

Credit Structure-I



SNDT Women's University, Mumbai

Credit structure for Undergraduate Programmes in Faculties of Humanities, Science and Technology and Interdisciplinary Studies
As per the Government of Maharashtra Circular dated 13th March, 2024

NEP - 2020

(w.e.f. 2024-25)

Faculty of Interdisciplinary

**B Design
Fashion Communication**

**Credit structure For Undergraduate Programmes in Humanities, Science and
Technology and Interdisciplinary Studies Faculties
(2024 May as per GR dated 13/03/2024)**

	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total
Subject No 1 (to be treated as Major)	4		12	12	8	10	46
Subject No 2 (A and B), so minor	2	2	2		4	4	14
Subject No 3		4					4
VSC S1	2				2		4
VSC S2		2					2
VSC S3		2					2
Major (Elective)					4	4	8
OEC	4	4	2	2			12
SEC	2	2		2			6
AEC (English)	2	2					4
AEC (Modern Indian Language)			2	2			4
VEC	2	2					4
CC	2	2	2	2			8
IKS (Generic)	2						2
IKS (Major-Specific)					2		2
	22	22	22	22	22	22	132

Terminologies

Abbreviation	Full form	Remarks	Related to Major and Minor Courses
Major (Core)	Main Discipline		
Major (Elective)	Elective Options		related to the Major Discipline
Minor Stream	Other Disciplines (Inter/Multidisciplinary) not related to the Major	either from the same Faculty or any other faculty	
OEC	Open Elective Courses/ Generic		Not Related to the Major and Minor
VSEC	Vocational and Skill Enhancement Courses		
VSC	Vocational Skill Courses		Not Related to the Major and Minor
SEC	Skill Enhancement Courses		Not Related to the Major and Minor
AEC	Ability Enhancement Courses	Communication skills, critical reading, academic writing, etc.	Not Related to the Major and Minor
VEC	Value Education Courses	Understanding India, Environmental science/education, Digital and technological solutions, Health & Wellness, Yoga education, sports, and fitness	Not Related to the Major and Minor
IKS	Indian Knowledge System	I. Generic IKS Course: basic knowledge of the IKS II. II. Subject-Specific IKS Courses: advanced information about the subject: part of the major credit	Subject Specific IKS related to Major
OJT	On-Job Training (Internship/Apprenticeship)	corresponding to the Major Subject	Related to the Major
FP	Field projects	corresponding to the Major Subject	Related to the Major

CC	Co-curricular Courses	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts	Not Related to the Major and Minor
CE	Community Engagement and service		Not Related to the Major and Minor
RP	Research Project	corresponding to the Major Subject	Related to the Major

(External exam can also be No-paper-pencil test depending on the nature of the subject. (Pl write 'Pract' below the credits in the External field for such courses. 'Pract' may mean any Assessment method where external examiners are involved)

B. DESIGN FASHION COMMUNICATION COURSE STRUCTURE

Programme Degree	B. Design
Parenthesis if any (Specialization)	Fashion Communication
Preamble (Brief Introduction to the Program)	<p>The Fashion Communication course is designed to provide students with the necessary skills and knowledge to excel in the dynamic and ever-evolving fashion and lifestyle industry.</p> <p>Through a comprehensive curriculum, students will be equipped to effectively communicate for brand identities, design strategies, and will engage with various media for the professional applications. Students of the Fashion Communication course will be well-prepared to contribute to the success of fashion brands and ventures.</p> <p>Learners will emerge as dynamic professionals capable of offering innovative, effective, and financially viable communication solutions that enhance brand identity and visibility in the fashion and lifestyle industry.</p>
Programme Specific Outcomes (PSOs)	<p>After completing this program, Learner will be able to</p> <ul style="list-style-type: none"> • Establish the capacity to generate original and innovative fashion communication concepts by leveraging their understanding of art, culture, history, and current trends. • Establish the skills to effectively communicate fashion ideas through various media, including drawing, photography, videography, and writing. • Demonstrate proficiency in the stage-wise design process, including research, idea generation, visual storytelling, and the creation of cohesive and marketable communication campaigns. • Demonstrate the skills in digital tools and software used for fashion communication, including graphic design, photo editing, and video production. • Analyze how to develop and promote fashion brands through strategic marketing, public relations, and social media management. • Analyze market trends and consumer behavior to forecast future trends and inform communication strategies. • Establish entrepreneurship skills and will be prepared to meet industry challenges with effective communication strategies, business acumen, and professional soft skills. • Demonstrate ethical and responsible practices in their communication strategies, ensuring inclusivity, diversity, and sustainability.
Eligibility Criteria for Programme	<p>1. Eligibility criteria for admitting students in First/Second/Third year in different Specializations of B. Design Program.</p> <p>1.1 B. Design- I Year</p> <p>i. Std. XII Pass in any Stream – Arts/Commerce/Science/Home Science/ Minimum Competency Vocational Course (MCVC) including National Institute of Open Schooling (NIOS).</p> <p>ii. Maharashtra State Board of Technical Education (MSBTE)/ State Govt. Technical Education full-time diploma of minimum two years after Std. X (any stream)</p>

	<p>iii. For NRI & Foreign students with equivalence from the Association of Indian Universities (AIU), New Delhi Criteria for selecting students for the 1st year (entry-level) college shall conduct aptitude tests based on general knowledge, language and creative testing through studio test. Based on test performance, students may be considered for provisional admission. The provisional admitted students shall pass the 12th standard exam or equivalent as prescribed by the university with a minimum of 45%. Those colleges with fewer applications for seats may be filled up subject to availability; however, the concerned college will conduct the aptitude test. The benefits shall be parted for reservation criteria as per the Government of Maharashtra and SNTD University Mumbai. If the applicants are less for a particular college, the seats may be filled up subject to availability & interviews may be conducted. THE CET IS NOT COMPULSORY. THE COLLEGE MAY CONDUCT THE SAME AT THEIR LEVEL. IN THE CASE OF THE COLLEGES NOT FOLLOWING CET CRITERIA THE SELECTION OF THE CANDIDATES SHALL BE GIVEN PREFERENCE FOR THE ACADEMIC RECORD. (Minimum Eligibility 45%).</p> <p>1.2 B. Design- II Year</p> <p>i. Three-year Diploma, Dressmaking and Garment Manufacturing or Equivalent recognized by State Technical Board or All India Council for Technical Education (AICTE) with Bridge course of 8 credits ii. Five-year Diploma in Fine Arts recognized by the State Technical Board with a Bridge course of 8 credits. iii. Successful completion of 1st year Degree from National Institute of Fashion Technology (NIFT) iv. Successful completion of 1st year Degree of any B.Design Fashion or Equivalent from Recognized Indian University. Course eligibility is essential from Association of Indian Universities (AIU) for the candidates having completed first year from the foreign university with equivalence from AIU.</p> <p>1.3 BRIDGE COURSE If the BRIDGE COURSE is suggested, details of the same. The following bridge courses are suggested.</p> <ul style="list-style-type: none"> • History of Fashion - 2 Credits Theory • Technical Drawing and Sketching – 2 Credits Practical. • Fundamentals of design – 4 Credits Theory- 2 and Practical- 2. <p>The candidate must complete the prescribed bridge course within 60 days from the date of admission. Admission to such candidates will be given up to 30 days from the commencement of the Semester.</p> <p>1.4 B. Design- III &IV Year Eligibility for admission to the third and fourth year of B. Design will be according to the passing criteria and rules for ATKT as prescribed by University (Controller of Examinations)</p> <p>1.5 CET Procedure For the Institutes who conduct Common Entrance Test The Entrance Examination will consist of General Ability Test + Studio Test / Group Discussions + Personal Interview. All candidates must give all three tests</p>
Intake	1 Division of 30 Intake (AICTE)

