



SNDT Women's University, Mumbai

Faculty of Interdisciplinary Studies

**B. Design
(Fashion Communication)**

As Per NEP – 2020

Semester – I to IV

**Syllabus
(W.E.F. Academic Year 2025-26)**

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		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. Subject Specific IKS Courses: advanced information pertaining to the subject: part of the major credit.	Subject Specific IKS related to Major
VEC	Value Education Courses		Not Related to the Major and Minor
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

Programme Template

Programme Degree	B. Design
Specialization	Fashion Communication
Preamble	<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. 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.</p> <p>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.

<p>Eligibility Criteria for Programme</p>	<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</p> <p>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 SNDT University Mumbai. If the applicants are less for a particular college, the seats may be filled up subject to availability & interviews may be conducted.</p> <p>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</p> <p>ii. Five-year Diploma in Fine Arts recognized by the State Technical Board with a Bridge course of 8 credits.</p> <p>iii. Successful completion of 1st year Degree from National Institute of Fashion Technology (NIFT)</p> <p>iv. Successful completion of 1st year Degree of any B.Design Fashion or Equivalent from Recognized Indian University.</p> <p>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</p> <p>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.</p> <p>Admission to such candidates will be given up to 30 days from the commencement of the Semester.</p>
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	<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 with Course Title

B. Design (Fashion Communication)

Semester – I						
Subject Code	Courses	Type of Course	Credits	Marks	Int	Ext
10144211	Fundamentals of Design (Th/Pr)	Major (Core) 1	4	100	50	50
10144202	Fashion Studies (Th)	Major (Core) 2A	2	50	50	0
10444221	Fashion Photography (Pr)	OEC (Any One)	4	100	50	50
10444222	Writing Skills for Fashion (Pr)					
10644201	Technical Drawing and Sketching (Pr)	VSC on major 1	2	50	50	0
10744221	Professional Computer Skills (Pr)	SEC	2	50	0	50
10810111	English For Academic Writing - Paper I (For Students of English Medium)	AEC (Any One)	2	50	0	50
10810112	English Language and Literature - I (For Students of Non-English medium)					
	AEC Link: https://www.sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/ability-enhancement-course.pdf					
11051111	Inception of India Knowledge System IKS Link: https://www.sndt.ac.in/pdf/academics/syllabus-as-per-nep/iks-syllabus/ug-degree/inception-of-indian-knowledge-	IKS (Generic)	2	50	0	50

	system.pdf (Available on Website)					
10952111	Introduction to Indian Constitution Link: https://www.sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/introduction-to-indian-constitution.pdf (Available on Website)	VEC	2	50	0	50
11450121	Basics of National Service Scheme	CC (Any One)	2	50	50	0
11450221	National Cadets Corps. (NCC) Studies - I					
11450322	Health and Wellness					
11450421	Performing Arts Exploration					
	CC Link: https://www.sndt.ac.in/pdf/academics/syllabus-as-per-nep/cc-syllabus/ug-degree/co-curricular-course-as-per-nep-2020-semester-i-syllabus.pdf (Available on Website)					
			22	550	250	300

Semester – II						
Subject Code	Courses	Type of Course	Credits	Marks	Int	Ext
20144221	Photography and Videography- I (Pr)	Major (Core) 3	4	100	50	50
20144222	Graphic Design for Fashion -I (Pr)	Major (Core) 2B	2	50	0	50
20644201	History of Fashion (Th)	VSC on major 2	2	50	50	0
20644202	Digital Media and Digital Fashion Illustration (Pr)	VSC on major 3	2	50	50	0
20444211	Creative Advertising For Fashion Industry (Th/Pr)	OEC (Any One)	4	100	50	50
20444212	Fashion Brand Management (Th/ Pr)					
20744201	Material Exploration for Fashion Display (Pr)	SEC	2	50	50	0
20810111	English For Academic Writing - Paper II (For Students of English Medium)	AEC (Any One)	2	50	0	50
20810112	English Language and Literature - II (For Students of Non-English medium)					
	AEC Link: https://www.sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/ability-enhancement-course.pdf (Available on Website)					
20952111	Environment Awareness Link: https://www.sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/environment-awareness.pdf	VEC	2	50	0	50

	(Available on Website)					
21450121	Volunteerism and National Service Scheme	CC (Any One)	2	50	50	0
21450221	National Cadets Corps. (NCC) Studies - II					
21450323	Yoga Education					
21450421	Fine Art					
	CC Link: https://www.sndt.ac.in/pdf/academics/syllabus-as-per-nep/cc-syllabus/ug-degree/co-curricular-course-as-per-nep-2020-semester-ii-syllabus.pdf (Available on Website)					
			22	550	300	250

Semester – III						
Subject Code	Courses	Type of Course	Credits	Marks	Int	Ext
30144211	Advance Computer Application in Fashion Communication	Major (Core)	4	100	50	50
30144222	Photography and Videography - II (Pr)	Major (Core)	4	100	50	50
30144223	Introduction of Web Designing (PR)	Major (Core)	2	50	0	50
30344211	Fashion Marketing and Merchandising (Th)	Minor Stream	4	100	50	50
30444221	Calligraphy (Pr)	OEC (Any One)	2	50	0	50
30444222	Graphic Design Basic (Pr)					
	Modern Indian Language Ability Enhancement Course (AEC) Link: https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/aec-semester-iii.pdf (Available on Website)	AEC (Any One)	2	50	50	0
30810301	रचनात्मक लेखन (Hindi)					
30810401	मराठी भाषेचा परिचय - भाग १ (Marathi)					
30810501	Contemporary Sanskrit Nyaya (Sanskrit)					
30810201	શીખો ગુજરાતી - પ્રાથમિક ભાગ ૧: લિપિ પરિચય, શ્રવણ અને વાચન કૌશલ્ય (Gujarati)					
31344201	Advertising -I (Pr)	FP	2	50	50	0

	Co-Curricular Course (CC) Link: https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/cc-syllabus/ug-degree/co-curricular-course-as-per-nep-2020-semester-iii-syllabus.pdf (Available on Website)	CC (Any One)	2	50	50	0
31450121	Social issues Advocacy and Action					
31450221	National Cadets Corps. (NCC) Studies – III					
31450321	Traditional Sports and Fitness					
31450421	Unfolding The Beauty of Indian Music					
			22	550	300	250

Semester – IV						
Subject Code	Courses	Type of Course	Credit	Marks	Int	Ext
40144221	Graphic Design for Fashion -II (Pr)	Major (Core)	4	100	50	50
40144222	Visual Merchandising (Th/Pr)	Major (Core)	4	100	50	50
40344211	Principal of Management (Th)	Minor Stream	4	100	50	50
40444221	Social Media Management (Pr)	OEC (Any One)	2	50	0	50
40444222	Digital Marketing (Pr)					
40744221	Design Thinking (Pr)	SEC	2	50	0	50
	Modern Indian Language Ability Enhancement Course (AEC) Link: https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/aec-semester-iv.pdf (Available on Website)	AEC (Any One)	2	50	0	50
40810411	मराठी भाषेचा परिचय - भाग २ (Marathi)					
40810411	सूचना प्रौद्योगिकी और हिंदी भाषा (Hindi)					
40810511	वाल्मीकीकिरामयणे अयोध्याकाण्डः (Sanskrit)					
40810211	શીખો ગુજરાતી – ભાષમિક્ક (Gujarati)					
41544201	Community Engagement-Craft studies (Pr)	CE	2	50	50	0

	Co-Curricular Course (CC) Link: https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/cc-syllabus/ug-degree/co-curricular-course-as-per-nep-2020-semester-iv-syllabus.pdf (Available on Website)	CC (Any One)	2	50	50	0
41450122	Personality and Leadership Development through National Service Scheme					
41450121	NSS Volunteers under National service scheme special camp					
41450221	National Cadets Corps. (NCC) Studies – IV					
41450421	Theatre & Dance					
			22	550	250	300

Course Syllabus

Semester I (22Credits)

1.1 Major (Core)

Course code	Course Name		Credit
10144211	Fundamentals of Design (Th/Pr)		4
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none">1. Analyze the different elements of design and the psychological, formal and symbolic qualities of design2. Establish skills to co-relate the different elements of design3. Carry out the application of design principles for effective design communication		
Sr. No.	Module Outcomes	Course Contents	Credit
Module 1	Elements of Design		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none">1. Identify various elements of design and analyze the role of each element in visual communication.2. Critically evaluate design compositions based on elements used.	<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.)	

Sr. No.	Module Outcomes	Course Contents	Credit
Module 2	Elements of Design		1
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Define the principles of design. 2. Analysis of the principles of design in visual communication 3. Critique design compositions based on principles applied 	<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) ◦ Harmony (unity) • Differentiate between the principles of design and their cognitive effect. <p>Practical exercises on creating different design variations using the principles of design.</p>	
Sr. No.	Module Outcomes	Course Contents	Credit
Module 3	Elements of Design		1
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Ability to define and describe the psychological and physiological responses to design elements 2. Analyze how visual elements influence perception and cognition 	<ul style="list-style-type: none"> • Psychology of perception in design • Color theory and its psychological effects. • Gestalt principles in design <p>User-centered design considerations</p>	
Sr. No.	Module Outcomes	Course Contents	Credit
Module 4	Elements of Design		1
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Analyze and interpret the roll of design fundamentals in communication design 2. Implement the basic principles and elements of design to create original designs 	<ul style="list-style-type: none"> • Project briefing and concept development • Design implementation and iteration. <p>Explorations and design project for communication</p>	

Assignments/ Activities towards CCE

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

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.

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

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

1.2 Major (Core)

code	Course Name		Credit
10144212	Fashion Studies (Theory)		02
Course Outcome	After going through the course, learners will be able to <ul style="list-style-type: none"> • Acquire knowledge about the role of aesthetics in design. • Develop an understanding of the elements and principles of design with reference to fashion. • Identify various theories, movements and factors affecting fashion • Comprehend the emotional and cognitive experiences that affect aesthetics of a product. 		
Sr. No.	Module Outcomes	Course Contents	Credit
Module 1	Elements of Design		1
	Learning Outcomes	Module Content	
	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. • Comprehend the fashion theories and movements for design inspirations and creations. • Explore design aspects and work on new styles based on fashion elements and principles. 	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. Elements and Principles of Design <ul style="list-style-type: none"> • Perspective and application of fashion apparel and lifestyle products. • Design Elements: Line, Color, Texture, Print and Form • Design Principles: Rhythm, Proportion, Harmony, Emphasis, Balance, Contrast • Introduction to key fashion movements • Factors influencing fashion - Demographic, Psychographic, Geographic and Behavioral 	
Sr. No.	Module Outcomes	Course Contents	Credit
Module 2	Elements of Design		01
	Learning Outcomes	Module Content	
	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. • Explore the fashion terminology related to the categories of fashion. • Describe the 	<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 	

	nature of fashion at National and International levels	and market trends <ul style="list-style-type: none"> • 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 CCE

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. Prepare group wise a comparative case study on national and international fashion designers and brands.

Reference

1. Stephens G., (2005), "Fashion Concept to consumer", Pearson.
2. Steckes P., (1996), "Fashion Design Manual", Palgrave Macmillon.
3. Stone E., (2004), "Dynamics of fashion", Fairchild Publication.
4. Eubank T., (2010), "Survey of historic costumes", Fairchild Publication.
5. Laver J., (2002), "Costume and fashion – A concise history", Thames & Hudson.
6. Apparel View, View on color.
7. Dickeson K., (2004), "Inside Fashion Business", Pearson Education, Inc.
8. Fiore A, Kimle P., (1997), "Understanding aesthetics", Fairchild books, New York.
9. Promostyl / Here & There.
10. Stone E., (2008), "Dynamics of Fashion", Fairchild books, New York.

