utility, Documentation, Spreadsheet, Presentation&Web surfing.
- Introduction to photoshop/ pixed based vs vector.
- Tool Box, Drop downs functions.
- Image sizing/ Resolution/ Page Size.
- Concept vector based drawing.
- Used corel Draw in garments&Flat Drawing through Corel.
- Specification Sheet Formation.

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- Measurement of garments & stitch line.
- Draw single stitch / Overlock stitch / Flat lock stitch.
- Drawing the Croqui through Curve tool.
- Import croqui (JPG) in photoshop and apply 3D Rendering.
- Import 3D Render Croqui in Corel.
- Draping Fabrics.
- Concept of Design variation, Color Variation&Page Setup.
- Apply 3D Effect on Draped Design&Light Effect.
- Concept of Page Margin & Layout.
- Setting & Formatting of Document.
- Digital Portfolio Development
- Formate of Portfolio.
- Development of 8 portfolio (3 Men wear, 4 women and 1 kids.).
- Complete project with story board and inspiration.
- Formatting of Mood Board, Color Board, Client Profile
- Croqui Development with fabrics/ Texture/ Fleshing etc.
- Specification sheet & Costing sheet
- Concept of Choosing Paper & Resolution.

Reference

- User manuals of the specialized software.
- Reference Book of M. S. Office 210 :- Office 2010 Bible Author Name of Office 2010 Bible John Walkenbach, Herb Tyson, Michael R. Groh, Faithe Wempen and Lisa A. Bucki
- Reference Book of Corel Draw X7: CorelDRAW X7: The Official Guide, Author Name of CorelDRAW X7: The Official Guide: Gary David Bouton.
- Reference Book of Adobe Photoshop CC 2015 :- Adobe Photoshop CC Classroom in a Book (2015 release) Author Name of Adobe Photoshop CC Classroom in a Book (2015 release): Andrew Faulkner (Author), Conrad Chavez

Core Paper-7

FD-207: Design Project - Women's wear/kids wear (Practical)

Internal Max. M: 40
External Max. M: 60
Internal Min.P. M: 16
External Min.P. M: 24

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The course would required the students to carry out research on the major women's / kids wear designers and their brands along with the recognition of different women's / kids wear segments and their growth rate.

Learning Outcome

- Understand how to develop the design process through experimental ideas and applications.
- Be able to present research analysis to client groups.
- Be able to extend and apply skills in developing creative visual language.
- Be able to synthesize and critically evaluate experimentation in personal creative practice.

Course Content

Creating Survey Boards, Creating Mood boards- its application in designing costumes, Theme boards- its direct relation to creating designs of costumes. Client boards - the study of peculiar characteristics of a client to design special costumes for him/ her. Swatch boards- Use of swatches in surface texture of the designed costumes. Creating Lines- lines with similar themes, similar fabrics, and similar surface ornamentation. Collage Work- collage on the dress, collage on the background, use of collage in fashion illustration. Theme based illustrations- themes could be picked up from nature, surroundings, objects, events, celebrities, sports, Jewellery, toys, etc.

Reference

- Encyclopedia of Fashion accessories by Phyllis Tortora Fairchild
- Fashion Sketchbook by Abling Fairchild
- How Fashion Works by Gavin Waddell Blackwell

Industry Exposure

The student would be given an opportunity to visit & understand working environment of different department of Industry.

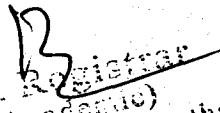

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(Year 3)
Distribution of Marks
B. Des.-Fashion Design Part-III

Subject Theory	Max Marks		Min. Pass Marks		Duration of Exam	Teaching Hours
	Internal Max. M.	External Max. M.	Internal Min.P.M.	External Min. P.M.		
FD-301: Fashion Promotion and Marketing	100		36		3 Hrs.	100
FD-302: Fashion Forecasting	100		36		3 Hrs.	100
Subject –Practical	Internal Max. M.	External Max. M.	Internal Min.P.M.	External Min. P.M.		
FD-303 Pattern Construction in Fashion (Indian wear & Draping)	20	30	08	12	4 Hrs.	50
FD-304: Design Project- Indian wear	40	60	16	24	6 Hrs.	100
FD-305: Design Project- Men's wear	40	60	16	24	6 Hrs.	100
FD-306: Design Project- Adaptive Clothing	40	60	16	24	6 Hrs.	100
FD -307: Elective (Choose any one) a. Product Photography b. Fashion Accessory c. Visual Merchandising d. E-Commerce	20	30	08	12	4 Hrs.	50

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Core Paper -1

FD-301: Fashion Promotion and Marketing (Theory)

Max. M: 100

Min.P. M: 36

Aim

The aim of this assignment is to enable you with an understanding of the essential elements of fashion elements of fashion promotion and its role within the fashion industry and to develop skills in developing a promotional campaign.