Structure of B. Design Fashion Communication

Semester I						
SN	Courses	Type of Course	Credits	Marks	Int	Ext
10144211	Fundamentals of Design (Th/Pr)	Major (Core)	4	100	50	50
10144212	Fashion Studies (Th)	Major (Core)	2	50	0	50
OEC Anyone						
10444512	Traditional Jewelry of India TH PR	OEC	4	100	50	50
10444513	Jewelry Essentials TH /PR					
10644201	Technical Drawing and Sketching (Pr)	VSC	2	50	50	0
10744201	Professional Computer Skills (Pr)	SEC	2	50	50	0
	*	AEC	2	50	0	50
	*	IKS (Generic)	2	50	0	50
	*	VEC	2	50	50	0
	*	CC	2	50	50	0
			22	550	300	250
Semester II						
SN	Courses	Type of Course	Credits	Marks	Int	Ext
20144201	Photography and Videography- I (Pr)	Major (Core)	4	100	50	50
20144202	Graphic Design for Fashion -I (Pr)	Major (Core)	2	50	0	50
20344211	History of Fashion (Th)	Minor Stream	2	50	0	50
OEC Anyone						
20444421	Surface Development PR	OEC	4	100	50	50
20444123	Fashion Category Design PR					
20644201	Digital Media and Digital Fashion Illustration (Pr)	VSC	2	50	0	50
20744201	Material Exploration for Fashion Display (Pr)	SEC	2	50	50	0
	*	AEC	2	50	50	0
	*	VEC	2	50	0	50
	*	CC	2	50	50	0
			22	550	250	300

Exit with UG Certificate with 4 extra credits (44 + 4 credits)

Course Syllabus
Semester I
1.1 Major (Core)

Course Title	Fundamentals of Design (Th/Pr)
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Analyze the different elements of design and the psychological, formal and symbolic qualities of design
	<ul style="list-style-type: none"> Establish skills to co-relate the different elements of design
	<ul style="list-style-type: none"> Demonstrate principles for effective design communication
Module 1 (Credit 1) – Elements of Design	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Identify various elements of design and analyze the role of each element in visual communication.
	<ul style="list-style-type: none"> Evaluate the design compositions based on elements used.
Content Outline	<ul style="list-style-type: none"> Introduction to Elements of Design <ul style="list-style-type: none"> Point Line (types and properties) Shape (natural, abstract, geometric – shapes and forms, shapes and spaces) Texture (visual, tactile, audible) Color (hues, saturation, value, cool and warm colors, color schemes, color contrast) Relationship between elements Cognitive effect of the elements Practical exercises on element manipulation (like converting natural shapes to abstract shapes, color combinations and color contrast, etc.)
Module 2 (Credit 1) – Principles of Design	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Define the Principles of Design.
	<ul style="list-style-type: none"> Analyze the principles of design in visual communication
	<ul style="list-style-type: none"> Critique the Design Compositions based on principles applied
Content Outline	<ul style="list-style-type: none"> Define and identify the principles of design. <ul style="list-style-type: none"> Balance (symmetric and asymmetric) Rhythm (gradation, radiation, repetition, and their types) Emphasis (Focus) Contrast (color, texture, properties) Proportion (scale)

	<p>Harmony (unity)</p> <ul style="list-style-type: none"> • Differentiate between the principles of design and their cognitive effect. • Practical exercises on creating different design variations using the principles of design.
Module 3 (Credit 1) – Cognitive Understanding of Fundamentals of Design	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Define and describe the psychological and physiological responses to design elements
	<ul style="list-style-type: none"> • Analyze how visual elements influence perception and cognition
Content Outline	<ul style="list-style-type: none"> • Psychology of perception in design • Color theory and its psychological effects. • Gestalt principles in design • User-centered design considerations • Metacognition in Design
Module 4 (Credit 1) – Application of Fundamentals of Design	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Analyze and interpret the roll of design fundamentals in communication design
	<ul style="list-style-type: none"> • Implement the basic principles and elements of design to create original designs
Content Outline	<ul style="list-style-type: none"> • Project briefing and concept development • Design implementation and iteration. • Explorations and design project for communication

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

The project will run throughout the semester and will be divided into four separate evaluation stages. This will assist students in identifying elements and principles from their surroundings and implementing them to develop their own visuals / art works.

1. Stage One: Select one image from nature which has a composition of various objects and analyze it to identify the elements and principles of design and the effect of each observed element. This analysis can be recorded in the sketchbook in the form of sketches, doodles, words, and written text.
2. Stage Two: Draw out the elements from the image and apply manipulation techniques to them.
3. Stage Three: Using the extracted elements, develop one composition, while keeping the principles of design and message to be conveyed, in mind.
4. Stage Four: Analyze and explain the process of extraction and provide your analysis on the formal, psychological and physiological effects of each ensemble, in 200 words (each)

References

- Dorosz, C., & Watson, J. R. (1999). Designing with color. Fairchild Books.
 Sherin, A. (2012). Design Elements. Rockport Publication
 Sorger, R., & Udale, J. (2006). The fundamentals of fashion design. AVA Publishing.
 Stecker, P. (1996). The fashion design manual. Macmillan Education AU.

Semester- 1
1.2 Major Core

Course Title	Fashion Studies (Theory)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Describe the role of aesthetics in design.
	<ul style="list-style-type: none"> • Demonstrate the elements and principles of design with reference to fashion.
	<ul style="list-style-type: none"> • Analyze various theories, movements and factors affecting fashion
	<ul style="list-style-type: none"> • Analyze the emotional and cognitive experiences that affects aesthetics of a product.
Module 1: Introduction to Fashion Studies	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Enumerate the basics of fashion and the factors that impact this field.
	<ul style="list-style-type: none"> • Comprehend the fashion theories and movements for design inspirations and creations.
	<ul style="list-style-type: none"> • Explore design aspects and work on new styles based on fashion elements and principles.
Content Outline	Understanding Fashion and its Nature <ul style="list-style-type: none"> • Definition • Revolution • Social, cultural conditions • Designers and their influence • Clothing categories- Men, Women, Kids.
Module 2: Fashion Trends Analysis	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Analyze the nature of fashion at National and International levels.
	<ul style="list-style-type: none"> • Explore the fashion terminology related to the categories of fashion.
	<ul style="list-style-type: none"> • Describe the nature of fashion at National and International levels.

Content Outline	<ul style="list-style-type: none"> ● Fashion capitals around the world ● Couture, Pret – a port and Mass fashion ● Categories of fashion ● Factors affecting fashion demand. ● Movement of fashion ● Fashion theories and factors influencing fashion. ● Analyzing current and emerging fashion trends ● Identifying consumer behavior and market trends ● Overview of retailing concepts in the fashion industry ● Introduction to sustainable fashion principles ● Ethical considerations in fashion design and production ● Study of national and international designers, brands
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Group discussion and Presentation on 5 national and 5 international designers.
2. Preparing individual documents on all categories- Casual wear, Sportswear, Formal wear, Leisure wear, Club wear, Lounge wear, Resort wear, Lingerie, Active sports, Adventure wear, Uniforms using graphical representation.
3. Develop a personation on the theories, moments and factors influencing fashion.
4. Prepare group wise a comparative case study on national and international fashion designers and brands.