1.3 OEC

Course code	Course Name		Credit
10444222	Fashion Photography (Practical)		02
Course Outcome	After going through the course, learners will be able to <ul style="list-style-type: none">• Apply technical and aesthetic aspects of fashion photography.• Use digital photography tools and editing software proficiently.• Create visual narratives that align with fashion concepts and brand identities.• Work with models, stylists, and creative teams in a studio or outdoor setup.• Build a basic fashion photography portfolio for academic or professional use.		
Sr. No.	Module Outcomes	Course Contents	Credit
Module 1	Basics of Fashion Photography		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ul style="list-style-type: none">• Understand the technical elements of photography (lighting, exposure, composition).• Demonstrate skills in using DSLR/Mirrorless cameras and studio lighting.• Analyze different styles of fashion photography across editorial, street style, and lookbook formats.	<ul style="list-style-type: none">• Introduction to Photography: History & Evolution in Fashion• Camera Handling: DSLR/Mirrorless, Lens Types• Composition Techniques & Framing• Lighting: Natural Light, Artificial Light, Reflectors• Exposure Triangle: ISO, Shutter Speed, Aperture• Understanding Fashion Photography Genres: Editorial, Campaign, Lookbook, Street Style	
Sr. No.	Module Outcomes	Course Contents	Credit
Module 2	Concept Development and Creative Direction		01
	Learning Outcomes	Module Content	

	After learning the module, learners will be able to <ul style="list-style-type: none"> • Plan and execute conceptual fashion photo shoots based on a theme or brand identity. • Apply editing techniques to finalize images for publication or social media. • Collaborate with models, stylists, and makeup artists to achieve a cohesive visual output. 	<ul style="list-style-type: none"> • Theme and Concept Development in Fashion Shoots • Moodboards and Shot Planning • Working with Models and Creative Teams • In-Studio vs. On-location Shooting • Introduction to Image Editing and Retouching (Photoshop/Lightroom) • Ethics and Copyright in Fashion Photography 	
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Assignments/ Activities towards CCE

Assignment 1:

Title: *"Style the Streets"*

Brief: Create a street-style fashion shoot using natural light. Photograph 3-5 styled looks that represent current fashion trends. Submit 5 edited photographs along with a mood board and technical specifications used (camera settings, lighting conditions, etc.).

Assignment 2:

Title: *"Fashion Storytelling – Editorial Shoot"*

Brief: Conceptualize and execute an editorial-style shoot based on a selected theme (e.g., retro, minimalism, sustainability). Submit a series of 5-7 final images, behind-the-scenes documentation, and a short write-up explaining the concept, styling, lighting, and post-production process.

References

1. **"Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade"**
Author: Bruce Smith, Publisher: Ilex Press, Publication Year: 2008, ISBN: 9781905814163
2. **"Fashion Photography 101"**
Author: Lara Jade, Publisher: Focal Press, Publication Year: 2012, ISBN: 9780240819654
3. **"Light Science and Magic: An Introduction to Photographic Lighting"**
Authors: Fil Hunter, Steven Biver, Paul Fuqua, Publisher: Routledge, Publication Year: 2015 (5th Edition), ISBN: 9780415719407
4. **"Photography: The Definitive Visual History"**
Author: Tom Ang, Publisher: DK Publishing, Publication Year: 2014, ISBN: 9781465422880
5. **"The Fashion Image"**
Author: Thomas Werner, Publisher: Bloomsbury Visual Arts, Publication Year: 2020 ISBN: 9781350114292

1.3 OEC

code 10444223	Course Name Writing Skills for Fashion		Crs 04
Course Outcome	After going through the course, learners will be able to 1. Build strong foundational writing skills 2. Structure well-organised descriptive and opinion-based paragraphs. 3. Express their own fashion ideas, choices, and viewpoints confidently through writing.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Building Clear Sentences Using Fashion Themes		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Write grammatically correct, clear, and complete sentences. 2. Understand sentence structure using fashion-based vocabulary. 3. Improve confidence in basic English writing through familiar topics.	<ul style="list-style-type: none"> • Sentence types (statement, question, exclamation, command) • Subject-verb agreement using fashion words (e.g., "The boots are stylish.") • Basic punctuation (capital letters, commas, full stops) • Using fashion terms in everyday sentences (e.g., jeans, kurta, heels) 	
Module 2	Writing Fashion Paragraphs		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Write clear and focused paragraphs with a beginning, middle, and end. 2. Use descriptive words to write about fashion items and personal style. 3. Develop observation and expression skills through writing.	<ul style="list-style-type: none"> • Structure of a paragraph (topic sentence, details, closing) • Describing clothes, colors, fabrics, and accessories • Using adjectives and sensory language (soft, silky, bold, bright) • Writing about people's outfits or personal choices 	
Module 3	Expanding Vocabulary and Style Through Fashion Words		

	Learning Outcomes	Module Content	01
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Build a fashion-themed vocabulary list for writing practice. 2. Understand the importance of word choice in expressing style and tone. 3. Use comparisons and descriptive tools to make writing more interesting. 	<ul style="list-style-type: none"> • Fashion vocabulary: patterns (floral, striped), textures (silky, rough), fit (tight, oversized) • Using comparisons: similes and metaphors (e.g., "soft as a cloud") • Tone in writing: playful, elegant, bold • Choosing precise words instead of general ones ("stylish" instead of "nice") 	
Module 4	Writing Opinions and Personal Responses		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Share your personal opinions clearly and respectfully in writing. 2. Structure short opinion pieces with simple reasons and examples. 3. Reflect on fashion choices and trends from your perspective. 	<ul style="list-style-type: none"> • Opinion writing starters: "I think...", "In my view...", "I prefer... because..." • Writing responses to trends, garments, or designers • Basic structure: opinion – reason – example – conclusion • Comparing styles: personal vs. public preferences 	
Assignments/ Activities towards CCE			
<ol style="list-style-type: none"> 1. Module 1: Write 2 sentences for each of the fashion prompts below: <ul style="list-style-type: none"> • 1 descriptive sentence (e.g., "The red scarf is soft and warm.") • 1 action sentence (e.g., "She wrapped the scarf around her neck before leaving.") <p>Prompts:</p> <ol style="list-style-type: none"> a. Shoes b. A traditional outfit c. A fashion color d. An accessory e. A shopping experience <ol style="list-style-type: none"> 2. Module 2: Write one descriptive paragraph (100–150 words) describing: <ul style="list-style-type: none"> • What you wore for a special occasion OR • A stylish outfit you saw recently and liked 			

(Use 5 fashion-related descriptive words.)

3. Module 3: **Create a mini style dictionary** of 15 fashion words with meanings. Then, write a short **product-style description** (50–75 words) of a fictional clothing item using at least 5 words from your list.
4. Module 4: **Write a short opinion paragraph** (120–150 words) on one of these topics:
 - “Why I love my personal style.”
 - “My thoughts on fast fashion.”
 - “A fashion trend I would never follow and why.”

1.4 VSC

Course code 10644201	Course Name Technical Drawing and Sketching (PR)		Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Demonstrate proficiency in using drawing instruments and applying basic principles of technical drawing and sketching. 2. Draw detailed orthographic, isometric, and perspective that accurately represent three-dimensional objects on two-dimensional media. 3. Apply Industry Standards for dimensioning, tolerancing, and technical standards (e.g., ISO, ANSI) into technical drawings to ensure precision and clarity. 4. Use CAD tools to develop both basic and advanced digital technical drawings and models, showcasing digital proficiency. 5. 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. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Fundamentals of Technical Drawing		1
	Learning Outcomes After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Use drawing instruments to create precise technical drawings, including geometric shapes, orthographic projections, and isometric views 2. Produce clear and proportionate freehand sketches. 3. Analyze the scale and proportion in freehand drawing applications. 	Module Content <ul style="list-style-type: none"> • Fundamentals of Technical Drawing • 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		1
	Learning Outcomes After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Draw accurate orthographic projections, demonstrating an understanding of multiple views and perspectives. 2. Draw detailed 	Module Content <ul style="list-style-type: none"> • Orthographic and Isometric Drawing • Orthographic Projection Principles of orthographic projection, understanding views. • Isometric Drawing Introduction to isometric drawing, differences from orthographic projection. 	

	isometric drawings, showcasing the ability to represent three-dimensional objects on twodimensional media.	<ul style="list-style-type: none"> Dimensioning and Tolerancing Importance of dimensioning and tolerancing, standards and conventions.	
Assignments/ Activities towards CCE			
Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) <ol style="list-style-type: none"> Create basic drawing tools by creating simple 2D shapes and objects. 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 			

Reference

- 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

1.5 SEC

Course code 10744201	Professional Computer Skills (Pr.)		Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Operate computers to carry out computational tasks 2. Understand working of hardware and software and the importance of operating systems. 3. Design and deliver presentations using Microsoft PowerPoint and google sheets. 4. To enhance students' ability to present ideas digitally and manage digital content effectively. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Operating systems		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Recognize fundamental concepts of computer hardware and software. 2. Manage files and folders effectively using different operating systems. 3. Create, edit, and format documents using Microsoft Word and google doc. 	Introduction to Computers and Operating Systems <ul style="list-style-type: none"> • Overview of computer basics: Hardware and Software • Introduction to operating systems: Windows, macOS, and Linux 2: File Management <ul style="list-style-type: none"> • Creating, organizing, and managing files and folders • Understanding file formats and extensions • Using cloud storage for file backup and sharing 3: Word Processing Software Word: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • Basic functionalities mirroring Microsoft Word • 	
Module 2	Advance computer skills		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Create and manage spreadsheets using Microsoft Excel and google sheet. 2. Design and deliver presentations using 	1: Spreadsheet Software Spreadsheet: <ul style="list-style-type: none"> • Basics of spreadsheets and data entry • Formatting cells and using formulas • Creating charts and graphs • Basic data analysis and 	

	<p>Microsoft PowerPoint and google slide /Canva.</p> <p>3. Demonstrate effective use of email, internet, and online collaboration tools.</p>	<p>pivot tables</p> <p>Open-Source Equivalent: Google sheet:</p> <ul style="list-style-type: none"> • Basic functionalities mirroring Microsoft Excel <p>2: Presentation Software</p> <p>Presentation slides:</p> <ul style="list-style-type: none"> • Creating and designing presentations • Using themes and templates • Adding multimedia elements (images, audio, video) • Presentation techniques and tips <p>Open-Source Equivalent: google slides/Canva:</p> <ul style="list-style-type: none"> • Basic functionalities mirroring Microsoft PowerPoint <p>3: Email and Internet Skills</p> <ul style="list-style-type: none"> • 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) <p>4: Basic Troubleshooting and Maintenance</p> <ul style="list-style-type: none"> • Common computer issues and their solutions • Maintaining system performance: updates, antivirus, and backups • Basic network troubleshooting 	
<p align="center">Assignments/ Activities towards CCE</p>			

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.

Reference

Textbooks and Manuals

1. Brown, B. (2019). *Microsoft PowerPoint 2019 in 90 pages*. Belleyre Books.
2. Weverka, P. (2019).
3. *Office 365 All-in-One for dummies*. John Wiley & Sons. Weverka, P. (2018).
4. *Office 2019 All-in-One for dummies*. John Wiley & Sons.
5. Lewis, C. M., Chatfield, C., & Johnson, T. (2019).
6. *Microsoft Project 2019 Step by step*. Microsoft Press.
7. Professor, M. O., & Nordell, R. (2019).
8. *Microsoft Outlook 365 Complete: In Practice, 2019 Edition*. McGraw-Hill Education.

Online tutorial and course

- 1 [Microsoft 365 Training](#)

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

Semester II (22Credits)

2.1 Major (Core)

Course code 20144201	Photography & Videography (Core)(Pr)		Crs 4
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Explore photography and video technologies, fashion photographic practices. 2. Identity styling and image creation, from both theoretical and practical perspective. 3. Challenge preconceived assumptions and biases in fashion shoots and fashion filmmaking and ideate creatively. 4. Identify with the fashion editorials and creative campaign portfolio of advertising and media industries. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to Still Photography – Techniques and Types		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Acquire the professional skills to become a fashion, food, E-commerce & events shoot. 2. Gain knowledge of latest camera equipment and how to work with brands and models 	Understanding Photography – camera, its history and evolution <ul style="list-style-type: none"> • Invention of camera • Type of cameras • View Camera • Viewfinder Camera • Single Lens Reflex Camera • Twin Lens Reflex Terminology and Features of Camera <ul style="list-style-type: none"> • 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	Module Content	01
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Enhance visual art images with optimal exposure, lens angle & perspectives, light, and video transitions. 2. Recognize how fashion progressed 	Learning Photography Techniques <ul style="list-style-type: none"> • Exposure control • Film speed • ASA3 • Shutter speed • Aperture • Composition rules – Line Shape Color Texture Direction Size • Image Retouching and 	

	and was impacted over time, by identifying significant fashion shoots.	Color Correction Introduction to Fashion Photography <ul style="list-style-type: none"> • 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	Cognitive Understanding of Fundamentals of Design		
	Learning Outcomes	Module Content	01
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Acquire skill sets of handling the video cameras. 2) Develop and explore video shoot forms, compositions, and experiment with techniques. 3) Recognize video shoot trends, short video editing and postproduction corrections 	Understanding Video Story <ul style="list-style-type: none"> • 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	Module Content	01
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Apply rules and composition to capture creative visual images using own personal style 2. Explore promotional and specialized fashion shoots and documentaries 	Video – Concept, Production and Evolution <ul style="list-style-type: none"> • 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 CCE

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

4. Developing photographs from nature by working on: Depth of field, light, composition with camera.
5. Taking fashion as your core theme, take candid pictures and edit the photographs using vector software to create a commercial look and feel.
6. Develop a case study presentation on any one fashion documentary of your choice.
7. 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

1. Booth M., (1997), "Photography An Independent Art", V & A.
2. Freeman M., (June 6, 2007), "The Photographer's Eye", Focal Press; 1 edition.
3. Kelby S., (January 1, 2009), "The Adobe Photoshop CS4 Book", New Riders Press; 1 edition.
4. Siegel E., "The Fashion Photography", Thames & Hudson.
5. Webb J., (2005), "Basic creative photography of design process", Ava Publishing.