Learning outcomes

- Understand the fashion promotion industry and its component parts
- Be able to research and analyze promotional strategies and campaign planning
- Be able to plan and execute a self-initiated promotional campaign
- Be able to evaluate own promotion strategies.

Unit - 1

Fashion marketing, structure of fashion market, marketing fashion to retailers.

Unit - 2

Retailing principles, marketing mix, new approaches in marketing, retailing and marketing strategies.

Unit - 3

Meaning of brand, branding process – deciding on the brand.

Unit - 4

communicating, launching and evaluating, fashion brands.

Unit - 5

Research on important fashion brands nationally and internationally.

Reference

- Marianne C. Bickle, (2011), Fashion Marketing, Theory, Principles & Practice, Fairchild Publications.
- Weeks A, Miller M., Perenchio M., Metcalfe D., Effective Marketing Management, Using Merchandising and Financial Strategies for Retail Success, Fairchild Publications.
- Lynda Gamans Poloian, (2011), Retailing Principles, A Global Outlook, Fairchild Publications.
- Tim Jackson, David Shaw (2009), Mastering Fashion Marketing, Palgrave Macmillan.
- M. Khaled, A. Hameide, (2011), Fashion Branding Unraveled, Fairchild Publications.
- C. Allen, Semenik, R.J.Thomas "O" Guinn, (2011), Advertising and integrated brand promotion, south west college publications.

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W. Shan

Core Paper -2

FD-302: Fashion Forecasting (Theory)

Max. M: 100

Min.P. M: 36

Aim

The course would aim at providing information on fashion forecasting process which would include consumer research along with the forecasting of colours, textiles, silhouettes etc.

Learning Outcome

- Student will be able to understand the Exploration of different products and prediction of the future of those products in the lines of forecasting.
- Student will be able to understand the Forecasting exercise & Color stories.
- Student will be able to understand the Design ideologies & Design elements research

Unit - 1

Process of fashion forecasting, sources of fashion forecasting information.

Unit - 2

Consumer research, analysis and translation.

Unit - 3

Direction of fashion change, demographics and fashion forecasting.

Unit - 4

Cultural indicators.

Unit - 5

Colour forecast, textile forecast, silhouette forecast.

Reference

- Evelyn L. Brannon, (2010) Fashion Forecasting Research, Analysis, and Presentation, Fairchild Publications.
- Evelyn L. Brannon, (2005) Fashion Forecasting, Fairchild Publications.
- V. Henrick, (2007) Anatomy of Trend McGraw –Hill Publications.
- S.Simon, (2007) Basics Fashion Deswign: Research And Design, AVA Publishing
- Judith C. Everett, (2004) Guide to Producing a Fashion Show show, Fairchild Publications.
- M. Kathryn, (2004) Fashion Forecasting, Wiley-Blackwell Publications.
- Raymond Martin, (2010) Trend Forecaster's Handbook, Laurence King Publishers.

Core Paper-3

FD-303: Pattern Construction in Fashion (Indian wear & Draping) (Practical)

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Internal Max. M: 20
External Max. M: 30
Internal Min.P. M: 08
External Min.P. M: 12

Aim

Indian Wear

In this module student would learn basics of Indian wear pattern making. The method followed for cutting pattern is based on individual body measurements called **direct drafting method**. In direct drafting method an individual body measurement is taken and directly the design is drafted for a final pattern. In this module we shall be working with direct drafting method for the traditional Indian garment.

Draping. The Course is a study of three-dimensional fashion design conceptualization by draping in muslin or fashion fabric directly on dress form. Skill development in observing grain of fabric, identifying drapable fabrics and creating basic designs by draping would be covered.