References

Dickeson K., (2004), " Inside Fashion Business", Pearson Education, Inc

Eubank T., (2010), "Survey of historic costumes", Fairchild Publication.

Fiore A, Kimle P., (1997), " Understanding Aesthetics", Fairchild books, New York.

Laver J., (2002), " Costume and fashion – A concise history", Thames & Hudson

Steckes P., (1996), " Fashion Design Manual", Palgrave McMillon.

Stephens G., (2005), " Fashion Concept to consumer", Pearson.

Stone E., (2004), " Dynamics of fashion", Fairchild Publication.

Apparel View, View on color.

Promostyl / Here & There.

Semester I

1.3 a. (OEC)

Course Title	Traditional Textiles of India (Th/Pr)
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none">Analyze the unique characteristics, historical significance, and cultural relevance of various traditional textiles from different regions of India.
	<ul style="list-style-type: none">Evaluate the traditional techniques and processes involved in the creation of these textiles, including weaving, dyeing, printing, and embroidery.
	<ul style="list-style-type: none">Examine the role of traditional textiles within the social, economic, and cultural contexts of Indian society, and its impact on community identity and heritage
	<ul style="list-style-type: none">Propose strategies for the preservation and promotion of traditional textiles, considering sustainable practices and the contemporary challenges faced by artisans.
	<ul style="list-style-type: none">Demonstrate practical skills in creating or replicating traditional textile designs through hands-on projects, integrating traditional methods with modern interpretations.
Module 1 (Credit 1) Introduction to Traditional Indian Textiles	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none">Define the various types of Traditional Indian Textiles and their historical origins.
	<ul style="list-style-type: none">Differentiate between the textiles of different regions based on their techniques, materials, and motifs.
Content Outline	<ul style="list-style-type: none">Introduction to Traditional Indian TextilesOverview of the historical development and cultural significance.Regional Textiles: Study of textiles from different regions (e.g., Banarasi, Kanjivaram, Patola, Phulkari, Bandhani, etc.).

	<ul style="list-style-type: none"> Materials and Techniques: Examination of the materials (e.g., silk, cotton, wool) and techniques (e.g., weaving, dyeing, embroidery) used.
Module 2 (Credit 1) Traditional Techniques in Textile Creation	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Analyze the traditional techniques used in the creation of these textiles, including weaving, dyeing, printing, and embroidery.
	<ul style="list-style-type: none"> Evaluate the influence of these techniques on contemporary fashion and design.
Content Outline	<ul style="list-style-type: none"> Weaving Techniques: Detailed study of various weaving methods (e.g., ikat, brocade, jacquard). Dyeing and Printing: Exploration of traditional dyeing (e.g., natural dyes, indigo) and printing techniques (e.g., block printing, tie-dye) Embroidery Styles: Examination of different embroidery styles (e.g., Chikankari, Zardozi, Kantha).
Module 3 (Credit 1) Socio-Economic and Cultural Contexts of Traditional Textiles	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Examine the socio-economic and cultural contexts of traditional textiles and their communities.
	<ul style="list-style-type: none"> Assess the impact of globalization and modernization on traditional textile practices and artisans.
Content Outline	<ul style="list-style-type: none"> Cultural Significance: Study the cultural symbolism and rituals associated with traditional textiles. Economic Aspects: Understand the role of traditional textiles in the local and national economy. Challenges and Opportunities: Discussion on the effects of globalization, technological advancements, and policy changes on traditional textile practices.
Module 4 (Credit 1) Integrating Traditional Textiles in Modern Design	
	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Propose innovative ways to integrate traditional textiles into modern fashion and design projects.

	<ul style="list-style-type: none"> • Create original designs inspired by traditional textiles, applying learned techniques in a practical setting
Content Outline	<ul style="list-style-type: none"> • Contemporary Applications: Exploration of how traditional textiles can be adapted for modern uses in fashion, interior design, and visual arts. • Sustainable Practices: Study of sustainable and ethical practices in the preservation and promotion of traditional textiles. • Practical Projects: Hands-on projects that involve creating designs inspired by traditional textiles.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. **Study:** Undertake an in-depth study on a specific traditional textile, exploring its history, production techniques, and cultural significance.
2. **Practical Workshop:** Engage in a hands-on workshop to learn and practice a traditional textile technique such as block printing or embroidery.
3. **Design Assignment:** Design a contemporary piece inspired by a traditional textile, utilizing acquired techniques, and compile a detailed project report on the design process and outcomes.
4. **Exhibition Design:** Create a concept for an exhibition that features traditional textiles, focusing on visual merchandising and spatial design elements.

References

- Chattopadhyaya, K. (1995). *Textile Design*. Indian Council for Cultural Relations. ISBN 9788123010403.
- Jaitly, J. (2012). *Textile Design*. Niyogi Books. ISBN 9789381523194.
- Karolia, A. (2019). *Textile Design*. Niyogi Books. ISBN 9789386906954.
- Kumar, R. (2012). *Costume and Textile Designs of India*. Om Books International. ISBN 9789380070206.
- Murphy, V. (2015). *The Fabric of India*. V&A Publishing. ISBN 9781851778539.
- Ranjan, M. P., & Ranjan, A. (2007). *Handmade in India: Crafts of India*. Council of Handicraft Development Corporations. ISBN 9788174363988.
- Saraf, D. N. (1982). *Textile Design*. Vikas. ISBN 9780706905245.

**Course Syllabus
Semester I
1.3(B) OEC**

Course Title	Jewelry Essentials (TH /PR)
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Analyze the different types of jewelry and their historical and cultural significance.
	<ul style="list-style-type: none"> Analyze the jewelry making tools and materials safely and effectively.
	<ul style="list-style-type: none"> Demonstrate fundamental techniques such as sawing, filing, soldering, and polishing.
	<ul style="list-style-type: none"> Design original jewelry pieces using various materials.
Module 1 (Credit 1) History of Jewelry and Fundamentals of Jewelry	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Analyze significance of jewelry history, including its roles in religion, fashion, status, and adornment. Explore how historical jewelry styles and motifs continue to influence contemporary jewelry design
	<ul style="list-style-type: none"> Develop observational skills for accurately depicting three-dimensional objects in drawings. Explore motifs inspired by nature, geometry, culture, and historical references. Demonstrate the skills in depicting surface textures, reflections, and highlights to enhance the realism of jewelry renderings.
Content Outline	<ul style="list-style-type: none"> History of Indian and western jewelry Basic line and object drawing Motif Creation & design pattern using principles Shading & Rendering Design ring pendants, earring and necklace.
Module 2 (Credit 1) Introduction of Tools, Vernier Caliper, Formulas & Practice	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Describe common tools and equipment used in jewelry making, including hand tools, bench tools, and machinery
	<ul style="list-style-type: none"> Demonstrate the skills for marking in jewelry making to achieve precise and accurate results.
	<ul style="list-style-type: none"> Practice soldering exercises such as butt joints, T-joints, and lap joints to develop proficiency in soldering techniques
	<ul style="list-style-type: none"> Demonstrate proper handling and usage of tools, emphasizing safety practices such as wearing protective gear and handling tools with care.
	<ul style="list-style-type: none"> Demonstrate proper techniques for using the Vernier caliper to measure dimensions of objects accurately.
	<ul style="list-style-type: none"> Rise or lower the karat value on the properties and characteristics of the resulting alloy.