2.2 Major (Core)

Course code 20144202	Graphic Design for Fashion -I (PR)		Crs 02
Course Outcome	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. Demonstrate a thorough understanding of fundamental graphic design principles, including color theory, typography, and composition, and apply them effectively in fashion design projects. 2. Using Raster and Vector to create and manipulate vector graphics, digital illustrations, and photo edits tailored for the fashion industry. 3. Create cohesive branding elements, such as logos and marketing materials, and employ visual communication strategies to develop compelling fashion branding and marketing campaigns. 4. Conceptualize, develop, and refine design projects from initial sketches to final presentations, demonstrating the ability to plan and execute fashion-related graphic design work effectively. 5. Present and articulate design concepts and projects clearly and confidently, incorporating feedback and demonstrating the ability to critically evaluate and improve their work. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Fundamentals of Graphic Design		01
	Learning Outcomes After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Apply basic design principles, including line, shape, color, texture, and space. 2. Demonstrate a solid grasp of color theory and the ability to create harmonious color palettes. 3. Develop effective typography skills, including font selection and text layout, for fashion-related graphics. 4. Acquire skills in using Adobe Illustrator or any other open source for creating vector graphics and fashion 5. Apply Illustrator techniques or any 	Module Content Introduction to Graphic Design in Fashion <ul style="list-style-type: none"> • Overview of graphic design and its role in the fashion industry. 2: Color Theory and Application <ul style="list-style-type: none"> • Understanding color theory, color wheel, and color harmony. 3: Typography Basics <ul style="list-style-type: none"> • Fundamentals of typography, font types, and text layout. 4: Introduction to Vector graphics and Raster Graphics Software (Adobe Suite, CorelDraw, Open Free Software, etc..). <ul style="list-style-type: none"> • Overview of Adobe Illustrator and its importance in fashion design. 5: Advanced Illustrator Techniques <ul style="list-style-type: none"> • Advanced features of Vector based software for fashion design. (Like Adobe Illustrator, CorelDraw, Open Free Software, Etc.) 	

	<p>other open source to develop detailed and precise technical sketches illustrations.</p> <p>6. Acquire basic tools in Adobe Photoshop for photo editing, manipulation, and creating digital fashion collages.</p>	<p>6: Introduction to raster-based software (Like Adobe Photoshop or relevant open-source software)</p> <ul style="list-style-type: none"> Overview of raster-based software and its application in fashion. <p>7: Advanced raster-based software techniques.</p> <ul style="list-style-type: none"> Advanced features of raster-based software for fashion design. 	
Module 2	Basic Applications for Graphic Design		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> Explore the essentials of fashion branding and create visual identity elements such as logos and brand marks. Develop skills in visual communication for marketing, creating compelling social media graphics and marketing materials. Design effective packaging and labels that enhance the brand identity and appeal of fashion products. Develop and articulate design concepts, demonstrating the ability to plan and execute a comprehensive design project from start to finish. 	<ol style="list-style-type: none"> Project Development and Presentation Developing a design concept and project planning. Project Execution Tips and techniques for executing design projects. Final Presentation. Effective presentation techniques for design projects. Review and Evaluation Course review and reflection on learning outcomes <ul style="list-style-type: none"> 	
Assignments/ Activities towards CCE			

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

1. Assignment 1

1. Basic design principles and elements (line, shape, color, texture, space).
2. Creating color palettes and applying them to fashion design projects.
3. Designing fashion posters and advertisements with effective typography.
4. Basic tools and functions, creating vector graphics.
5. Basic tools and functions, photo editing and manipulation.

2. Assignment 2 (Any Five)

1. Creating logos and brand identity elements.
2. Sketching and brainstorming ideas for a final project.
3. Working on individual final projects, applying learned skills.
4. Finalizing projects and preparing for presentation.

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

1. **Graphic Design: The New Basics" by Ellen Lupton and Jennifer Cole Phillips - ISBN: 978-1616893323** (This book covers fundamental principles of graphic design, including layout, typography, and color theory, with contemporary examples and practical exercises.)
2. **"Adobe Illustrator Classroom in a Book" by Brian Wood - ISBN: 978-0136412678** (This book offers step-by-step lessons covering the essentials of Adobe Illustrator, making it suitable for beginners).
3. **"Adobe Photoshop Classroom in a Book" by Andrew Faulkner and Conrad Chavez - ISBN: 978-0136752786** (A hands-on guide to mastering Adobe Photoshop, featuring practical exercises and real-world examples).
4. **"Brand Bible: The Complete Guide to Building, Designing, and Sustaining Brands" by Debbie Millman- ISBN: 978-1592537266** (An in-depth exploration of branding principles, strategies, and case studies, providing insights into creating successful brand identities).
5. **"Presentation Zen: Simple Ideas on Presentation Design and Delivery" by Garr Reynolds- ISBN: 978-0321811981** (A guide to creating effective presentations, emphasizing simplicity, clarity, and storytelling).
6. **"Critique Handbook: The Art Student's Sourcebook and Survival Guide" by Kendall Buster and Paula Crawford - ISBN: 978-0136034940** (This book provides guidance on giving and receiving critiques, essential for refining design projects).

2.3 VSC S2

Code 20344211	Course Name History of Fashion		Crs 02
Course Outcome	After going through the course, learners will be able to 1. Gain knowledge in historical costumes and design from the ancient time till date today. 2. Impart & utilize history of clothing in communication & fashion expression		
Sr. No.	Module Outcomes	Course Contents	01
Module 1	Introduction to Clothing & Western Cultures		
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Acquaint with the basic factors influencing fashion over time. 2. Evaluate the fashion value chain and develop critical thinking for retail sector based on fashion periods.	<ul style="list-style-type: none"> Understanding clothing & Clothing cultures from Indian & Western context Tracing the timeline of Western cultures & costumes – Ancient Egypt Ancient Greek Ancient Rome, Byzantine, Renaissance Baroque, Rococo, Evolution, decline, revival and most recent developments in Indian and western fashion History of fashion from 1900 – 2000 century Costumes of Recent Times 	
Module 2	Pre & Post Modern Indian Costumes		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Sketch, render and incorporate designs, silhouettes and costumes styles 2. Depict the same to evaluate and understand costume design for contemporary movies and drama	<ul style="list-style-type: none"> Colonial era British period: Costumes of Pre-independence and Post-independence period. Evolution of Khadi movement. The Indian independence movement, Independence and partition Modern history Changing scenario of Indian costumes and influence on present day clothing. 	
Assignments/ Activities towards CCE			
1. Classroom interactive presentations of case studies 2. Presentation on the male, female costumes, their hair style, head gear and jewelry. Sketching of costumes and hairstyles of ancient India -Indus valley, Vedic period (men and women). 3. Video assignments (brief documentaries)			

4. Costume Doll making by selecting periods / cultures / eras
5. Group discussions of various periods

References

1. Traditional Indian Costumes & Textiles" by Parul Bhatnagar
2. Cosgrave, Bronwyn. The Complete History of Costumes and Fashion. Facts on File Publisher, 2001.
3. "Ancient Indian Costumes" By Roshan Alkazi.
4. Laver, James. Costume and Fashion. Thames & Hudson, 2002

2.4 VSC S3

Course code 20644201	Course Name Digital Media and Digital Fashion Illustration (Pr)		Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none">1. Demonstrate proficiency in using industry-standard digital illustration open-source software or Adobe Illustrator and Photoshop to create professional-quality fashion illustrations and designs.2. 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.3. Apply fundamental design principles and color theory to enhance digital fashion illustrations, creating cohesive and visually appealing designs that effectively communicate fashion concepts.4. Compile a comprehensive digital portfolio showcasing a range of fashion illustrations and projects, and present their work effectively using multimedia elements, demonstrating clear communication of design ideas and professional presentation skills.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Fundamentals of Digital Media and Basic Fashion Illustration		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none">1. Navigate essential tools and interfaces in Adobe Illustrator and Photoshop.2. Differentiate between various styles of fashion illustration, such as gestural, technical, and stylized.3. Identify key elements of fashion illustration, including proportions, poses, and expressions.4. Apply fundamental drawing techniques using digital tools, including line work, shape creation, and layer management.5. Demonstrate proficiency in basic	<ul style="list-style-type: none">• Introduction to Digital Media and Tools• Understanding Fashion Illustration• Basic Digital Drawing Techniques• Garment Illustration Techniques• Advanced Digital Techniques• Color Theory and Application• Digital Fashion Illustration Project 1•	

	colouring techniques, such as flat color fills and gradient application.		
Module 2	Advanced Techniques and Professional Applications		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> Garment Illustration Techniques <ul style="list-style-type: none"> Illustrate different types of garments, including tops, bottoms, and dresses, with attention to detail and accuracy. Enhance garment illustrations by incorporating textures, patterns, and fabric effects. Utilize digital brushes and patterns effectively to create dynamic garment designs. Advanced Digital Techniques <ul style="list-style-type: none"> Apply advanced shading and highlighting techniques to create depth and dimensionality in illustrations. Utilize gradients, blending modes, and opacity settings to enhance realism and visual impact. Color Theory and Application <ul style="list-style-type: none"> Apply principles of color theory to create harmonious color palettes for fashion illustrations. Experiment with color combinations and variations to enhance visual appeal and 	<ul style="list-style-type: none"> Rendering Techniques Digital Accessories Illustration Fashion Flats and Technical Drawings Portfolio Development Digital Fashion Illustration Project 2 Final Presentation 	

	storytelling in illustrations.		
Assignments/ Activities towards CCE			
Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) Assignment 1: <ol style="list-style-type: none"> 1. Execute basic digital drawing tasks with proficiency. 2. Identify key elements of fashion illustration. 3. Create a digital drawing applying colouring techniques. 4. Development of patterns to enhance garment designs using Digital brushes. Assignment 2: <ol style="list-style-type: none"> 1. Create a digital shoes, bags, and jewelry. 2. Development of technical drawings in professional fashion workflows. 3. Development of creative templates for effective presentation techniques for digital portfolios. 4. Final digital Presentation 			

References

1. **Fashion Illustration: Inspiration and Technique" by Anna Kiper** - ISBN-13: 978-0715336182
2. **"Digital Fashion Illustration with Photoshop and Illustrator" by Kevin Tallon** - ISBN-13: 978-1780672626
3. **"Fashion Illustration Art: How to Draw Fun & Fabulous Figures, Trends and Styles" by Jennifer Lilya** - ISBN-13: 978-1600582213
4. **"Digital Fashion Pro: Step-By-Step Guide to Creating Fashion Illustration and Designs" by Harper Arrington** - ISBN-13: 978-0988242502
5. **"Illustrating Fashion: Concept to Creation" by Steven Stipelman** - ISBN-13: 978-1501323158
6. **"Fashion Illustration by Fashion Designers" by Laird Borrelli** - ISBN-13: 978-1584795686
7. **"The Fashion Sketchpad: 420 Figure Templates for Designing Looks and Building Your Portfolio" by Tamar Daniel** - ISBN-13: 978-0811877886