Learning Outcome

- Be able to apply creative and accurate Indian wear pattern making & draping skills to original designs
- Be able to apply the processes of Indian wear pattern making & draping technique
- Be able to use specialist processes to meet requirements
- Be able to evaluate own pattern and draping skills applied to original designs.

Course Content: Indian Wear

Standardise concept of pattern making **Direct Method**, Things to keep in mind while taking measurement, Paper pattern of Salwar, Churidar, Plain kurta, Kalidar kurta, Paper pattern of Saree Blouse, Choli blouse, Marka-Making & Layouts, Spec-Sheets of one designed garment.

Draping. Introduction to draping, elements of fabrics; draping basic bodies princess shape; skirts sleeves cowls; collars.

Reference.

- Amaden Connie and Crawford, (2005) The Art of Fashion Draping, Om Book Service
- Sallie3 D Marco, (2005) Draping Basics Fairchild Publications.
- Armstrong H J (2008) Draping for Apparel design Fairchild Publications.
- J. Rodgers, M. Doyel, (2008) Fundamentals of Draping and Pattern Drafting, Hanover Phist Inc.
- Bina Abling, Kathleen Maggio, (2008), Integrating Draping, Drafting, and Drawing.
- H. G. Armstrong (2009) Pattern Making for Fashion Design, Prentice Hall, New York.
- D. McCunn, r. Lew, (1977) How to make sewing patterns, Blue feathers.
- K.R. Zarapkar, (2005) Zarapkar, System of Cutting Navneet Publications, India.
- N.R. Hollen, C.J. Kundel, (1999) Pattern Making by Flat Pattern Method, Prentice Hall Publication.

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- W. Aldrich, (2008), Metric Pattern Cutting for women's wear, Willey Blackwell Publication.
- W. Aldrich, (2008) Metric Pattern Cutting for Men's wear Willey Blackwell Publication.

Core Paper -4

FD-304: Design Project- Indianwear (Practical)

Internal Max. M: 40

External Max. M: 60

Internal Min.P. M: 16

External Min.P. M: 24

Aim

The course would required the students to carry out research on the major women's (Indian) wear designers and their brands along with the recognition of different women's (Indian) wear segments and their growth rate.

Learning Outcome

- Understand how to develop the design process through experimental ideas and applications.
- Be able to present research analysis to client groups.
- Be able to extend and apply skills in developing creative visual language.
- Be able to synthesize and critically evaluate experimentation in personal creative practice.

Course Content

Creating Survey Boards, Creating Mood boards- its application in designing costumes, Theme boards- its direct relation to creating designs of costumes. Client boards - the study of peculiar characteristics of a client to design special costumes for him/ her. Swatch boards- Use of swatches in surface texture of the designed costumes. Creating Lines- lines with similar themes, similar fabrics, and similar surface ornamentation. Collage Work- collage on the dress, collage on the background, use of collage in fashion illustration. Theme based illustrations- themes could be picked up from nature, surroundings, objects, events, celebrities, sports, Jewellery, toys, etc.

Reference

- Encyclopedia of Fashion accessories by Phyllis Tortora Fairchild
- Fashion Sketchbook by Abling Fairchild
- How Fashion Works by Gavin Waddell Blackwe

Core Paper-5

FD- 305: Design Project- Men's wear (Practical)

Internal Max. M: 40

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External Max. M: 60
Internal Min.P. M: 16
External Min.P. M: 24

Aim

The course would required the students to carry out research on the major men's wear designers and their brands along with the recognition of different men's wear segments and their growth rate.

Learning Outcome

- Understand how to develop the design process through experimental ideas and applications.
- Be able to present research analysis to client groups.
- Be able to extend and apply skills in developing creative visual language.
- Be able to synthesize and critically evaluate experimentation in personal creative practice.

Course Content

Creating Survey Boards, Creating Mood boards- its application in designing garments, Theme boards- its direct relation to creating designs of garments. Client boards - the study of peculiar characteristics of a client to design special garments for him. Swatch boards- Use of swatches in surface texture of the designed garments. Creating Lines- lines with similar themes, similar fabrics, and similar surface ornamentation. Collage Work- collage on the garments, collage on the background, use of collage in fashion illustration. Theme based illustrations- themes could be picked up from nature, surroundings, objects, events, celebrities, sports etc.