	<ul style="list-style-type: none"> Define the Principles of melting metal and the different methods used in jewelry making, including torch melting, crucible melting, and casting.
Content Outline	<ul style="list-style-type: none"> Introduction to Tools, Safety Precautions & Workshop Orientation of Vernier Caliper Calculation of raising and lowering the karat Introduction to melting
Module 3 (Credit 1) Introductions of machine & Basic Manufacturing Exercise	
Learning Outcomes	After learning the module, learners will be able to
	Identify and describe common types of settings including prong, bezel, pave, channel, and tension settings.
	<ul style="list-style-type: none"> Explain the history and significance of enameling in jewelry making. Analyze the materials and tools required for enameling. Demonstrate basic enameling techniques including preparation, application, and firing. Demonstrate proper polishing techniques to achieve smooth and reflective surfaces. Apply finishing techniques such as patination or oxidation to enhance the appearance of jewelry pieces.
Content Outline	<ul style="list-style-type: none"> Introduction of different types of Setting Enameling Polishing and finishing (chain and band ring) Introduction of gemstones & diamond
Module 4 (Credit 1) Design and Concept Development	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Develop Design concept in jewelry making. Demonstrate proficiency in sketching jewelry designs using traditional and digital drawing techniques. Identify and explore potential themes, concepts, or narratives for a jewelry collection. Present a collection of jewelry pieces in a professional and compelling manner.
Content Outline	Project Work - Design and Concept Development <ul style="list-style-type: none"> Sketching and planning Developing a collection Presentation techniques

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Rendering pearls, cabochons, and beads is an essential skill for jewelry designers. Assessment will focus on your ability to accurately depict these elements through drawing.
2. The modern-day cuff bracelet is an open or closed rigid bracelet. On ones which are open, each end often has a ball so that the bracelet stays secure around your wrist. A totally closed bracelet can be snapped shut or you simply have to slide it onto your wrist.
3. Draw different shapes with facets. A diamond cut is a style or faceting used when shaping a diamond Single & Double brilliant cut as well as fancy shaped diamonds. Study of More Information About Different Types of Gem Cuts and Shapes.

4. Basic Manufacturing exercise (8 Exercise for each student in brass, copper and silver)
5. Project Work Design, Concept, Final Product development.

References

Crowe, J. (2006). *The jeweler's directory of gemstones: A complete guide to appraising and using precious stones from cut and color to shape and settings.* Firefly Books.

"McCreight, T. (2010). *The complete metalsmith: An illustrated handbook* (20th anniversary ed.). Davis Publications.

Mentock, D. (2014). *The jewelry maker's design book: An alchemy of objects.*

Snyder, J. B. (2004). *Art jewelry today.* Schiffer Publishing.

Untracht, O. (1982). *Jewelry concepts & technology.* Doubleday, North Light Books.

Course Syllabus
Semester
1.4 VSC

Course Title	Technical Drawing and Sketching (PR)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to-
	<ul style="list-style-type: none"> • Demonstrate proficiency in using drawing instruments and applying basic principles of technical drawing and sketching.
	<ul style="list-style-type: none"> • Draw detailed orthographic, isometric, and perspective that accurately represent three-dimensional objects on two-dimensional media.
	<ul style="list-style-type: none"> • Apply Industry Standards for dimensioning, tolerancing, and technical standards (e.g., ISO, ANSI) into technical drawings to ensure precision and clarity.
	<ul style="list-style-type: none"> • Use CAD tools to develop both basic and advanced digital technical drawings and models, showcasing digital proficiency.
	<ul style="list-style-type: none"> • Solve Real-World Design Problems • Analyze the practical design challenges through collaborative projects, demonstrating the ability to apply technical drawing skills in real-world contexts.
Module 1 - Fundamentals of Technical Drawing	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Use drawing instruments to create precise technical drawings, including geometric shapes, orthographic projections, and isometric views.
	<ul style="list-style-type: none"> • Produce clear and proportionate freehand sketches.
	<ul style="list-style-type: none"> • Analyze the scale and proportion in freehand drawing applications.
Content Outline	<p>Fundamentals of Technical Drawing</p> <ul style="list-style-type: none"> • Introduction to Technical Drawing Course overview, importance of technical drawing in engineering and design • Line Types and Conventions Line types, weights, and conventions in technical drawings. • Freehand Sketching Techniques for freehand sketching, importance of proportion and scale.
Module 2- Orthographic and Isometric Drawing	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Draw accurate orthographic projections, demonstrating an understanding of multiple views and perspectives.
	<ul style="list-style-type: none"> • Draw detailed isometric drawings, showcasing the ability to represent three-dimensional objects on two-dimensional media.

Content Outline	Orthographic and Isometric Drawing <ul style="list-style-type: none"> • Orthographic Projection Principles of orthographic projection, understanding views. • Isometric Drawing Introduction to isometric drawing, differences from orthographic projection. • Dimensioning and Tolerancing Importance of dimensioning and tolerancing, standards and conventions.
Module 3: Advanced Drawing Techniques	
Learning Outcomes	After learning the module, learners will be able to -
	<ul style="list-style-type: none"> • Apply Industry Standards and Conventions in drawings • Render Technical Drawings using CAD
Content Outline	<ul style="list-style-type: none"> • Sectional Views Purpose and types of sectional views. • Auxiliary Views Need for auxiliary views in technical drawings. • Perspective Drawing Basics of perspective drawing, one-point, and two-point perspectives.
Module 4: CAD and Real-World Applications	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Analyze the practical design challenges through collaborative projects, demonstrating the ability to apply technical drawing skills in real-world contexts.
Content Outline	<ul style="list-style-type: none"> • Introduction to CAD (Computer-Aided Design) Overview of CAD software and its applications in technical drawing. • Advanced CAD Techniques Advanced features and tools in CAD software. • Working with Technical Standards Industry standards and codes for technical drawings. • Technical Drawing in Practice Case studies and real-world applications of technical drawing. • Review and Final Project - Review of key concepts and techniques covered in the course.

**Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)
Details of assignments to be specified**

1. Create basic drawing tools by creating simple 2D shapes and objects.
2. Design a simple product (e.g., a small piece of furniture, a gadget, or a household item). Create a full set of technical drawings including, Detailed 2D drawings of all individual parts
3. Develop technical sketches for various products like bags, jewelry, shoes, bottles, and lighting products.
5. Develop various products like bags, jewelry, shoes, bottles, and lighting products using the software AutoCAD.

6. Create a product range using 3D drawing using the software AutoCAD and create a Tech Pack of a product of your choosing from the range.
7. Using AutoCAD reports on different systems of projections and differences between first angle and third angle projections.

Required Materials:

- Drawing instruments (compass, protractor, ruler, etc.)
- Drawing paper and sketchbooks
- CAD software (as specified by the instructor)
- Textbook: "Engineering Drawing and Design" by David A. Madsen and David P. Madsen (or equivalent)

References Books

Basia S. (2010), "Technical Drawing for Fashion", Laurence King Pub, U.K

Bertoline, G. R., & Wiebe, E. N. (2007). *'Fundamentals of Graphics Communication'*, McGraw-Hill Science, Engineering & Mathematics.

Bert Bielefeld and Isabella Skiba (2013), "Basic Technical Drawing (Fundamentals of Presentation)", Birkhauser

CAD Artifex (2023), "AutoCAD 2024: A Power Guide for Beginners and Intermediate Users", Cadartifex, 9th Edition

Shumaker, T. M., Madsen, D. A., Madsen, D. P., Laurich, J. A., Malitzke, J. C., & Black, C. P. (2018). *AutoCAD and its Applications Comprehensive 2019*. Goodheart-Wilcox Publisher.