2.5 OEC

Course code 10444223	Creative Advertising For Fashion Industry (Theory / Practical)		Crs 04
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Apply the fundamentals and evolution of advertising in the fashion industry. 2. Analyze fashion advertising strategies across traditional and digital platforms. 3. Develop original advertising concepts and campaigns for fashion products. 4. Apply creative thinking and production skills to build fashion-centric advertisements. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to Fashion Advertising		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Understand the role and impact of advertising in the fashion industry. 2) Identify different types and channels of fashion advertising. 3) Recognize the relationship between branding and advertising. 	<ul style="list-style-type: none"> • History and evolution of fashion advertising • Fashion advertising vs. general advertising • Advertising mediums: print, TV, OOH, digital • Elements of a fashion ad campaign • Understanding the consumer and market 	
Module 2	Conceptualization and Campaign Development		
	Learning Outcomes	Module Content	01
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Learn how to generate creative ideas for fashion campaigns. 2) Understand the steps involved in campaign development. 3) Study successful campaigns and analyze their impact 	<ul style="list-style-type: none"> • Ideation and brainstorming techniques • Target audience and consumer behavior • Creative brief and storytelling • Components of a campaign: headline, visuals, copy • Case studies of iconic fashion ad campaigns 	
Module 3	Fashion Advertising Production Techniques		
	Learning Outcomes	Module Content	01
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Gain knowledge of visual and audio production 	<ul style="list-style-type: none"> • Fashion photography and styling for advertising • Graphic design principles for ads • Basics of video production 	

	<p>techniques used in fashion advertising.</p> <p>2) Use tools and techniques to create ad prototypes.</p> <p>3) Integrate branding elements cohesively into advertisements.</p>	<p>and editing</p> <ul style="list-style-type: none"> • Layout design for magazines, billboards, social media • Digital tools: Adobe Photoshop, Illustrator, Premiere Pro (basic overview) 	
Module 4	Digital Advertising and Future Trends		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <p>1) Understand the role of digital media in modern fashion advertising.</p> <p>2) Explore emerging technologies and their application in fashion marketing.</p> <p>3) Analyze fashion ads on social platforms and influencer marketing</p>	<ul style="list-style-type: none"> • Social media platforms: Instagram, YouTube, TikTok • Influencer marketing in fashion • Mobile and interactive advertising • AI, AR/VR in fashion ads • Measuring success: analytics and KPIs 	
Assignments/ Activities towards CCE			
<p>Assignments 1: Create a timeline infographic showcasing the evolution of fashion advertising over the decades.</p> <p>Assignments 2: Develop a creative brief and storyboard for a fashion product ad campaign (fictional or existing brand).</p> <p>Assignments 3: Design two print advertisements (magazine and billboard format) for a fashion label using graphic design tools.</p> <p>Assignments 4: Plan and pitch a digital campaign for a fashion brand using social media and influencer integration.</p>			

References

1. **"Advertising & IMC: Principles and Practice"**
Authors: Sandra Moriarty, Nancy Mitchell, William Wells, *Publisher:* Pearson, Education, 11th Edition, 2020, *ISBN:* 9780134484136
2. **"Fashion Promotion in Practice"**
Author: Jon Cope and Dennis Maloney, *Publisher:* Bloomsbury Visual Arts, 2016, *ISBN:* 9781474262719
3. **"The End of Fashion: How Marketing Changed the Clothing Business Forever"**
Author: Teri Agins, *Publisher:* HarperBusiness, 2000, *ISBN:* 9780060958206
4. **"Fashion Marketing Communications"**
Author: Gaynor Lea-Greenwood, *Publisher:* Wiley-Blackwell, 2013, *ISBN:* 9781405139532

5. **"Creative Advertising: An Introduction"**

Author: Miriam Sorrentino, *Publisher:* Laurence King Publishing, 2014, *ISBN:* 9781780671198

2.5 OEC

Course code 10444211	Fashion Brand Management (Th/ Pr)		Crs 04
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Apply the principles of branding and their application in the fashion industry. 2. Analyze brand strategies and positioning in the global and Indian fashion markets. 3. Develop brand identity and communication plans for fashion labels. 4. Apply practical tools to manage and grow a fashion brand across various platforms. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Fundamentals of Fashion Branding		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Define brand and branding in the context of fashion. 2) Understand the components that build a fashion brand identity. 3) Learn the brand architecture and positioning strategies. 	<ul style="list-style-type: none"> • What is a fashion brand? • Brand identity, image, personality, and equity • Elements of branding: name, logo, typography, color • Brand architecture: mono-brand vs. multi-brand • Brand positioning and differentiation in fashion 	
Module 2	Fashion Brand Strategy and Communication		
	Learning Outcomes	Module Content	01
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Develop a brand strategy tailored for a fashion label. 2) Understand the tools and techniques for brand communication. 3) Evaluate brand storytelling and brand experience creation. 	<ul style="list-style-type: none"> • Creating a brand vision, mission, and core values • Brand storytelling and emotional connection • Communication mix: advertising, PR, digital, influencer • Visual merchandising and experiential branding Touchpoints and brand experience design 	
Module 3	Brand Management and Consumer Perception		
	Learning Outcomes	Module Content	01
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Examine consumer perception and its 	<ul style="list-style-type: none"> • Consumer perception and behavior in fashion branding • Brand value, loyalty, and 	

	influence on brand success. 2) Learn how to manage a fashion brand in a competitive market. 3) Evaluate brand value, loyalty, and equity measurement.	equity metrics <ul style="list-style-type: none"> • Brand audits and rebranding • Managing brand crises and public perception • Role of cultural relevance and social issues 	
Module 4	Digital Branding and Global Fashion Markets		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Explore digital strategies in fashion brand building. 2) Understand global branding challenges and opportunities. 3) Apply tools for digital brand management and analytics. 	<ul style="list-style-type: none"> • Social media branding and influencer culture • E-commerce branding: website, apps, and omnichannel experience • Global branding: localization vs. standardization • Fashion brand collaborations and partnerships • Digital KPIs and analytics for brand performance 	
Assignments/ Activities towards CCE			
Assignments 1: Analyze and compare two fashion brands (luxury vs. mass-market) based on their brand identity and positioning strategies. Submit as a visual presentation. Assignments 2: Create a communication strategy and brand story for a new fashion brand concept. Assignments 3: Conduct a mini brand audit of a struggling fashion brand and suggest a rebranding strategy. Assignments 4: Design a digital branding campaign for a fashion brand targeting a global audience using social media, influencer, and content marketing tools.			

References

1. **"Fashion Brand Management"**
Author: Alison Lowe, *Publisher:* Bloomsbury Visual Arts, 2021, *ISBN:* 9781350073861
2. **"Strategic Brand Management"**
Author: Kevin Lane Keller, *Publisher:* Pearson Education, 5th Edition, 2020
ISBN: 9789353437273
3. **"The Business of Fashion: Designing, Manufacturing, and Marketing"**
Author: Leslie Davis Burns and Kathy K. Mullet, *Publisher:* Fairchild Books, 2020
ISBN: 9781501324098
4. **"Branding: In Five and a Half Steps"**
Author: Michael Johnson, *Publisher:* Thames & Hudson, 2016
ISBN: 9780500518960
5. **"Building Brand Authenticity: 7 Habits of Iconic Brands"**
Author: Michael Beverland, *Publisher:* Palgrave Macmillan, 2009
ISBN: 9780230203062

2.6 SEC

Course code 20744201	Course Name Material Exploration for Fashion Display (Pr)		Crs 2
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Analyze trends and historical references to inspire visually engaging displays. 2. Select materials judiciously, considering both aesthetic and sustainable factors. 3. Develop creative concepts and prototype designs effectively. 4. Efficiently execute displays and evaluate their impact for continuous improvement. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Elements of Design		
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Explore the importance of trend research and its influence on visual merchandising. 2. Learn to identify the target audience and interpret market trends to inform design decisions 3. Acquire Knowledge and skills of different materials commonly used in visual merchandising. 4. Explore the role of collaboration with suppliers and manufacturers in sourcing innovative materials. 	Exploring the creative process by researching current trends, historical references, and emerging materials. <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. • Analyze the target audience and market trends to align the display with the brand's identity and customer preferences. • Identify a range of materials suitable for the display, considering factors like texture, color, durability, and sustainability. • Consider the environmental impact of materials and prioritize sustainable options wherever possible. 	
Module 2	Designing and Prototyping		
	Learning Outcomes	Module Content	

	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Acquire skills in conceptualizing design ideas and translating them into visual representations. 2. Explore different methods to create mood boards and digital collages to communicate design concepts effectively. 3. Develop proficiency in prototyping techniques to test and refine display elements. 4. Develop practical skills in sourcing materials and managing production resources. 	<p>Develop a cohesive design concept based on the chosen materials and create prototypes to visualize the final display.</p> <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. 	
<p>Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)</p> <p>Assignment No 1</p> <p>Trend Analysis Report and Material Exploration Project</p> <ul style="list-style-type: none"> - Students will research and analyze current fashion trends relevant to a specific target audience. - Students will select a range of materials commonly used in visual merchandising - A presentation or portfolio showcasing the results of material experiments, including photographs, descriptions, and reflections on each material's suitability for display purposes. <p>Assignment No 2</p> <p>Display Concept Proposal Display Installation</p> <ul style="list-style-type: none"> - Develop a display concept based on their research findings and material exploration, incorporating creative design elements and prototyping techniques. - A written proposal accompanied by visual representations (sketches, mood boards, digital collages) detailing the design concept, material selections, and proposed prototypes. - Create a comprehensive plan for the execution and evaluation of their display concept, including logistical considerations, installation instructions, and evaluation metrics. 			

References

References Books

1. **"Materials for Design" by Victoria Ballard Bell and Patrick Rand** - ISBN-13: 978-1856696249
2. **"Visual Merchandising: Window and In-Store Displays for Retail" by Tony Morgan** - ISBN-13: 978-1780676876
3. **"Materiality in Art and Culture: The Case of Fashion" edited by Anne Massey and David Peters Corbett** - ISBN-13: 978-1474269856
4. **"Materials and Design: The Art and Science of Material Selection in Product Design" by Michael F. Ashby** - ISBN-13: 978-0750667539
5. **"Materials for Inspirational Design" by Chris Lefteri** - ISBN-13: 978-1780673448
6. **"Material World: Innovative Structures and Finishes for Interiors" by Christoph Kumpusch** - ISBN-13: 978-1592534196

Semester III (22Credits)

3.1 Major (Core)

Code 30144221	Course Name Advance Computer Application in Fashion Communication (Practical)		Crs 04
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none">1. Apply advanced digital tools for visual communication and fashion media.2. Design digital content using industry-standard software like Adobe Creative Suite.3. Create interactive presentations, publications, and digital campaigns.4. Integrate digital media and tools into real-world fashion communication projects.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Advanced Image Editing & Compositing		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ul style="list-style-type: none">• Apply advanced Photoshop techniques in visual content creation.• Use image retouching, masking, and compositing effectively for fashion media.• Enhance fashion campaigns through photo manipulation.	<ul style="list-style-type: none">• Advanced Tools in Adobe Photoshop• Layer Masks, Clipping Masks, Smart Objects• Image Retouching – Skin, Garments, Backgrounds• Fashion Compositing – Mood boards, Campaign layouts• Color Correction, Filters, Mock-ups for social media	
Module 2	Vector Graphics and Branding		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none">1) Create scalable vector graphics suitable for branding and merchandise.2) Understand brand design elements like logos, icons, and packaging.3) Develop branding assets for fashion collections	<ul style="list-style-type: none">• Introduction to Adobe Illustrator (Advanced Tools)• Logo Design – Concepts, Sketch to Vector• Iconography and Vector Illustrations• Fashion Label Packaging, Tags, Stationery• Creating Brand Kits – Color Palette, Typography, Layout	

Module 3	Layout & Publishing Design		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Use Adobe InDesign for multi-page publishing. 2) Design editorial layouts for lookbooks, fashion magazines, and catalogs. 3) Understand the digital-to-print process and export standards. 	<ul style="list-style-type: none"> • Introduction to Adobe InDesign (Advanced Functions) • Master Pages, Grids, Columns, and Typography Settings • Magazine & Lookbook Design – Cover, Feature Layout, Article Style • Integration with Photoshop & Illustrator • Print & Digital Publishing Formats (PDF/X, EPUB) 	
Module 4	Digital Media and Motion Graphics		1
	Learning Outcomes	Module Content	
Sr. No.	Module Outcomes After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Design motion-based content using After Effects or Canva animation. 2) Create dynamic visuals for fashion reels, teasers, and digital ads. 3) Integrate sound, transitions, and visual effects. 	<ul style="list-style-type: none"> • Basics of Adobe After Effects or Canva Pro (Animation Tools) • Kinetic Typography, Transitions, and Effects • Storyboarding for Fashion Films or Reels • Exporting for Social Media Platforms (MP4, GIF) • Motion Graphics in Digital Advertising 	Cr.
Assignments/ Activities towards CCE			
Assignments 1 : Title: <i>Photo Compositing for Fashion Campaign</i> Task: Create a high-resolution composite visual for a fashion campaign using advanced retouching and image blending techniques. Objective: Assess technical proficiency in Photoshop for fashion-focused storytelling. Assignments 2 : Title: <i>Design a Brand Identity Kit for a Fashion Label</i> Task: Develop a complete brand identity kit including logo, color palette, business card, and tag design for a fictional fashion brand. Objective: Evaluate design thinking and execution using vector-based tools. Assignments 3 : Title: <i>Create a Fashion Lookbook (Multi-page)</i> Task: Design a 6–8 page fashion lookbook using InDesign with professional layout, typography, and image integration. Objective: Assess publishing and layout skills tailored to fashion storytelling. Assignments 4 :			

Title: *Fashion Reel or Teaser (15–30 seconds)*

Task: Develop a fashion teaser or social media reel incorporating motion graphics, transitions, and text overlays.