Reference

- Encyclopedia of Fashion accessories by Phyllis Tortora Fairchild
- Fashion Sketchbook by Abling Fairchild
- How Fashion Works by Gavin Waddell Blackwell

Core Paper-6

FD- 306: Design Project- Adaptive Clothing(Practical)

Internal Max. M: 40
External Max. M: 60
Internal Min.P. M: 16
External Min.P. M: 24

Aim

The course would require the students to carry out research for adaptive clothing.

Learning Outcome

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- Understand how to develop the design process through experimental ideas and applications.
- Be able to present research analysis to client groups.
- Be able to extend and apply skills in developing creative visual language.
- Be able to synthesize and critically evaluate experimentation in personal creative practice.

Course Content

Creating Survey Boards, Creating Mood boards- its application in designing costumes, Theme boards- its direct relation to creating designs of costumes. Client boards - the study of peculiar characteristics of a client to design special costumes for him/ her. Swatch boards- Use of swatches in surface texture of the designed costumes. Creating Lines- lines with similar themes, similar fabrics, and similar surface ornamentation. Collage Work- collage on the dress, collage on the background, use of collage in fashion illustration. Theme based illustrations- themes could be picked up from nature, surroundings, objects, events, celebrities, sports, Jewellery, toys, etc.

Reference

- Encyclopedia of Fashion accessories by Phyllis Tortora Fairchild
- Fashion Sketchbook by Abling Fairchild
- How Fashion Works by Gavin Waddell Blackwell

Core Paper -7

FD-307: Elective (Choose any one)–(Practical)

Internal Max. M: 20
External Max. M: 30
Internal Min.P. M: 08
External Min.P. M: 12

a) Product Photography

Aim

This unit aims to develop learners' skills and understanding in Product Photography.

Learning Outcome

- Be able to use space and equipment
- Be able to use sets, lights and backgrounds.

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Course Content

Various aspects of photography including lighting for indoor & outdoor, handling of studio equipment and set planning & composition.

Reference

- How to Set Up Photography Lighting for a Home Studio Kindle Edition by Amber Richards (Author)
- Photo Studio Photography Kit 3 Light Bulb Umbrella Muslin 3 Backdrop Stand Set

Elective

b) Fashion Accessory

Aim

The aim of this unit to impart intensive training for complete understanding of fashion accessories, techniques and process, product development and quality, market intelligence, management and operational methods.

Learning Outcome

- Student will be able to understand about fashion accessories.
- Student will be able to understand the techniques & process of fashion accessories.
- Student will be able to understand the product development, quality & marketing aspects.

Course Content

Lacquer Craft Accessories, Textile Craft Accessories, Fashion Jewellery, Wood Craft Accessories, Metal Craft Accessories, Leather Craft & Packaging.

Reference

- Encyclopedia of Fashion Accessories author
- Fashion Accessories- The Complete 20th Century Sourcebook Hardcover – September, 2000 by John Peacock (Author)

Elective

c) Visual Merchandising

Aim

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This course would require the students to develop merchandising plan for the women's apparel. The basics of visual merchandising, display windows, planning etc., would be covered in this course.

Learning Outcome

- Present and coordinate merchandise so that related goods are shown in a unique, desirable, and saleable manner.
- Apply basic design principles and colour theories to the construction of promotional displays and advertising.
- Understand the basic functions of retail store operations including store location and layout, shopping centre analysis, retail market segmentation and strategies, and the merchandising mix.
- Prepare and execute displays for exhibitions and promotional events using the visual dynamics of light as a design element.

Course Content

Merchandising concepts and theories tools and techniques for merchandise display, windows; creative thinking for merchandise display, store layout, display, fashion retailing

Reference

1. Laine Stone, Jean samples, (1985) Fashion merchandising- An Introduction McGraw Hill Book Co. 1985.
2. Taarnow, Guerreiro & Judelio, (1995) Inside the fashion Business
3. Swapna Pradhan, (2007) Retailing Management, Tata McGraw Hill Publishing Co. Ltd.
4. A.J. Lamba, (2003) The Art of Retailing The Tata McGraw Hill Publishing Company Ltd.
5. Martin M. Pegler (2011) Visual merchandising and Display, Fairchild Publications.
6. Judith Bell, Kate Ternus, (2011) Silent Selling: Best Practices and Effective Strategies in Visual Merchandising, Fairchild Publications.
7. Karen M. Videtic, Cynthia W. Steele, (2009) Perry's Department Store: A Buying simulation for juniors, Men's Wear, Children's Wear, & Home Fashion/Giftware, Fairchild Publications.