Gordan R. (2008), "Perspective Drawing: A Designers Method", Fairchild Books Publications.

Course Syllabus
Semester I
1.5 SEC

Course Title	Professional Computer Skills (Pr.)
Course Credits	2
Course Outcomes	After completion of the course, the learners will be able to-
	<ul style="list-style-type: none"> Operate computers to carry out computational tasks
	<ul style="list-style-type: none"> Analyze working of hardware and software and the importance of operating systems.
	<ul style="list-style-type: none"> Design the presentations using Microsoft PowerPoint and google sheets.
	<ul style="list-style-type: none"> Present ideas digitally and manage digital content effectively.
Module 1: Operating systems	
Learning Outcomes	In the module, the students learn to-
	<ul style="list-style-type: none"> Recognize fundamental concepts of computer hardware and software.
	<ul style="list-style-type: none"> Manage files and folders effectively using different operating systems.
	<ul style="list-style-type: none"> Create, edit, and format documents using Microsoft Word and google doc.
Content Outline	<ul style="list-style-type: none"> Introduction to Computers and Operating Systems Overview of computer basics: Hardware and Software (processing power, memory & storage space, High-Quality Monitor; Graphic Tablet, Scanner, Printer, External Hard Disk, Wacom Stylus) Introduction to operating systems: Windows, macOS, and Linux File Management Creating, organizing, and managing files and folders Analyze the file formats and extensions Cloud storage for file backup and sharing Word Processing Software Word: Creating and formatting documents Using templates and styles Inserting images, tables, and charts Using track changes and comments for collaboration Open-Source Equivalent: Google doc: Basic functionalities mirroring Microsoft Word
Module 2: Advance computer skills	
Learning Outcomes	In the module, the students learn to-
	<ul style="list-style-type: none"> Create spreadsheets using Microsoft Excel and google sheet.
	<ul style="list-style-type: none"> Design presentations using Microsoft PowerPoint and google slide /Canva.

	<ul style="list-style-type: none"> • Demonstrate the use of email, internet, and online collaboration tools.
Content Outline	<ul style="list-style-type: none"> • Spreadsheet Software Spreadsheet: Basics of spreadsheets and data entry Formatting cells and using formulas Creating charts and graphs Basic data analysis and pivot tables Open-Source Equivalent: Google sheet: Basic functionalities mirroring Microsoft Excel • Presentation Software Presentation slides: Creating and designing presentations Using themes and templates Adding multimedia elements (images, audio, video) Presentation techniques and tips Open-Source Equivalent: google slides/Canva: Basic functionalities mirroring Microsoft PowerPoint • Email and Internet Skills Setting up and managing email accounts Email etiquette and professional communication. Using search engines effectively for research Basics of online collaboration tools (e.g., Google Drive, Google Docs) • Basic Troubleshooting and Maintenance Common computer issues and their solutions Maintaining system performance: updates, antivirus, and backups Basic network troubleshooting

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Assignment 1: Computer Basics and File Management

1. Write a short note (300-500 words) explaining the difference between hardware and software. Include examples of each.
2. Create a folder structure on your computer for organizing your academic files. Take a screenshot of the folder structure and submit it.

Assignment 2: Word Processing Project

1. Create a 2-page newsletter discussing one textile craft of India using Word processing software. The newsletter should include:
 - A header with the event title and date.
 - At least two images related to the event.
 - Text formatted in different styles (e.g., headings, subheadings, body text).
 - A table showing the event schedule.
 - A footer with page numbers.
2. Save both documents as PDF files and submit them.

Assignment 3: Spreadsheet Analysis Project

1. Create a spreadsheet containing hypothetical data for a Jewelry retail store. The data should include:
 - Product names
 - Categories
 - Prices
 - Quantities sold in the past month.
2. Perform the following tasks:

- Calculate the total sales for each product.
 - Identify the top-selling product category using a pivot table.
 - Create a bar chart showing the sales figures for each product.
3. Save both spreadsheets as PDF files and submit them.

Assignment 4: Presentation Project

1. Create a 15-slide presentation about the latest trends in fashion using google slides or equivalent. The presentation should include:

- A title slide with your name and the presentation title.
 - Slides with text and images illustrating different fashion trends.
 - A conclusion slide summarizing the key points.
 - Use of animations and transitions to enhance the presentation.
2. Save both presentations as PDF files and submit them.

References

Textbooks and Manuals

Brown, B. (2019). Microsoft PowerPoint 2019 in 90 pages. Belleyre Books.

Jackson, L. (2013). *PowerPoint Surgery: How to create presentation slides that make your message stick*. Engaging Books.

Jordan, J. (2021). *Excel 2020 for Beginners: The Complete Dummy to Expert Illustrative Guide with Examples That Teaches Everything You Need to Know about Microsoft Excel 2020 (Formulas and Functions Inclusive)*. Independently Published.

Lewis, C. M., Chatfield, C., & Johnson, T. (2019). Microsoft Project 2019 Step by step. Microsoft Press.

Professor, M. O., & Nordell, R. (2019). Microsoft Outlook 365 Complete: In Practice, 2019 Edition. McGraw-Hill Education.

Weverka, P. (2018). Office 2019 All-in-One for dummies. John Wiley & Sons.

Weverka, P. (2019). Office 365 All-in-One for dummies. John Wiley & Sons.

Online tutorial and course

1 [Microsoft 365 Training](#)

2. [Amgen empowers its global workforce with Microsoft Copilot \(youtube.com\)](#)

Semester II
2.1 Major (Core)

Course Title	Photography & Videography - I (Pr)
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Explore photography and video technologies, fashion photographic practices.
	<ul style="list-style-type: none"> • Identify styling and image creation, from both theoretical and practical perspective.
	<ul style="list-style-type: none"> • Analyze historical imagery and its relationship to contemporary media for fashion shoots and fashion filmmaking.
	<ul style="list-style-type: none"> • Identify the fashion editorials
	<ul style="list-style-type: none"> • Demonstrate creative campaign portfolio of advertising.
Module 1: Introduction to Still Photography – Techniques and Types	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Conduct Photo Shoots for events
	<ul style="list-style-type: none"> • Analyze the latest camera equipment and how to work with brands and models
Content Outline	<ul style="list-style-type: none"> • Understanding Photography – camera, its history and evolution Invention of camera Type of cameras View Camera Viewfinder Camera Single Lens Reflex Camera Twin Lens Reflex • Terminology and Features of Camera Part of SLR-Camera / Digital SLR Camera Technical inputs of various cameras Viewfinder Shutter Release and Shutter Speed Control Film Speed Control F-Stop Control Film Compartment Flash Hot Shoe Mount Lens Ring Mount
Module 2: Techniques and Types of Photography	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Enhance the visual art images with optimal exposure, lens angle & perspectives, light, and video transitions.
	<ul style="list-style-type: none"> • Recognize how fashion progressed and was impacted over time, by identifying significant fashion shoots.