Objective: Evaluate creativity, timing, and technical skill in motion content creation.

References

1. **"Adobe Photoshop Classroom in a Book (2023 Release)"**
Authors: Conrad Chavez, Andrew Faulkner, *Publisher:* Adobe Press
Publication Year: 2023
2. **"Adobe Illustrator Classroom in a Book (2023 Release)"**
Authors: Brian Wood, *Publisher:* Adobe Press, *Publication Year:* 2023
3. **"Adobe InDesign Classroom in a Book (2023 Release)"**
Authors: Kelly Kordes Anton, Tina DeJarld, *Publisher:* Adobe Press
Publication Year: 2023
4. **"Designing Brand Identity: An Essential Guide for the Whole Branding Team"**
Author: Alina Wheeler, *Publisher:* Wiley, *Publication Year:* 2017
5. **"Motion Graphic Design: Applied History and Aesthetics"**
Authors: Jon Krasner, *Publisher:* Routledge, *Publication Year:* 2013

3.2 Major (Core)

Course code 30144222	Photography and Videography - II (Pr)		Crs 4
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Apply advanced photographic and videographic techniques to create professional-quality visual content. 2. Develop and execute complex visual projects from concept to completion, incorporating both photography and videography. 3. Utilize advanced editing software and tools to enhance and finalize visual projects. 4. Utilize the principles of storytelling into your visual projects to successfully communicate storytelling through photography and videography. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Advanced Photography Techniques		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Analyze advanced camera settings and techniques for various photography types. 2. Utilize advanced lighting setups for studio and outdoor photography. 3. Experiment with creative composition techniques. 4. Develop proficiency in using advanced editing tools and software. 5. Create a portfolio of advanced-level photographs. 	<ul style="list-style-type: none"> • Advanced DSLR/Mirrorless camera settings. • Practical session on manual mode, advanced focusing, and exposure techniques. • Complex lighting setups for different environments. • Studio and outdoor lighting. • Innovative composition techniques. • Framing and perspective. • Advanced features in Adobe Photoshop and Lightroom. • Editing and retouching techniques. • Preparation of a professional photography portfolio. 	
Module 2	Advanced Videography Techniques		01
	Learning Outcomes	Module Content	

	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Utilizing advanced video recording techniques using various types of cameras. 2. Understand and apply advanced lighting setups for video. 3. Develop skills in advanced audio recording and integration. 4. Use advanced video editing software to create polished video projects. 5. Produce a short video project demonstrating advanced videographic skills. 	<ul style="list-style-type: none"> • Lecture on advanced video settings and camera movements. • Practical session on using gimbals, drones, and other equipment. • Lecture on complex lighting techniques for video production. • Practical session on setting up and using various lighting equipment. • Lecture on audio recording and synchronization. • Practical session on using microphones, audio recorders, and software. • Lecture on advanced video editing techniques using Adobe Premiere Pro and After Effects. • Practical session on editing, color grading, and special effects. 	
Module 3	Integrated Photography and Videography Projects		01
	Learning Outcomes	Module Content	
	<ol style="list-style-type: none"> 1) Plan and execute integrated projects that combine photography and videography. 2) Develop organized visual story line using both media. 3) Experiment with various storytelling techniques and formats. 4) Manage and direct small 	<ul style="list-style-type: none"> • Lecture on project planning and visual storytelling. • Workshop on developing project concepts and storyboards. Techniques for professional presentations. • Practical session on combining photographic and videographic techniques. • Project work. • Integrating photo and video content in post-production. • Utilizing software tools for combined projects. • Presentation of integrated projects. 	

	production teams.		
Module 4	Practical and Project-Based Applications		01
	Learning Outcomes	Module Content	
	1) Apply advanced skills to real-world projects. 2) Develop a comprehensive final project that integrates both photography and videography. 3) Present a professional portfolio.	<ul style="list-style-type: none"> • Submission of project proposals. • Refining and planning projects. • Shooting and production. • Group work and collaboration with students. • Practical session on editing and finalizing projects. • Integration of photography and videography elements. • Presentation of final projects. 	
Assignments/ Activities towards CCE			
Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) 1. Develop a portfolio with ten images that are at an advanced level. Use advanced camera settings and lighting techniques to concentrate on a variety of styles, such as landscape, portrait, and creative compositions. Give brief descriptions of the aesthetic and technical options taken in each picture. 2. Develop a three-to-five-minute short film utilizing advanced videography techniques. Add features like a thoughtfully planned storyline, efficient lighting design, and excellent sound. The film should demonstrate proficiency in camera work, directing, and editing. 3. Develop an integrated visual project that combines photography and videography. The project should tell an organized story through a series of photographs and a short video segment (1-2 minutes). Focus on consistent visual style, theme, and narrative flow.			

References

1. Eugénie Shinkle, (2023), "Fashion Photography: The Story in 180" MIT Press, **ISBN:** 978-0262046713
2. Peterson Bryan, (2016), "Understanding Exposure" Amphoto Books, **ISBN:** 978-1607748502
3. Eliot Siegel, (2022), "The Fashion Photography Course: First Principles to Successful Shoot" Ilex Press, **ISBN:** 978-1781578584

4. Bruce Smith, (2022), "Fashion Photography: The Ultimate Guide to Styling, Shooting, and Image Making" Routledge, **ISBN:** 978-1138564891
5. John Child, (2023), "Lighting for Photographers: An Introduction to Studio Lighting" Taylor & Francis, **ISBN:** 978-0367757602
6. Zena Holloway, (2022), "The Complete Guide to Fashion Photography" Laurence King Publishing, **ISBN:** 978-1786279745
7. Bruce Smith, (2022) "Fashion Photography: The Ultimate Guide to Styling, Shooting, and Image Making"
8. Tom Ang (2022), *Digital Photographer's Handbook*, DK Publishing, ISBN: 978-0744077178

3.3 Major (Core)

Course code 30344221	Course Name Introduction of Web Designing (Pr)		Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Apply Web Design Fundamentals: 2. Develop Basic Web Pages: 3. Apply Advanced Design Techniques: 4. Implement Interactive Web Solutions: 5. Produce Professional Web Projects: 6. Apply Best Practices in Web Design: 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction of web designing		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Gain a foundational understanding of web design concepts. 2) Create basic web pages using HTML and CSS. 3) Implement responsive design techniques to ensure accessibility on various devices. 	Introduction to Web Design: <ul style="list-style-type: none"> • Understanding the role of web design in the digital world • Overview of web design principles and best practices HTML Basics: <ul style="list-style-type: none"> • Structure of HTML documents • Basic HTML tags and elements • Creating and formatting web pages CSS Basics: <ul style="list-style-type: none"> • Introduction to CSS and its role in web design • Basic CSS syntax and selectors Styling text, layout, and design elements Responsive Design: <ul style="list-style-type: none"> • Principles of responsive web design • Media queries and flexible grid layouts • Designing for multiple devices 	
Module 2	Advanced Web Design Techniques		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Apply advanced CSS techniques to enhance website layout and design. 2) Use JavaScript to add interactive elements and 	Advanced CSS: <ul style="list-style-type: none"> • CSS Flexbox and Grid layouts • Advanced styling techniques • CSS animations and transitions JavaScript Basics: <ul style="list-style-type: none"> • Introduction to JavaScript 	

	<p>dynamic content to web pages.</p> <p>3) Optimize website performance and understand basic development frameworks.</p>	<p>and its role in web design</p> <ul style="list-style-type: none"> • Basic JavaScript syntax and functions • DOM manipulation and event handling <p>Web Performance Optimization:</p> <ul style="list-style-type: none"> • Techniques for improving website performance • Optimizing images and resources • Tools for performance analysis and debugging <p>Introduction to Web Development Frameworks:</p> <ul style="list-style-type: none"> • Overview of popular web development frameworks (e.g., Bootstrap, Foundation) • Basic usage and integration with HTML/CSS 	
Assignments/ Activities towards CCE			
<p>Assignment 1: Project: Design a personal portfolio website.</p> <ul style="list-style-type: none"> • Create a multi-page website using HTML and CSS. • Incorporate basic responsive design elements. • Submit the website files and a brief report detailing the design choices and techniques used. <p>Assignment 2: Project: Develop a dynamic, interactive website.</p> <ul style="list-style-type: none"> • Incorporate advanced CSS features, JavaScript functionality, and performance optimization techniques. • Submit the website files, along with a report explaining the advanced features and optimizations implemented. 			

References

1. "HTML and CSS: Design and Build Websites", Author: Jon Duckett, ISBN: 978-1118008188, Publication Date: 2011
2. Responsive Web Design with HTML5 and CSS", Author: Ben Frain, ISBN: 978-1788625500, Publication Date: 2019
3. "CSS Secrets: Better Solutions to Everyday Web Design Problems", Author: Lea Verou, ISBN: 978-1449372637, Publication Date: 2015
4. "JavaScript: The Good Parts", Author: Douglas Crockford, ISBN: 978-0596517748, Publication Date: 2008

3.4 Minor Stream

Course code 30144213	Fashion Marketing and Merchandising (Pr)		Crs 04
Course Outcome	After going through the course, learners will be able to 1. Recognize about different kinds of marketing techniques 2. Develop knowledge of various concept of product marketing mix		
Sr. No.	Module Outcomes	Course Contents	01
Module 1	Fundamentals of Fashion Marketing		
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Comprhend consumer behavior in the context of fashion, exploring factors such as demographics, cultural trends. 3. Evaluate the impact of technology and social media on consumer purchasing decisions and brand loyalty within the fashion industry.	<ul style="list-style-type: none"> • Basic concepts of Marketing • Component of fashion , Movement of fashion, Language of fashion • Concept of marketing mix- 4P's (Product, place, Price and promotion) • Product mix , Product life cycle • Fashion Marketing , segmentation, targeting and positioning • Promotion mix in Fashion Marketing 	
Module 2	Introduction to Fashion Industry and Consumer Behavior		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1) Acquire the knowledge of different fashion retail stores. 2) Recognize the promotional process to understand the management hierarchy	<ul style="list-style-type: none"> • Overview of the Fashion Industry. • Fashion Trends and Forecasting: analyzing fashion trends, concept of fashion cycles. <p>Understanding Consumer Behavior in Fashion: Study psychological factors influencing fashion consumption, such as motivation, perception, and lifestyle preferences.</p>	
Module 3	Understanding of Merchandising & Industry		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1) Develop an insight into the working process for a merchandiser in a	<ul style="list-style-type: none"> • Definition & basic philosophies of merchandising in apparel companies. • Evolution of merchandising in apparel Industry, role and responsibility of merchandiser 	

	manufacturing unit	& Market knowledge.	
Module 4	Fundamentals of Merchandising Techniques		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Acquire the knowledge of different fashion retail merchandising and apply for analysis costing.	<ul style="list-style-type: none"> • Important Terminologies related to Merchandising • 5 R's of Retail Merchandising • Cost Accounting • Pricing & CVP analysis • Sourcing & Documentation 	
Assignments/ Activities towards CCE			
1: An in-depth study on the selected topic of fashion Marketing/ Merchandising and submission of analysis in the form of presentation. 2: Report Documentation- Selection of a market (e.g., luxury, streetwear, fast fashion) and create a document for covering market size, growth trends, consumer behavior, and future prospects. 3: Visit to a local fashion retail store and analysis of its merchandising strategies, store layout, product placement, and customer service. Presentation of all the findings to the class in the form of a PPT presentation.			