Elective

d) E-Commerce for Product Life Style

Aim

The aim of this unit is to develop understanding of the dynamics of online business and online buying behavior to create a consumer-oriented online business strategy along with holistic knowledge on product development for E-Commerce platform.

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Learning Outcome

- Student will be able to understand global online business sensibilities.
- The student will be able to understand Global Online Business Industry.
- The student will be able to understand with the knowledge and skills required to manage the online venture for a long period of sustainable profits, but will also challenge them to achieve career goals by fueling their passion.

Course Contents

Online Industry Appreciation and Business World, Fundamentals of Management, Creative Managerial Leadership, Market Dynamics, Fashion & Lifestyle Products, Fundamentals of Ecommerce.

Digital Marketing, Merchandising, Sourcing and Vendor management, Project Management, Long Industry Attachment, Specialiation1a Customer Relations Management, Specialiation1b Advanced Data Analytics, Specialiation2a Visual Communication, Specialiation2b User Experience Design& Business Plan.

Reference

- Enterprise Resource Planning System Author Daniel E. O'leary.
- Enterprise Resource Planning Author Ravi Shankar & S. Jaiswal.
- E-Commerce Get it Right! Author Ian Daniel.

(Year 4)

Distribution of Marks

B. Des.- Fashion Design Part-IV

Subject Theory	Max Marks		Min. Pass Marks		Duration of Exam	Teaching Hours
FD-401: Entrepreneurship	100		36		3 Hrs.	100
FD-402: Brand Development	100		36		3 Hrs.	100
Subject –Practical	Internal Max.M.	External Max.	Internal Min.P.M.	External Min. M.		

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		M.				
FD-403: Advance Design Studies (Final Collection)	40	60	16	24	6 Hrs.	100
FD-404: Design Portfolio	20	30	08	12	4 Hrs.	50
FD-405: Sustainable Design (Eco Design, Social Cause, Green Marketing) Mentored by Industry	40	60	16	24	6 Hrs.	100
FD-406: Professional Practice (Internship & Industry Mentored)	20	30	08	12	4 Hrs.	50
FD-407: Dissertation (Documentation & Visual Presentation, practical aspect) (Industry Exposure)	40	60	16	24	6 Hrs.	100

Core Paper -1

FD-401: Entrepreneurship (Theory)

Max. M: 100

Min.P. M: 36

Aim

This course would introduce the students to the concept of setting up a small scale industry. The students would be motivated through different activities to identify the entrepreneurial competencies and prepare a business proposal for starting a fashion enterprise of their choice.

Learning Outcome

- Student will be able to understand about entrepreneurship and evolution of entrepreneurship.
- Student will be able to understand creating and starting the venture.
- Student will be able to understand managing, growing and ending the new venture.
- Student will be able to understand entrepreneurship Development and Government.

Unit - 1

Introduction to Entrepreneurship -Entrepreneur- meaning, importance, Qualities, nature, types, traits, culture, similarities and economic differences between Entrepreneur and entrepreneur. Entrepreneurship development, its importance, Role of Entrepreneurship, entrepreneurial environment.

Unit -2

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Evolution of Entrepreneurs - Entrepreneurial promotion, Training and developing motivation factors, mobility of Entrepreneurs, Entrepreneurial change, occupational mobility factors in mobility, Role of consultancy organizations in promoting Entrepreneurs, Forms of business for entrepreneurs.

Unit -3

Creating and starting the venture - Steps for starting a small industry- selection of types of organizations.

Unit -4

Managing, growing and ending the new venture - Preparing for the new venture launch-early management decisions Managing early growth of the new venture-new, venture expansion strategies and issues, Going public ending the venture.

Unit -5

Entrepreneurship Development and Government - Role of Central Government and State Government in promoting Entrepreneurship, Introduction to various incentives, subsidies and grants, Export Oriented Units. Fiscal and Tax concessions available. Women Entrepreneurs Reasons for Low/no women Entrepreneurs, their Role, Problems and Prospects.