Content Outline	<ul style="list-style-type: none"> • Learning Photography Techniques Exposure control Film speed ASA3 Shutter speed Aperture Composition rules – Line Shape Color Texture Direction Size Image Retouching and Color Correction • Introduction to Fashion Photography Fashion identities, spaces and fashion stories Developing a photographic voice – theme, concept, props Fashion studio photography Editorial shoots of fashion magazines and importance Studying iconic shoots, campaigns and case studies Use of Studio lights
Module 3: Introduction to Videography	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Handle the video cameras.
	<ul style="list-style-type: none"> • Explore video shoot forms, compositions, and experiment with techniques.
	<ul style="list-style-type: none"> • Recognize video shoot trends, short video editing and postproduction corrections.
Content Outline	<ul style="list-style-type: none"> • Understanding Video Story Importance of videography Visual Literacy and Composition Language of Lighting Video Editing and Rendering Shooting and management of technique through lighting, optics, and framing. Present day trends and future scope of videography
Module 4: Video Shoot and Editing	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Analyze rules and composition to capture creative visual images using own personal style
	<ul style="list-style-type: none"> • Explore promotional and specialized fashion shoots and documentaries
Content Outline	<ul style="list-style-type: none"> • Video – Concept, Production and Evolution Shooting process from planning till postproduction Sound management and post-production. Video, audio editing and color correction technique Different types of media and advertising. Fashion documentaries case studies

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Developing photographs from nature by working on: Depth of field, light, composition with camera.

2. Taking fashion as your core theme, take candid pictures and edit the photographs using vector software to create a commercial look and feel.
3. Develop a case study presentation on any one fashion documentary of your choice.
4. Create a video shoot taking inspiration from the case study presentation and edit along with all editing details.

Instructions:

- a. Students will develop and work on innovative ideas and keep the compositions authentic and original.
- b. Picture selections should be thoughtful and must have a visual story.
- c. Caption for pictures should be a must.
- d. Students can use the design principles to create an illusion of depth, focusing and range of compositional technique in videos.

References

Belk, R. (2011). Examining Markets, Marketing, Consumers, and Society through Documentary Films. *Journal of Micromarketing*, 31(4), 403–409.

Booth M., (1997), " Photography An Independent Art", V & A.

Buxbaum, G., and Affaticati, A. (2006). *Icons of Fashion: the 20th century*.

Kelby S., (2009), " The Adobe Photoshop CS4 Book", New Riders Press; 1 edition.

Photography's other Histories. (2003). In Duke University Press eBooks.

Webb J., (2005), " Basic creative photography of design process", Ava Publishing.

Semester II
2.2 Major (Core)

Course Title	Graphic Design for Fashion -I (PR)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Demonstrate the fundamental graphic design principles, including color theory, typography, and composition, and apply them effectively in fashion design projects.
	<ul style="list-style-type: none"> • Use Raster and Vector based software to create and manipulate vector graphics, digital illustrations, and photo edits tailored for the fashion industry.
	<ul style="list-style-type: none"> • Present design concepts incorporating feedback.
Module 1: Fundamentals of Graphic Design	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Apply basic design principles -line, shape, color, texture, space and color theory in graphic design
	<ul style="list-style-type: none"> • Demonstrate typography skills, font selection and text layout, for fashion-related graphics.
	<ul style="list-style-type: none"> • Establish computing design skills in CAD.
Content Outline	<ul style="list-style-type: none"> • Use basic tools in CAD for photo editing, manipulation, and creating digital fashion collages.
	<ul style="list-style-type: none"> • Basic design principles used in graphic design in fashion • Color theory and application • Fundamentals of typography, font types, and text layout. • Introduction to Vector graphics and Raster Graphics Software • Use of illustrator tools and techniques • Raster-based software techniques.
Module 2: Basic Applications for Graphic Design	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Explore the essentials of fashion graphics and create visual identity elements.
	<ul style="list-style-type: none"> • Develop technical skills of visual communication.
	<ul style="list-style-type: none"> • Develop design concepts, demonstrating the ability to plan and execute a comprehensive design project.
Content Outline	<ul style="list-style-type: none"> • Development of design concept. • Tools and techniques for executing design concepts. • Effective presentation techniques.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Assignment 1

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1. Develop a Floral, Geometric and abstract pattern using different color schemes
2. Create digital fonts inspired from natural or manmade objects.
3. Create a poster of any events using illustration tools and techniques.

2. Assignment 2

1. Create a logo using elements of design.
2. Create a hypothetical brand with reference to logo, Symbols, Signages, using CAD skills.

Required Materials:

- Relevant vector and raster-based software (Like Adobe Suite, CorelDRAW, Open free software)
- Sketchbook and drawing tools.
- Computer with sufficient specifications to run design software.

References Books

Andrew Faulkner and Conrad Chavez- (2022) "Adobe Photoshop Classroom in a Book" - Publisher: Adobe Press - ISBN-13: 978-0137621103

Brian Wood -(2022)"Adobe Illustrator Classroom in a Book"- Publisher: Adobe Press - ISBN-13: 978-0137621103

Debbie Millman-(2012) "Brand Bible: The Complete Guide to Building, Designing, and Sustaining Brands" - Publisher: Rockport Publishers - ISBN-13: 978-1592537265

Ellen Lupton and Jennifer Cole Phillips (2015) "Graphic Design: The New Basics" - Publisher: Princeton Architectural Press - ISBN-13: 978-1616893323

Garr Reynolds (2011) "Presentation Zen: Simple Ideas on Presentation Design and Delivery" - Publisher: New Riders Press - ISBN-13: 978-0321811981

Kendall Buster and Paula Crawford (2010) "Critique Handbook: The Art Student's Sourcebook and Survival Guide" - Publisher: Prentice Hall - ISBN-13: 978-0132349415

Semester II

2.3 Minor Stream

Course Title	History of Fashion (Th)
Course Credits	2
Course Outcomes	<i>After going through the course, learners will be able to</i>
	<ul style="list-style-type: none">Review the Revolution of Fashion
	<ul style="list-style-type: none">Relate the Revolution of Fashion with Fashion Expression
	<ul style="list-style-type: none">Appreciate the historic costume
	<ul style="list-style-type: none">Analyze the historical development of the Modern Fashion Industry
	Evaluate effect of fashion to social life and its function in the historical process in 20th century
Module 1: Introduction to Clothing & Western Cultures	
Learning Outcomes	<i>After learning the module, learners will be able to</i>
	<ul style="list-style-type: none">Review the Evolution of Fashion over time
	<ul style="list-style-type: none">Analyze the timelines of World Fashion History
	<ul style="list-style-type: none">Analyze major fashion developments in the recent centuries.
Content Outline	Insight in Clothing & Cultures from Western Context <ul style="list-style-type: none">Overview of timelines of Western cultures & costumes – Ancient Egypt Ancient Greek Ancient Rome, Byzantine, Renaissance Baroque, Rococo,Evolution, decline, revival and most recent developments in Western fashionFashion from 1900 – 2000 century Costumes of Recent Times <ul style="list-style-type: none">21st Century - Emergence of a new age in fashionRole of Fashion Designers – focusing on individual expression/signature styleProminent designers that influenced fashion in the last 50 years – (international & national)
Module 2: Indian Costume History & Timeline	
Learning Outcomes	<i>After learning the module, learners will be able to</i>
	<ul style="list-style-type: none">Describe the historical costumes and design from the ancient time till date today

	<ul style="list-style-type: none"> Analyze the basic factors influencing fashion
	<ul style="list-style-type: none"> Explain the traditional costumes of different states of India
Content Outline	<p>Introduction to the Indian Costumes</p> <ul style="list-style-type: none"> Pre-Historic Era, Stone Age, Bronze Age Early Historic Period – Vedic Period, Maurya Empire Male and female costumes, their specification, jewelry and accessories used The Islamic Period – The Mughal & post Mughal Era British period: Costumes of Pre-independence and post-independence period. Evolution of Khadi movement - Indian independence movement, Independence and partition <p>Modern History</p> <ul style="list-style-type: none"> Changing scenario of Indian costumes and influence on present day clothing Indian cinema and its influence on Indian fashion

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Presentations on one male and one female costumes, their hair style, headgear and jewelry.