References

1. Easey, M., (2009), *Fashion Marketing* (3rd ed.), Wiley-Blackwell.
2. Frings, G. S., (2014), *Fashion: From Concept to Consumer* (10th ed.), Pearson.
3. Hines, T., & Bruce, M, (2007), *Fashion Marketing: Contemporary Issues* (2nd ed.), Elsevier Butterworth-Heinemann.
4. Jackson, T., & Shaw, D., (2009), *Mastering Fashion Marketing*, Palgrave Macmillan.
5. Posner, H. (2015), *Marketing Fashion: Strategy, Branding and Promotion* (2nd ed.), Laurence King Publishing.

3.5 OEC

Code 30444221	Course Name Calligraphy (Practical)		Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Demonstrate proficiency in basic and intermediate calligraphy techniques. 2. Identify and apply different calligraphy styles and tools. 3. Design visually appealing compositions using calligraphic forms. 4. Create creative artworks integrating calligraphy in design applications. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Fabric Styling & its different techniques		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Understand the history and evolution of calligraphy. 2) Learn about calligraphy tools, materials, and basic techniques. 3) Develop control over strokes, angles, and spacing. 	<ul style="list-style-type: none"> • Introduction to Calligraphy – History, Importance, and Evolution • Tools and Materials – Nib pens, brushes, ink, paper types • Basic Strokes Practice – Pressure control, thin and thick lines • Lowercase Alphabet Forms – Basic Roman or Italic script • Practice Drills – Rhythm, spacing, and alignment • Introduction to composition layout and spacing 	
Module 2	Brand Analysis & Project Documentation		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Apply advanced techniques in decorative letterforms. 2) Design creative projects integrating calligraphy with other visual elements. 3) Experiment with modern and mixed media calligraphy. 	<ul style="list-style-type: none"> • Uppercase Letterforms – Traditional and Decorative styles • Composition Techniques – Word arrangement, balance, spacing • Decorative Styles – Flourishes, borders, color exploration • Introduction to Modern Calligraphy – Brush pens and freestyle scripts • Application of Calligraphy in Design – Posters, greeting cards, logos • Portfolio Preparation and Presentation Techniques 	
Assignments/ Activities towards CCE			

Assignments-1

Title: "Lowercase Calligraphy Script Practice Sheet"

Task: Create a calligraphy sheet showing the lowercase alphabet in Roman or Italic style, with consistent rhythm, spacing, and alignment.

Objective: Evaluate understanding of basic strokes, letterforms, and control.

Assignments-2

Title: "Calligraphy-Based Poster Design"

Task: Design an A3 size poster for an event or quote using both uppercase and lowercase calligraphy with appropriate composition.

Objective: Assess creative application, layout skills, and exploration of advanced calligraphy techniques.

References

1. **"Modern Calligraphy: Everything You Need to Know to Get Started in Script Calligraphy"**
Author: Molly Suber Thorpe
Publisher: St. Martin's Griffin
Publication Year: 2013
2. **"The Art of Calligraphy: A Practical Guide to the Skills and Techniques"**
Author: David Harris
Publisher: DK Publishing
Publication Year: 1995
3. **"Mastering Calligraphy: The Complete Guide to Hand Lettering"**
Author: Gaye Godfrey-Nicholls
Publisher: Chronicle Books
Publication Year: 2013
4. **"Calligraphy and Hand Lettering for Beginners"**
Author: June & Lucy
Publisher: Independently Published
Publication Year: 2019

3.5 OEC

Code 30444222	Course Name Graphic Design Basic (Practical)		Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Apply the foundational elements and principles of graphic design. 2. Apply visual grammar to create compelling communication pieces for fashion-related concepts. 3. Use typography, layout, and digital tools effectively in the design process. 4. Conceptualize and execute fashion communication materials such as mood boards and posters. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Elements and Principles of Graphic Design		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Identify and apply the fundamental elements and principles of design. 2) Understand visual grammar for fashion-oriented design. 3) Develop aesthetic compositions through manual and digital methods. 	<ul style="list-style-type: none"> • Introduction to Graphic Design in Fashion Communication • Elements of Design – Line, Shape, Color, Texture, Space, Form, Value • Principles of Design – Balance, Contrast, Alignment, Hierarchy, Proximity, Repetition, Unity • Color Theory – Color Wheel, Harmony, Psychology of Color in Fashion • Composition Techniques – Grid systems, Rule of thirds, Visual balance • Visual Mapping – Translating fashion inspiration into design 	
Module 2	Typography, Layout, and Digital Composition		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Understand type anatomy and classifications. 2) Design visual compositions using layout, grids, and typography. 3) Apply basic digital tools in creating communication materials for fashion. 	<ul style="list-style-type: none"> • Introduction to Typography – Anatomy, Classifications, Fonts & Styles • Type Hierarchy – Headings, Subheadings, Body Text • Layout and Composition – Alignment, White Space, Visual Flow • Introduction to Graphic Design Software (e.g., Adobe Illustrator/Photoshop/Canva) 	

		<ul style="list-style-type: none"> • Visual Storytelling – Poster, Brochure, Social Media Visuals • Output Formats – File Types, Print vs Digital, Export Settings 	
Assignments/ Activities towards CCE			
<p>Assignments-1</p> <p><i>Moodboard Composition Using Design Principles</i></p> <p>Task: Create a thematic moodboard (A3 size) based on a selected fashion trend or concept, integrating elements and principles of design manually or digitally.</p> <p>Objective: Assess conceptual thinking, visual arrangement, and application of design theory.</p> <p>Assignments-2</p> <p>Title: <i>Fashion Event Poster Design</i></p> <p>Task: Design a digital poster (A3 size) for a fictional or real fashion event using effective typography, layout, and visual storytelling techniques.</p> <p>Objective: Evaluate creative communication, typographic skills, and technical execution using design software.</p>			

References

1. **"Graphic Design School: The Principles and Practice of Graphic Design"**
Authors: David Dabner, Sandra Stewart, Eric Zempol, Publisher: Wiley
Publication Year: 2017
2. **"Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students"**
Author: Ellen Lupton, Publisher: Princeton Architectural Press, Publication Year: 2010
3. **"The Elements of Graphic Design"**
Author: Alex W. White, Publisher: Allworth Press, Publication Year: 2011
4. **"Meggs' History of Graphic Design"**
Authors: Philip B. Meggs, Alston W. Purvis, Publisher: Wiley, Publication Year: 2016

3.7 FP

Course code 31344201	Course Name Advertising I (Pr)		Crs 02
Course Outcome	After going through the course, learners will be able to 1. Analyze Advertising and Branding Concepts: 2. Develop and Implement Advertising Strategies: 3. Apply Practical Knowledge Through Case Studies: 4. Produce Professional-Level Advertising and Branding Documents:		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to Advertising and Branding		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Apply the fundamentals of advertising and branding. 2. Analyze the historical evolution and key milestones in advertising. 3. Evaluate the impact of branding on consumer behavior and market positioning.	<ul style="list-style-type: none"> • Introduction to Advertising: Definitions and Objectives • Evolution of Advertising: Key Milestones • Basics of Branding: Definitions and Importance • Case Study Analysis: Historical Campaigns • Impact of Advertising and Branding on Consumer Behavior 	
Module 2	Advertising Strategies and Media Planning		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Develop comprehensive advertising strategies for different media platforms. 2. Apply the principles of media planning and buying. 3. Analyze case studies to identify effective media strategies.	<ul style="list-style-type: none"> • Advertising Strategies: Traditional vs. Digital • Media Planning and Buying: Concepts and Processes • Case Study Analysis: Multi-Platform Campaigns • Budget Allocation and ROI Measurement • Emerging Trends in Media Planning 	
Assignments/ Activities towards CCE			
Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) Assignment 1: Write a detailed report analyzing a successful historical advertising campaign. Discuss the strategies used and their impact on the brand's success. Assignment 2: Create a media plan for a hypothetical product launch, detailing the choice of media platforms, budget allocation, and expected ROI.			

References

1. Advertising and Promotion: An Integrated Marketing Communications Perspective, Authors: George E. Belch, Michael A. Belch, ISBN: 978-1260261525, Publication Date: 2019
2. Building Strong Brands, Author: David A. Aaker, ISBN: 978-1451671684, Publication Date: 2012
3. Brand Equity & Advertising: Advertising's Role in Building Strong Brands, Editors: David A. Aaker, Alexander L. Biel, ISBN: 978-0805812084, Publication Date: 2013

Semester IV (22Credits)

4.1 Major (Core)

Course code 40144221	Course Name Graphic Design for Fashion -II (Pr)		Crs 04
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Apply Advanced Design Principles: 2. Execute Digital Imaging and Manipulation: 3. Develop Comprehensive Branding and Typography: 4. Create Interactive and Motion Designs 5. Demonstrate Professional Practice: 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Elements of Design		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Apply advanced design principles such as hierarchy, rhythm, and contrast to create visually compelling projects. 2. Critically evaluate and critique design works through theoretical frameworks. 3. Develop a distinctive visual style and approach in advanced design projects. 	Introduction to Advanced Design Principles <ul style="list-style-type: none"> ○ Overview of Design Principles: ○ Understanding Their Application: Design Theory and Analysis <ul style="list-style-type: none"> ○ Historical Perspectives: ○ Contemporary Design Theories: Advanced Techniques in Design Application <ul style="list-style-type: none"> ○ Hierarchical Structures ○ Dynamic Contrast and Color Theory Rhythm and Movement Critique and Evaluation of Design Works <ul style="list-style-type: none"> ○ Analytical Frameworks ○ Case Studies and Practical Analysis Developing a Personal Design Style <ul style="list-style-type: none"> ○ Exploration and Experimentation ○ Portfolio Development Project and Application <ul style="list-style-type: none"> ○ Design Analysis Report • Creative Redesign Project 	
Module 2	Digital Imaging and Manipulation		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Utilize advanced techniques in digital imaging and photo manipulation with current software. 2. Create and integrate complex digital 	Introduction to Digital Imaging <ul style="list-style-type: none"> • Basics of Digital Imaging: <ul style="list-style-type: none"> ○ Understanding pixel-based vs. vector-based images ○ Resolution and file formats (JPEG, PNG, TIFF, RAW, etc.) • Overview of Digital Tools: <ul style="list-style-type: none"> ○ Introduction to industry-standard software (e.g., Adobe Photoshop, GIMP) ○ Basic interface and toolsets Advanced Photo Manipulation	