Reference

1. Vasanth Desai "Dynamics of Entrepreneurial Development and Management Himalaya Publishing House."
2. N.P. Srinivasan & G.P. Gupta, Entrepreneurial Development, Sultan Chand & Sons.
3. P. Saravanavelu Entrepreneurship Development, Eskapee Publications.
4. Satish Taneja, Entrepreneur Development, New Venture Creations.
5. Robert D. Hisrich, Michael P. Peters, Entrepreneurship Development, Tata McGraw Hill Edition.

Core Paper -2

FD-402: Brand Development (Theory)

Max. M: 100

Min.P. M: 36

Aim

A brand is a philosophy of a designer transformed in to value added products. Generally, consumers recognize brands by names which could be logos or unique colors. A brand successfully makes recognition through coming up with distinct design features such as style, color or use of certain features unique to the brand. Here a student thinks about a very important variable of design called design philosophy which is unique and is thinking how to transform ones design philosophy into fashion and lifestyle products. Therefore this part of the project holds maximum importance in this assignment.

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Learning Outcome

Towards the completion of this unit a student would think about the brand philosophy and development with above parameters

The student will be able to develop own brand.

Unit -1

Description of brand philosophy

Unit -2

Development of logo using colors and shapes.

Unit -3

Brand competitor studies and market research

Unit -4

Consumer profiling and market segmentation.

Reference

- Rethinking Place Branding, Comprehensive brand development for cities and regions, Author Mihalis Kavaratzis – Gary Warnaby & Gregory J. Ashworth.
- Make a name for yourself Author Robin Fisher Roffer.

Core Paper-3

FD-403: Advance Design Studies (Final Collection) (Practical)

Internal Max. M: 40

External Max. M:60

Internal Min.P. M: 16

External Min.P. M:24

Aim

The aim of this unit is to further extend learner's knowledge creating the final collection putting all the knowledge and efforts students have gained so far and launch themselves as designers creating their own brand identity, and brand image.

Learning Outcome

- Understanding your strengths and weakness and create your brand, brand identity, image and logo.
- Identify the major types of idea sources in clothing design and provide information about each source. Recognise that these sources of inspiration help designers to create design elements and principles of individual designs. In order to foster originality, sources of inspiration play a powerful role throughout the creative stage of design process, and also in the early stages of fashion research and strategic collection planning.

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- Be able to present research analysis to client groups
- Be able to extend and apply skills in developing creative visual language.
- Be able to synthesise and critically evaluate experimentation in personal creative practice.

Course Content

- Research about the various brands globally for your inspiration. Do a complete study of different brands and of your own strengths and weakness .create your brand name, brand story, image, identity and logo.
- Concepts inspired with a complete understanding of design process and finally Select one concept.Only extensive research enables designers to stay fresh and keep up to date with developments.
- Judgements and develop your own style with experimentation in personal creative practice through explorations in design and surfaces.
- The design process along with difference between different categories like avant-garde and prêt wear.
- Sketches, fabrics, trims and other detailing.
- Technical part of the sketches and final test fits.
- Produce the final collection completely accessorized.
- Publicize work in the best visual way through styling and photo shoot.

Reference

- Look at work of designers from around the globe ex – Jum Nakao, Issey Miyake and other
- Look at the different costumes and art/ culture of countries and get inspired by them
- Look around nature and other sources like discovery, national geography, BBC etc to get inspired, which is the original source of inspiration for everything.
- <http://worldofwearableart.com/>
- www.style.com
- www.wgsn.com
- www.promostyl.com
- www.trendz.com
- www.wwd.com

Core Paper-4

FD-404: Design Portfolio

**Internal Max. M: 20
External Max. M:30
Internal Min.P. M: 08**

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External Min.P. M:12

Aim

Design portfolio is the expression of student to translate themes into design collections. Here one gets inspired by different themes which could be art movements, sport, historic eras, music, dance, culture, nature, traditions etc. and picks out tangible and intangible elements which are to be used as design elements in the collection. The ability of a designer to exhibit and use design elements is highlighted which is further translated into garments. A portfolio is an exhibit of the overall knowledge of the student work which he/she has gained through the course of four years. The purpose lies in promoting the skills of students in a single format.