OR

1. Sketches of the costumes and hairstyles of ancient India -Indus valley, Vedic period (one male and one female).
2. Video assignments (brief documentaries)
3. Costume Doll making by selecting anyone - Periods / Cultures
5. Indian period movie critical reviews & innovative presentations.

References

Alkazi, R. (2011). Ancient Indian Costumes. Art Heritage

Biswas, A. (2017). Indian Costumes. Publication Division, Ministry of Information and Broadcasting.

Cosgrave, B. (2001). The Complete History of Costumes and Fashion. Facts on File Publisher.

Laver, J. (2002). *Costume and Fashion*. Thames & Hudson.

Peacock, J. (1991). The Chronicle of Western costume: from the ancient world to the late twentieth century.

Racinet, A. (1987). Racinet's Full-Color Pictorial History of Western Costume: With 92 Plates Showing Over 950 Authentic Costumes from the Middle Ages to 1800.

Semester II**2.4 a. (Open Elective Course)**

Course Title	Fashion Categories (Pr)
Course Credits	4
Course Outcomes	After going through the course, learners will be able to,
	<ul style="list-style-type: none"> Analyze the need for and importance of clothing categories in fashion.
	<ul style="list-style-type: none"> Comprehend clothing categories for various segments, such as men's, women's, and Kid's.
	<ul style="list-style-type: none"> Identify the factors influencing the different clothing categories.
	<ul style="list-style-type: none"> Recognize the design features that are incorporated into clothing categories by developing a visual reference.
Module 1 (Credit 1) Overview of Clothing Categories	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Analyze need for and importance of clothing categories in Fashion
	<ul style="list-style-type: none"> Comprehend clothing categories for various segments, such as men's, women's, and Kid's.
Content Outline	<ul style="list-style-type: none"> Identify the factors influencing the different clothing categories.
	<ul style="list-style-type: none"> Definition and Importance of Clothing categories in Fashion The need of clothing categories Overview of Major Market Segments, such as Men's, Women's and Kid's Factors influencing clothing categories
Module 2 (Credit 1) Clothing categories for Men's wear	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Identify specific clothing categories for Men's Wear
Content Outline	<ul style="list-style-type: none"> Recognize the design features that are incorporated into clothing categories by developing a visual reference for Men's wear
	<ul style="list-style-type: none"> Formal wear Casual wear Sports wear Active Sportswear Essentials Club wear Ethnic wear Wedding wear Resort wear Adventure wear Lounge Wear Winter wear Accessories

Module 3 (Credit 1) Clothing categories for Women’s wear	
	<ul style="list-style-type: none"> • Identify specific clothing categories for Women’s Wear
	<ul style="list-style-type: none"> • Recognize the design features that are incorporated into clothing categories by developing a visual reference for Women’s wear.
Content Outline	<ul style="list-style-type: none"> • Formal wear • Casual wear • Sports wear • Active Sportswear • Essentials • Lingerie • Club wear • Ethnic wear • Wedding wear • Resort wear • Adventure wear • Friday dressing • Evening wear • Street wear • Lounge wear • Winter wear • Maternity Wear • Accessories
Module 4 (Credit 1) Clothing categories for Kid’s wear	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Identify specific clothing categories for Kid’s Wear
	<ul style="list-style-type: none"> • Develop a visual reference board for Kid’s wear by collaborating the design features that are incorporated into clothing categories
Content Outline	<ul style="list-style-type: none"> • Casual wear • Sports wear • Active sportswear • Night wear • Essentials • Occasional Wear • Uniforms • Accessories

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. **Activity**– Identify any 3 retail brands and Analyze the available clothing categories for Men’s, Women’s and Kid’s wear through following methods.
 - Website of the respective brands
 - Visit to the respective stores
2. **Assignment** – Select any 3 clothing categories each for Men, Women and Kids wear. Identify specific Design features incorporated in clothing categories through retail collections. Prepare a visual collage for selected clothing categories incorporating as per the following design features.
 - Fabrics
 - Prints and weaves
 - Styles
 - Ornamentation on surfaces

- Fit and look

(Note: Prepare a power point presentation for Men, Women and Kids wear clothing categories with visual references of Design features as mentioned above in the assignment)

References

Ambrose G., Harris P. (2007), The Visual Dictionary of Fashion Design, AVA publications, Switzerland ISBN:9782940439669, 2940439664

Angus E. (2015), The Fashion Dictionary-A Visual Resource for Terms, Techniques and Styles, Carlton Books UK, ISBN:9781780975696, 1780975694

Farnan S., Stone E. (2021), In Fashion, Fairchild Books Library eBooks, New York, 978-1-5013-6198-2 (online)

Fashionpedia The Visual Dictionary of Fashion Design (2016), Fashionary International Limited UK, ISBN:9789881354761, 9881354765

Ireland P. (1987), Encyclopedia of Fashion Details, The University of Virginia, Batsford Publication ISBN:9780713448047, 0713448040

Keiser S., Torora P. (2021), The Fairchild Books Dictionary of Fashion, Bloomsbury Publication, ISBN:9781501365294, 1501365290

Vollmer J.((2021), Berg Encyclopedia of World Dress and Fashion, Volume 6: East Asia, Berg Publishers, Oxford, ISBN: 978-1-8478-8855-6 (Online)

**Course syllabus
Semester- II
2.4b. OEC**

Course Title	Surface Development (Pr)
Course Credits	4
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Recognize a variety of surface design techniques and their applications.
	<ul style="list-style-type: none"> Identify a variety of surface design techniques and their applications.
	<ul style="list-style-type: none"> Describe the relevance of surface design techniques in Industry.
Module 1: Introduction to Surface Design	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Develop the basic knowledge of surface design Demonstrate the techniques relevant to Apparel Or Home Decoration.
Content Outline	<ul style="list-style-type: none"> Introduction to Surface Design Definition, Scope Overview of surface design techniques and their relevance in various industries
Module 2: Introduction to Printing Techniques	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Explore the techniques of printing.
	<ul style="list-style-type: none"> Demonstrate various printing techniques in a creative way.
Content Outline	<ul style="list-style-type: none"> Introduction to Printing techniques Styles of printing: Direct, Resist and Discharge
Module 3: Basic Embroidery Techniques	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Acquire knowledge about basics of embroidery tools and materials. Analysis of various embroidery stitches.
Content Outline	<ul style="list-style-type: none"> Basics of Embroidery- Introduction terminologies. Basic Embroidery Tools: needle, thread, frame, thimble, etc. Embroidery stitches used in surface embellishment- basic stitches and advanced stitches.

Module 4: Fabric Manipulation Techniques	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Demonstrate the fabric manipulation • Develop the concept for Fabric Manipulation
Content Outline	<ul style="list-style-type: none"> • Introduction to Fabric Manipulation • Fabric Manipulation Techniques like Pleating, Folding, Gathering, Tucks, etc.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. **Group Presentations:** To analyze and prepare a presentation of a visit to a related center: export house/dyeing & Printing center/any craft cluster etc.
2. **Assignments:**
 - Assignment 1:** To prepare a compilation of samples in the form of a file based on various surface techniques.
 - Assignment 2:** To develop a Range of surface enriched products by incorporating any 2 surface embellishment techniques.