	<p>elements to form cohesive visual compositions.</p> <p>3. Enhance storytelling through effective digital manipulation and effects.</p>	<p>Techniques</p> <p>Compositing:</p> <ul style="list-style-type: none"> ○ Techniques for combining multiple images seamlessly ○ Layer management and blending modes ○ Retouching and Restoration: ○ Advanced retouching techniques (skin smoothing, blemish removal) ○ Restoring and repairing damaged or old photos <p>Special Effects:</p> <ul style="list-style-type: none"> ○ Creating realistic and artistic effects (e.g., light effects, shadows, textures) ○ Use of filters and plugins for advanced manipulation <p>Color Correction and Enhancement</p> <ul style="list-style-type: none"> • Color Theory in Digital Imaging: <ul style="list-style-type: none"> ○ Advanced color correction techniques (e.g., curves, levels, color balance) ○ Adjusting saturation, brightness, and contrast • Enhancing Images: <ul style="list-style-type: none"> ○ Techniques for improving image quality and visual impact ○ Use of adjustment layers and masking <p>Integration of Digital Elements</p> <ul style="list-style-type: none"> • Layering Techniques: <ul style="list-style-type: none"> ○ Working with multiple layers and layer effects ○ Creating depth and dimension through layering • Blending and Masking: <ul style="list-style-type: none"> ○ Advanced masking techniques for precise control ○ Blending elements to create cohesive compositions <p>Digital Art and Creative Techniques</p> <ul style="list-style-type: none"> • Digital Painting and Illustration: <ul style="list-style-type: none"> ○ Tools and techniques for digital painting ○ Creating and using custom brushes and textures • 3D Elements and Integration: <ul style="list-style-type: none"> ○ Introduction to 	
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		<ul style="list-style-type: none"> ○ integrating 3D elements into 2D designs ○ Basic 3D modeling and rendering concepts <p>Practical Application and Project</p> <ul style="list-style-type: none"> • Advanced Digital Manipulation Project: <ul style="list-style-type: none"> ○ Creating a complex digital artwork that demonstrates advanced manipulation techniques • Incorporation of multiple images, special effects, and enhancements 	
Module 3	Typography and Branding		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Implement advanced typographic techniques in diverse design contexts. 2. Develop and articulate comprehensive branding strategies and brand identities. 3. Create a cohesive visual brand identity that communicates effectively and professionally. 	<p>Advanced Typography</p> <ul style="list-style-type: none"> • Typography Principles: <ul style="list-style-type: none"> ○ Detailed exploration of type anatomy (serif, sans-serif, script, etc.) ○ Advanced typographic terminology and concepts • Type Pairing and Hierarchy: <ul style="list-style-type: none"> ○ Techniques for effective type pairing and creating visual hierarchy ○ Using type to convey tone and personality • Typographic Layouts: <ul style="list-style-type: none"> ○ Designing with grids and aligning type effectively ○ Advanced typographic layouts for print and digital media <p>2. Branding Fundamentals</p> <ul style="list-style-type: none"> • Understanding Brand Identity: <ul style="list-style-type: none"> ○ Components of a brand identity (logo, typography, color palette, etc.) ○ Role of brand identity in business and communication • Brand Strategy: <ul style="list-style-type: none"> ○ Developing a brand strategy that aligns with business goals ○ Researching and defining target audience and market position <p>3. Logo Design and Development</p> <ul style="list-style-type: none"> • Logo Design Principles: <ul style="list-style-type: none"> ○ Creating effective logos that are simple, memorable, and 	

		<ul style="list-style-type: none"> ○ versatile ○ Techniques for designing logos across various mediums and sizes • Branding Guidelines: <ul style="list-style-type: none"> ○ Developing a comprehensive set of branding guidelines ○ Ensuring consistency in logo usage, color schemes, and typography <p>4. Creating Brand Collateral</p> <ul style="list-style-type: none"> • Stationery Design: <ul style="list-style-type: none"> ○ Designing business cards, letterheads, and envelopes ○ Maintaining brand consistency across all stationery • Marketing Materials: <ul style="list-style-type: none"> ○ Designing brochures, flyers, and digital ads ○ Applying branding elements to promotional materials <p>5. Case Studies and Application</p> <ul style="list-style-type: none"> • Case Studies: <ul style="list-style-type: none"> ○ Analyzing successful branding campaigns and their design elements ○ Understanding the application of typography and branding principles in real-world scenarios • Practical Application: <ul style="list-style-type: none"> ○ Developing a complete brand identity for a fictional or real company ○ Designing a logo, typography guidelines, and a set of branded materials <p>6. Project and Presentation</p> <ul style="list-style-type: none"> • Comprehensive Brand Identity Project: <ul style="list-style-type: none"> ○ Designing a full brand identity, including logo, typography, color palette, and collateral • Creating a brand presentation that outlines design choices and strategy 	
Module 4	Interactive and Motion Design		01
	Learning Outcomes	Module Content	

	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Gain proficiency in interactive design and motion graphics for web and multimedia applications. 2. Design engaging user experiences with advanced interactive elements and animations. 3. Apply motion graphics techniques to enhance visual communication in digital platforms. 	<p>Introduction to Interactive Design</p> <ul style="list-style-type: none"> • Fundamentals of Interaction Design: <ul style="list-style-type: none"> ◦ Principles of user experience (UX) and user interface (UI) design ◦ Understanding user-centered design and usability • Interactive Design Tools: <ul style="list-style-type: none"> ◦ Overview of popular tools and software (e.g., Adobe XD, Figma, Sketch) ◦ Basics of wireframing and prototyping <p>2. Advanced User Interface (UI) Design</p> <ul style="list-style-type: none"> • UI Design Principles: <ul style="list-style-type: none"> ◦ Designing intuitive and engaging user interfaces ◦ Techniques for effective navigation, layout, and information hierarchy • Interactive Elements: <ul style="list-style-type: none"> ◦ Designing buttons, forms, and interactive controls ◦ Creating responsive designs for different devices and screen sizes <p>3. Motion Design Fundamentals</p> <ul style="list-style-type: none"> • Principles of Motion Design: <ul style="list-style-type: none"> ◦ Key principles of animation (e.g., timing, easing, and motion paths) ◦ Understanding the role of motion in enhancing user experience • Motion Design Tools: <ul style="list-style-type: none"> ◦ Introduction to software for motion graphics (e.g., Adobe After Effects, Principle, Lottie) ◦ Basics of creating animations and transitions <p>4. Advanced Motion Graphics Techniques</p> <ul style="list-style-type: none"> • Animating UI Elements: <ul style="list-style-type: none"> ◦ Techniques for animating user interface components ◦ Creating engaging microinteractions and 	
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		<p>transitions</p> <ul style="list-style-type: none"> • Storytelling through Motion: <ul style="list-style-type: none"> ◦ Using motion graphics to tell a story or convey a message ◦ Integrating motion design with interactive elements <p>5. Interactive and Motion Design Integration</p> <ul style="list-style-type: none"> • Creating Interactive Prototypes: <ul style="list-style-type: none"> ◦ Designing interactive prototypes that incorporate motion and animation ◦ Testing and refining interactive and motion design elements • Responsive and Adaptive Design: <ul style="list-style-type: none"> ◦ Ensuring consistency and usability across various devices and screen sizes ◦ Techniques for creating adaptive layouts and interactions <p>6. Practical Application and Project</p> <ul style="list-style-type: none"> • Interactive Motion Design Project: <ul style="list-style-type: none"> ◦ Developing an interactive prototype with integrated motion graphics ◦ Applying principles of UI design, motion graphics, and user experience • Presentation and Review: <ul style="list-style-type: none"> ◦ Presenting the interactive motion design project, focusing on design choices and user experience • Receiving and providing critique based on technical execution and design effectiveness 	
Assignments/ Activities towards CCE			
<p>Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)</p> <p>Assignment No 1: Complex Design Application: Analyze a complex design case study, focusing on how advanced design principles are used. Create a new design project that applies these principles to a real-world problem or theme.</p> <p>Assignment No 2: Advanced Digital Manipulation Project: Produce digital artwork that incorporates multiple</p>			

advanced photo manipulation techniques, including compositing, retouching, and special effects.

Assignment No 3:

Comprehensive Brand Identity Project: Design a complete brand identity for a new or existing company, including logo design, typography, color palette, and brand collateral.

Assignment No 4:

Interactive Motion Design Creation: Develop an interactive prototype for a website or application that integrates motion graphics to enhance user engagement and experience.

References

1. "Design Basics" by David A. Lauer and Stephen Pentak, ISBN: 978-0357717281, Publication Date: 2022.
2. "The Elements of Graphic Design" by Alex W. White, ISBN: 978-0393736993, Publication Date: 2021.
3. "Adobe Photoshop Classroom in a Book (2024 release)" by Andrew Faulkner and Conrad Chavez, ISBN: 978-0137805555, Publication Date: 2024.
4. "Digital Art Masters: Volume 10" by 3DTotal Publishing, ISBN: 978-1909414734, Publication Date: 2023.
5. "Type on Screen: A Critical Guide for Designers, Writers, Developers, and Students" by Ellen Lupton, ISBN: 978-1616898003, Publication Date: 2014
6. "Branding: In Five and a Half Steps" by Michael Johnson, ISBN: 978-0500518214, Publication Date: 2021.
7. "Interaction Design: Beyond Human-Computer Interaction" by Jenny Preece, Yvonne Rogers, and Keith Sharp, ISBN: 978-1119547252, Publication Date: 2022.
8. "Motion Graphics: Principles and Practices from the Ground Up" by Ian Crook and Peter Beare, ISBN: 978-1138595535, Publication Date: 2020.

4.2 Major (Core)

Code 40144222	Course Name Visual Merchandising (Pr)		Credits 04
Course Outcome	After going through the course, learners will be able to 1. Gain in-depth knowledge of displaying the fashion, apparel and other products with innovative and creative ideas to increase the retail store's customers and sales. 2. Define and grasp key terms and principal involved in the components of visual merchandising. 3. Obtain a broad understanding of display and be able to employ strategies for attractive and profitable display decisions within retailing. 4. Acquire knowledge about the role of VM in a retail store and the influence of VM on behaviour of shoppers		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to Visual merchandising and display basics		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Identify the fundamentals and importance of visual merchandising used in the retail industry. 2. Recognize the contribution of elements of display in visual merchandise. 3. Examine the retail shopping patterns and its effect on visual merchandising.	<ul style="list-style-type: none"> • Meaning of Visual Merchandising, scope of VM. • Impulse of VM • Types of VM • Art of VM • Visual Merchandising strategies • Purpose of VM • Important of VM • VM Success factors • Principle of VM <ul style="list-style-type: none"> ◦ Error to avoid VM 	
Module 2	Store exterior and window display types		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Examine the importance of display as a tool for the success of store exterior and window display of fashion brands. 2. Inspect elements of store exteriors and window displays influence customer perception and	<ul style="list-style-type: none"> • Application of principles of design in visual merchandising • Good Store Design & Store Environments • Merchandise Presentation for attention of customers • Methods of display • Display themes and settings • Elements of Merchandise • Promotional signs • Floor Signages 	

	behavior.	<ul style="list-style-type: none"> • Types of Entrance • Types of Window display – location within the store with respect to brand study • Theme based displays • Seasonal displays 	
Module 3	Store Interior		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Evaluate the effectiveness of store interior designs. 2. Construct visual themes, using color psychology, lighting techniques, and signage effectively. 3. Demonstrate the importance of maintaining a balance between product display and customer circulation. 	<ul style="list-style-type: none"> • Lighting & Colours • Types of Store Fixtures • Store layout Variations • Types of Space • Types of Props • Types of Mannequins • Alternative to Mannequins. • Elements for successful displays • Mannequins and other human forms • Fixtures, Props, Lights • Materials used in window display of Visual Merchandising • Familiar symbols • Sale ideas 	
Module 4	Display techniques- Attention getting devices		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. Outline the steps in the display planning. 2. Illustrate original design concepts that utilize design elements. 3. Create effective planning strategies to maximize consumer interest and sales. 	<ul style="list-style-type: none"> • Merchandise Displays types • Point of Sales • Interior display Types • Drapers & Hangers • Types of Pin Up Techniques • Visual Communication • Fashion accessories • Home fashion hard goods display • Graphic and signage • Visual merchandise planning • Store planning and design • Point of purchase display • Assessing metrics- foot traffic, sales conversion rates, and customer feedback to make informed decisions for improvement. 	

		<ul style="list-style-type: none"> • Case Studies 	
<p align="center">Assignments/ Activities towards CCE</p>			
<p>Assignment 1: PowerPoint presentation on principles of design used in visual merchandising</p> <p>Assignment 2: Presentation on Themes and setting for windows and interiors of a store with respect to brand study.</p> <p>Assignment 3: Creating the elements of display on CAD Software. Execution of visual presentation on CAD Software.</p> <p>Assignment 4: Window Creation; Select a retail store (either real or hypothetical) and conduct a thorough analysis of its target audience, brand identity, and existing visual merchandising strategies. Create a detailed design proposal for your visual merchandising display. This should include- Sketches or digital mock-ups of the display layout, detailed list of props, signage, lighting, and other elements to be used, Explanation of how your design enhances the customer experience and promotes sales.</p>			

References

1. Pegler M., (2006), "Visual merchandising and display", 5th edition fairchild publication New York.
2. Diamond J, Diamond E., (2007), "Contemporary visual merchandising and environmental design", Pearson education, Inc.
3. The national retail merchants association's visual merchandising board of directors,(1986), "Visual merchandising", PBC international. INC.