Learning Outcome

- Designing women's wear suitable to Indian consumer, Choosing the line of garments, Client profiling, Transforming an themes such as kalbelia, sanaganeri prints, banaras sarees, madras checks, deserts of jaiselmer, baroque, French rivera, weaving techniques from far east etc into women wear for occasions, Color forecast for market in the coming season.
- Designing MENS wear suitable to Indian consumer, Choosing the line of garments, Client profiling, Color forecast for market in the coming season.
- Designing kids wear suitable to Indian consumer, Choosing the line of garments, Client profiling, Color forecast for market in the coming season.

Course Content

- Choose a theme of your choice according to the line of garments.
- Make a story board (A3 Landscape for all boards) which is in sync with your theme (no more than 1/2 picture in the board).
- Design mood board (6-7 Pics max.) and color board (with pantone numbers) (on Photoshop/CorelDraw/illustrator).
- Client profile with one pic of the client describing the features of the client and explaining why you choose a particular client.
- Illustration Board: 4 illustrations per page (rendered digitally on Photoshop/CorelDraw).
- Specification sheet: Flat drawing of each garment on Corel draw.
- Cost sheet: A brief costing of how much material and money is required to make the particular garment.

Reference

- <http://www.vogue.com/voguepedia/>
- <http://www.style.com>
- <http://www.littlefashiongallery.com/eu/>

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Wdh

Core Paper -5

FD-405: Sustainable Design (Eco Design, Social Cause, Green Marketing) Mentored by Industry

Internal Max. M: 40
External Max. M:60
Internal Min.P.M: 16
External Min.P. M:24

Aim

Sustainability is regarded as the future of fashion design sector. A student should have practice to implement sustainable strategies to their designing a collection for fashion design. Now sustainability is a very complex concept when it comes to input it into fashion industries on the whole. When it comes to fashion design a fashion design student shall concentrate on designing the PRODUCT.

Learning Outcome

- Student will be able to understand how to implement sustainable strategies to their designing a collection for fashion design.
- Student will be able to understand the product development to the final process of marketing it to the consumer.

Course Content

This unit describes the extent of the project. It contains product development to the final process of marketing it to the consumer. Hereby the project shall be divided into certain stages in order to structure the ideology.

- State-1- PRODUCT DEVELOPMENT
- State-2- MARKETING THE PRODUCT
- State-3- WHERE TO RETAIL

Reference

- Sustainable Fashion & Textiles author Kate Fletcher
- The sustainable design book author Rebecca Proctor

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Core Paper -6

FD-406: Professional Practice (Internship & Industry Mentored) (Practical)

Internal Max. M: 20

External Max.P. M:30

Internal Min.P. M: 08

External Min.P. M:12

Aim

The aim of this unit is to extend learners' knowledge of professional practices within their specialist area and to relate these to personal goals and career opportunities.

Learning outcomes

- Be able to place themselves and their work in the context of their selected discipline
- Understand their specialist area and the career opportunities available
- Understand how to promote themselves and their work professionally.

Course Content

Goal setting, Career direction, Responsibilities, Research, Presentation skills, Personal development & Promotional opportunities.

Reference

- Enhancing Professional Practice Author Charlotte Danielson.

FD-407: Dissertaton(Documentation & Visual Presentation,practical aspect)

Internal Max. M: 40


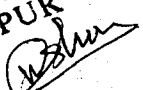
External Max.P. M:60

Internal Min.P. M: 16

External Min.P. M:24

Each student will have to submit a dissertation comprising minimum 1000 words with Visual material and resource bibliography, conclusion, Public collection etc under the guidance of the supervisor choosing the dissertation topic preparation and presentation of a written document & visual presentation, practical aspect with 10-to-15 photograph's

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The topic of the dissertation will be closely related to regards as a major subjects. Its meant to reflect an understanding of the critical, historical and philosophical issues from the past of present in conclusion and their intellectual sources or a theme analysis, The written assignment has to be submitted one week before the final examination of the practical works, which will be submitted in 3 copies duly signed by the Guide and the Head of Department in the prescribed format.

The evaluation of the dissertation shall be based on the quality of the Written assignment and the overall performance of the student. The evaluation of the dissertation papers will be conducted by a Board of internal /subject teacher and external examiners.

Industry Exposure

The student would be given an opportunity to visit & understand working environment of different department of Industry.

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