References

- Bhushan, J. (2014). Embroidery techniques. Random Publications.
- Cheney, N., & McAllister, H. (2020). Textile Surface Manipulation. Bloomsbury Publishing Plc.
- Clarke, V., & Finch, J. (2016). The Textile Artist: Layered Cloth: The Art of Fabric Manipulation. Batsford.
- Fish, J. (2005). Designing and Printing Textiles. The Crowood Press Ltd.
- Friedman, K. (2003). Metallic Thread Embroidery: A Practical Guide to Stitching Creatively with Metallic Threads. David & Charles.
- Patni, M. (2020). Textile Designing and Printing. Star Publications, Agra.
- Sekhri, S. (2022). Textbook of Fabric Science: Fundamentals to Finishing (4th ed.). PHI Learning Pvt. Ltd., Delhi.
- Shrikant, U. (1998). Ethnic Embroidery of India. B N SALES CORP.

Semester II
2.5 VSC

Course Title	Digital Media and Digital Fashion Illustration (Pr)
Course Credits	2
Course Outcomes	After completion of the course, the learners will be able to-
	<ul style="list-style-type: none"> • Explore the principles of digital media.
	<ul style="list-style-type: none"> • Acquire the skills which can be used for digital media content used in fashion brands and campaigns.
	<ul style="list-style-type: none"> • Develop the ability to draw detailed and accurate digital fashion illustrations, including fashion figures, garments, accessories, and technical drawings, employing advanced rendering techniques and realistic fabric textures.
Module 1 - Fundamentals of Digital Media in Fashion Communication	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Explore the principles of digital media
	<ul style="list-style-type: none"> • Establish the relevance of Principles of Digital Media to Fashion Communication.
	<ul style="list-style-type: none"> • Create insightful and engaging digital content for digital media.
Content Outline	<ul style="list-style-type: none"> • Introduction to Digital Media. • Definition and scope of digital media and its application • Overview of digital media platforms • Digital Storytelling. • Narrative techniques in digital media. • Visual Content Creation.
Module 2: Fundamentals of Digital Fashion Illustration	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Define basic skills of CAD tools for developing basic elements of fashion.
	<ul style="list-style-type: none"> • Apply basic shading and highlighting techniques to create depth and dimensionality in illustrations.
	<ul style="list-style-type: none"> • Explore digital brushes and patterns effectively to create designs.
Content Outline	<ul style="list-style-type: none"> • Utilize gradients, blending modes, and opacity settings to enhance realism and visual impact in garment design.
	<ul style="list-style-type: none"> • Digital Fashion illustration using elements of fashion. • Digital fashion accessories illustration using rendering techniques. • Introduction to tech-pack and flat sketches. • Fashion Illustration rendering. • Composition and layout design.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Assignment 1:

1. Research on different types of digital media (social media) applications.
 NEP Syllabus 2024-25 (B. Design Fashion Communication)

2. Create five digital posts for media platforms.

Assignment 2:

1. Development of any one from each category from elements of fashion.
2. Development of any five digital fashion accessories.
3. Any two fashion figure rendering.
4. Development of a tech pack for two garments.

References

Anna Kiper – (2010)-"Fashion Illustration: Inspiration and Technique"-Publisher: David & Charles - ISBN-13: 978-0715336182

Harper Arrington- (2013)-"Digital Fashion Pro: Step-By-Step Guide to Creating Fashion Illustration and Designs"- Publisher: Harper Arrington Media - ISBN-13: 978-0988242502

Jennifer Lilya- (2014) "Fashion Illustration Art: How to Draw Fun & Fabulous Figures, Trends and Styles"- Publisher: Impact Books - ISBN-13: 978-1600582213

Kevin Tallon- (20123)"Digital Fashion Illustration with Photoshop and Illustrator"- Publisher: Laurence King Publishing - ISBN-13: 978-1780672626

Laird Borrelli – (2008) "Fashion Illustration by Fashion Designers"- Publisher: Harry N. Abrams - ISBN-13: 978-1584795686

Steven Stipelman –(2017) "Illustrating Fashion: Concept to Creation" by Publisher: Fairchild Books - ISBN-13: 978-1501323158

Tamar Daniel –(2011)"The Fashion Sketchpad: 420 Figure Templates for Designing Looks and Building Your Portfolio"- Publisher: Chronicle Books - ISBN-13: 978-0811877886

Semester II
2.6 SEC

Course Title	Material Exploration for Fashion Display (Pr)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Analyze trends and historical references that inspire visually engaging displays.
	<ul style="list-style-type: none"> Select appropriate materials, considering both aesthetic and sustainable factors for displays. .
	<ul style="list-style-type: none"> Develop creative concepts and prototype designs using soft materials.
Module 1: Research and Inspiration	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Explore the importance of trend research and its influence on fashion displays.
	<ul style="list-style-type: none"> Identify the target audience and interpret market trends to make informed design decisions.
	<ul style="list-style-type: none"> Enhance Knowledge and skills of different materials commonly used in displays.
	<ul style="list-style-type: none"> Differentiate and design products considering sustainability in material selection.
Content Outline	<ul style="list-style-type: none"> Conduct trend research through fashion magazines, websites, and social media platforms. Collect inspiration from various sources such as art, nature, and architecture. Analysis of the target audience and market trends to align the display with the brand's identity and customer preferences. Types of materials suitable for the display considering factors like texture, color, durability, and sustainability.
Module 2: Designing and Prototyping	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Conceptualize the design ideas
	<ul style="list-style-type: none"> Translate Design ideas into visual representations.
	<ul style="list-style-type: none"> Explore different methods to create mood boards and digital collages to communicate design concepts effectively.
	<ul style="list-style-type: none"> Develop proficiency in prototyping techniques to test and refine display elements.

Content Outline	<ul style="list-style-type: none"> ● Sketch design concepts incorporating the selected materials, paying attention to composition, scale, and proportion. ● Create mood boards or digital collages to communicate the aesthetic direction and color palette. ● Source materials and production resources needed to build the display considering factors like cost, lead time, and availability. ● Install the display in the retail environment, considering factors like lighting, spatial layout, and traffic flow. ● Gather feedback from store staff and customers to identify areas for improvement and inform future material exploration projects.
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Assignment No 1

1. Market research based on different types of displays and installation (Any Two).
2. Market research based on different types of materials used for product and packaging.
3. Identifying sustainable materials for fashion display and packaging.

Assignment No 2

1. Create a display using soft materials based on a theme.
2. Create a prototype or product based as per theme for product and packaging.
3. Create a display using soft materials for visual display for fashion barns. .

References Books

Bradley Quinn- (2010)-"Textile Futures: Fashion, Design and Technology" - Publisher: Berg Publishers - ISBN-13: 978-1847885692

Christoph Kumpusch-(2008)-"Material World: Innovative Structures and Finishes for Interiors"- Publisher: Rockport Publishers - ISBN-13: 978-1592534196

Chris Lefteri - (2006)- "Materials for Inspirational Design"- Publisher: Rotovision - ISBN-13: 978-2888930244

Mary Schoeser - (2012) "Textiles: The Art of Mankind" -Publisher: Thames & Hudson- ISBN-13: 978-0500516454

Michael F. Ashby and Kara Johnson- (2009)- "Materials and Design: The Art and Science of Material Selection in Product Design" - Publisher: Butterworth-Heinemann - ISBN-13: 978-1856174976

Petra Lange-Berndt -(2015)-"Materiality: Documents of Contemporary Art" Publisher: MIT Press - ISBN-13: 978-0262633697