4.3 Minor Stream

Code 40144213	Course Name Principles of Management		Crs 04
Course Outcome	After going through the course, learners will be able to 3. Apply fundamental concepts of management in the context of fashion and design industries 4. Evaluate and apply strategic planning and decision-making techniques.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Foundations of Management		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Develop a foundational understanding of management concepts and their relevance to the fashion industry.	<ul style="list-style-type: none"> • Definition, Nature, Purpose and Importance of Management • Evolution of Management Thought • Management: Science, Art or Profession • Social Responsibility and Ethics in Management 	
Module 2	Organizational Structures and Management Functions		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Explore organizational hierarchies, their functional roles, and managerial responsibilities.	<ul style="list-style-type: none"> • Types and Levels of Organization • Managerial Roles and Functions • Process of Management: Planning, Organizing, Leading and Controlling 	
Module 3	Strategic Planning and Decision-Making		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1) Comprehend business planning, implementation processes and decision-making in fashion enterprises.	<ul style="list-style-type: none"> • Planning: Types, Steps and Strategic Importance • Decision-Making: Evaluation, Alternatives and Selection • Organizational Structures in Fashion • Delegation of Work and Decentralization 	
Module 4	Human Resource, Financial and Ethical Management		01
	Learning Outcomes	Module Content	

	After learning the module, learners will be able to 1) Examine the role of HR, financial management and ethical practices in fashion businesses.	<ul style="list-style-type: none"> • Motivation and Leadership Theories • Communication in Organizations • Introduction to Financial Management: Functions, Goals, Sources • Break-even Analysis and Profitability • Ethics and Corporate Social Responsibility in Fashion 	
Assignments/ Activities towards CCE			
1. Case Study Analysis: SWOT analysis of two diverse organizations (one fashion-related) 2. Case study – SWOT Analysis of different Fashion Category.			

References

1. Bhattacharya S.C. (1999), Strategic Management: Concepts and Cases, A H Wheeler Publishing
2. Koontz & Weihrich (2009), Essentials of Management, 5th Ed., Tata McGraw Hill
3. Sheehan B., Marketing Management, AVA Publishing
4. Tripathi P.C. & Reddy P.N. (1991), Principles of Management, Tata McGraw Hill

4.4 OEC

code 40444222	Course Name Social Media Management (Practical)		Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Gain in-depth knowledge of social media platforms and their relevance in the fashion industry. 2. Plan and execute engaging content strategies for fashion brands. 3. Analyze performance metrics and apply tools for campaign optimization. 4. Create visual and written content suited for various social media formats 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Social Media Platforms & Content Creation		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Identify and compare key social media platforms used in fashion branding. 2) Create platform-specific visual and written content for audience engagement. 3) Use basic tools for designing, scheduling, and publishing posts. 	<ul style="list-style-type: none"> • Overview of Social Media Platforms – Instagram, Facebook, Pinterest, LinkedIn, TikTok, YouTube • Audience Behavior & Platform Algorithms • Brand Voice & Tone – Fashion Context • Content Types – Static posts, Reels, Stories, Carousels • Tools for Content Creation – Canva, Adobe Express, InShot • Post Scheduling Tools – Meta Business Suite, Buffer, Later 	
Module 2	Campaign Planning, Analytics & Strategy		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Plan and manage a basic digital campaign for a fashion product or event. 2) Interpret key metrics from social media insights and analytics. Optimize content strategy based on performance data.	<ul style="list-style-type: none"> • Social Media Campaign Structure – Objectives, KPIs, Timeline • Campaign Themes – Product Launch, Fashion Week, Festive Collections • Influencer Marketing & Collaborations • Analytics Tools – Instagram Insights, Facebook Business Suite 	

		<ul style="list-style-type: none"> • Key Metrics – Reach, Engagement, Impressions, Click-Through Rate • Strategy Refinement Based on Insights 	
Assignments/ Activities towards CCE			
<p>Assignments 1 Title: <i>Social Media Grid for a Fashion Brand (7-Day Plan)</i> Task: Develop a 7-day content plan (with visuals and captions) for a fashion brand's Instagram page using Canva or equivalent tools. Include rationale for theme, target audience, and post frequency.</p> <p>Assignments 2 Title: <i>Mini Social Media Campaign Plan</i> Task: Design a 1-week campaign plan for a fashion event or product launch. Include post calendar, influencer collaboration ideas, budget estimate, and sample insights report. Objective: Evaluate ability to plan and measure a basic fashion-focused campaign using digital tools.</p>			

References

1. **"Social Media Marketing All-in-One For Dummies"**
Authors: Michelle Krasniak, Jan Zimmerman, Deborah Ng, *Publisher:* Wiley
Publication Year: 2021
2. **"The Art of Social Media: Power Tips for Power Users"**
Authors: Guy Kawasaki, Peg Fitzpatrick, *Publisher:* Portfolio
Publication Year: 2014
3. **"Fashion Marketing and Communication in the Digital Age"**
Author: Olga Mitterfellner, *Publisher:* Routledge
Publication Year: 2022
4. **"Content Chemistry: The Illustrated Handbook for Content Marketing"**
Author: Andy Crestodina, *Publisher:* Orbit Media Studios, Inc.
Publication Year: 2020

4.4 OEC

code 40444223	Course Name Digital Marketing		Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Gain in-depth knowledge, core concepts and tools of digital marketing relevant to the fashion industry. 2. Plan and execute basic digital marketing campaigns. 3. Create ad content and SEO-friendly content tailored for fashion audiences. 4. Analyze campaign performance using digital metrics and tools. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Digital Marketing Foundations & Fashion Content Creation		01
	Learning Outcomes After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Gain knowledge of digital marketing ecosystem in the fashion context. 2) Create engaging, SEO-optimized content for websites and social platforms. 3) Learn how to use tools like Google Trends, Canva, and Meta Business Suite. 	Module Content <ul style="list-style-type: none"> • Introduction to Digital Marketing – Definition, Scope, Relevance to Fashion • Owned, Paid, and Earned Media Channels • Fashion-Focused SEO Basics – Keywords, Tags, Meta Descriptions • Content Types – Blogs, Social Media Posts, Videos, Ads • Visual Tools – Canva, Adobe Express for Fashion Creatives • Email Marketing Basics – Mailchimp, Newsletters for Brands • 	
01Module 2	Campaign Planning, Paid Ads & Performance Analytics		01
	Learning Outcomes	Module Content	

	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1) Plan and execute a basic digital marketing campaign using Google and Meta platforms. 2) Define budget allocation, audience targeting, and ad design. 3) Analyze campaign performance using Google Analytics and Meta Insights. 	<ul style="list-style-type: none"> • Campaign Creation – Objective, Target Audience, Message • Basics of Google Ads & Meta (Facebook + Instagram) Ads • Budgeting & Bidding Basics for Fashion Ads • Ad Design Principles – CTAs, Headlines, Aesthetics • Introduction to Analytics – Google Analytics, Meta Insights • Understanding KPIs – CTR, Engagement Rate, CPC, ROI • 	
Assignments/ Activities towards CCE			
<p>Assignments 1 Title: <i>Create a Digital Content Kit for a Fashion Brand</i> Task: Develop an SEO-optimized blog post, 2 Instagram visuals, and a newsletter draft for a fictional or real fashion brand. Objective: Evaluate strategic thinking, content writing, and visual marketing skills.</p> <p>Assignments 2 Title: <i>Design a Mini Paid Ad Campaign for a Fashion Product</i> Task: Create a campaign proposal for a new fashion collection, including ad copy, visuals, target demographics, platforms, and a basic performance tracking plan. Objective: Assess campaign planning, strategic ad thinking, and analytical understanding.</p>			

References

1. **"Digital Marketing for Dummies"**
Author: Ryan Deiss, Russ Henneberry, *Publisher:* Wiley, *Publication Year:* 2020
"Fashion Marketing"
Author: Tony Hines and Margaret Bruce, *Publisher:* Routledge, *Publication Year:* 2012
2. **"Digital Marketing Strategy: An Integrated Approach to Online Marketing"**
Author: Simon Kingsnorth, *Publisher:* Kogan Page, *Publication Year:* 2022
3. **"SEO 2023: Learn Search Engine Optimization"**
Author: Adam Clarke, *Publisher:* Independently Published, *Publication Year:* 2023

4.5 SEC

Code 40744221	Course Name Design Thinking		Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Define and understand the human-centric Design Thinking process 2. Develop and test low-fidelity prototypes for fashion communication solutions 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Fundamentals of Design Thinking		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Build user personas and empathy maps for design research 2) Apply Design Thinking to brand storytelling, digital strategy, packaging, and social impact. 	<ul style="list-style-type: none"> • Introduction to Design Thinking: Origins, importance, and process • Role in Communication • The 5-stage framework: Empathize, Define, Ideate, Prototype, Test • Empathy mapping and user personas, challenges faced • Defining the problem • Ideation techniques: brainstorming, SCAMPER, mind mapping • Case studies from fashion brands, and digital storytelling presentations 	
Module 2	Application of Design Thinking in Fashion Communication		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Apply Design Thinking methodology to industry-relevant communication challenges. 2) Enable creative problem-solving through empathetic observation and user insight. 	<ul style="list-style-type: none"> • Prototyping: Introduction and process • Sketching, storyboarding, mock-ups • Feedback loops: testing, observation, iteration • Design Thinking for branding, packaging, campaigns, and editorial content • Social impact through communication • Visual storytelling and communication strategy • Final pitch and storytelling: presenting the design solution. GDs & Brainstorming 	

Assignments/ Activities towards CCE
<ol style="list-style-type: none">3. Choose a communication problem (e.g., sustainable fashion awareness), brainstorm 20+ ideas, and map them visually4. Pitch your Design Thinking journey using storytelling and visuals (PDF or physical format)

References

1. Brown, T. (2009). Change by Design: How Design Thinking Creates New Alternatives for Business and Society. Harvard Business Press.
2. Liedtka, J., & Ogilvie, T. (2011). Designing for Growth: A Design Thinking Toolkit for Managers. Columbia University Press.
3. Kelley, T., & Kelley, D. (2013). Creative Confidence: Unleashing the Creative Potential Within Us All. Crown Business.
4. Martin, R. L. (2009). The Design of Business: Why Design Thinking is the Next Competitive Advantage. Harvard Business Press.

4.7 CE

Code 41744201	Course Name Community Engagement- Craft Studies (Pr)		Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Identify Indian crafts to understanding community dynamics 2. Develop and facilitate community engagement through field research on selected craft 3. Communicate effectively with diverse stakeholders, including artisans, community members, and potential consumers 4. Develop and implement community engagement project that promotes Indian crafts 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Community Engagement- Study of Indian Crafts		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Define different types of Indian crafts according to regional diversity 2) Identify one craft and summarize the regional diversity in selected craft tradition 	<ul style="list-style-type: none"> • Overview of Indian crafts and their historical context • Understanding the role of selected craft in community livelihoods • Conduct a field visit to a local craft community, spend time in the community to observe and document the craft-making process. • Develop understanding of the materials, tools, techniques, and steps involved. • Conduct interviews with artisans to gather their stories, experiences, and challenges. • Capture photographs and videos to visually document the craft. 	
Module 2	Community Engagement- Case Study Reflection		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Summarize the collected data into a comprehensive documentation 2) Demonstrate the experience based on gained insights and suggest potential improvements 	<ul style="list-style-type: none"> • Comprehensive documentation of a specific craft, including its history, techniques, and cultural significance • Analyze the process including challenges, success and observations on community dynamics. Student presentation of project findings in form of 	

	through documentary	documentary	
Assignments/ Activities towards CCE			
<p>Assignments 1 Choose a specific traditional Indian craft and identify a community where this craft is practiced. Engage with local artisans and gain insights into their lives, craft traditions, challenges, and aspirations through a field visit.</p> <p>Assignments 2 Compile the collected data from field visit into a comprehensive document and visually enriched documentary capturing the personal stories and experiences of artisans practicing the craft.</p>			

References

- Aditi Ranjan, M.P. Ranjan (2009). Handmade in India: A Geographic Encyclopedia of India Handicrafts. United Kingdom: WW Norton.
- Buch, N., Trivedi, H. (2021). Geographical Indications of Indian Handlooms: Between Legal Right and Real Right. United Kingdom: Taylor & Francis.
- Dhamija, J., Sarin, M. (2003). Handicrafts of India: Our Cultural Tradition. India: National Book Trust, India.
- Jagadeesh. (2023). Indian Handicrafts. (n.p.): Repro India Limited.
- Jaitly, J. (2012). Crafts Atlas of India. India: Niyogi Books.
- Joshi, T. (2011). Timeless Traditions; Contemporary Forms: Arts and Crafts of Madhya Pradesh. India: Wisdom Tree Publishers.
- Tyagi, A. (2008). Let's Know Handicrafts of India. United Kingdom: IBS Books.