



**SNDT Women's University, Mumbai**

**Undergraduate Degree / UG Programme  
(Syllabus as Per NEP) -  
Faculty of Interdisciplinary Studies**

**B. Design  
(Fashion Communication)**

As Per NEP – 2020

**Semester – V & VI**

**Syllabus  
(W.E.F. Academic Year 2026-27)**

## 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	Subject Specific IKS related to Major

		major credit.	
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

**Structure with Course Titles****B. Design (Fashion Communication)****Semester – V**

<b>Sr. No.</b>	<b>Course</b>	<b>Type of Course</b>	<b>Credits</b>	<b>Marks</b>	<b>Int Marks</b>	<b>Ext Marks</b>
	<b>Semester – V</b>					
50144221	Advertising II (Pr)	Major (Core)	4	100	50	50
50144222	Space Design - Basic (Pr)	Major (Core)	4	100	50	50
51044221	Product Photography (Pr)	IKS (Major Specific)	2	50	0	50
50244221	Fashion Styling (Pr)	Major (Elective) <b>(Any One)</b>	4	100	50	50
50244222	Film Making and Set Design (Pr)					
50344221	Web Design Advance (Pr)	Minor Stream	<b>4</b>	100	50	50
50644201	Light and Sound Design (Pr)	VSC-4	2	50	50	0
51344201	Community Engagement – Craft Product Design (Pr)	FP	2	50	50	0
			<b>22</b>	<b>550</b>	<b>300</b>	<b>250</b>

**Semester – VI**

<b>Sr. No.</b>	<b>Course</b>	<b>Type of Course</b>	<b>Credits</b>	<b>Marks</b>	<b>Int Marks</b>	<b>Ext Marks</b>
	<b>Semester - VI</b>					
60144221	UI Design (Pr)	Major (Core)	4	100	50	50
60144222	UX Design (Pr)	Major (Core)	4	100	50	50
60244211	Media Planning and Event Management (Th+Pr)	Major (Elective) <b>(Any One)</b>	4	100	50	50
60244212	Brand Design Management (Th+Pr)					
60344211	Fashion Journalism and Publication (Th)	Minor Stream	2	50	0	50
60344222	Creative Packaging (Pr)	Minor Stream	<b>4</b>	100	50	50
61244221	Industry Research Project (Pr)	OJT	4	100	50	50
			<b>22</b>	<b>550</b>	<b>250</b>	<b>300</b>

**Exit with Degree (3-year)**

## Course Syllabus

### Semester V

#### 5.1 Major (Core)

<b>5.1</b>	<b>Advertising II (Pr)</b>		<b>Cr</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Develop effective strategies to meet communication goals.</li> <li>2. Generate innovative ideas and compelling visual concepts.</li> <li>3. Build teamwork, communication, and presentation abilities.</li> <li>4. Assess campaign performance using data insights.</li> <li>5. Manage media strategies across platforms.</li> </ol>		4
<b>Module 1: Advanced Advertising Strategy</b>			<b>Cr</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	<b>1</b>
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Develop comprehensive advertising strategies based on market research and consumer behavior analysis.</li> <li>2. Analyze different advertising models and theories to real-world scenarios.</li> <li>3. Design detailed advertising plans with clear objectives and measurable outcomes.</li> <li>4. Review emerging trends and innovations in advertising</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Advanced Advertising Strategy</li> <li>• Market Research and Consumer Insights</li> <li>• Strategic Advertising Models and Theories</li> <li>• Setting Advertising Objectives and Goals</li> <li>• Developing a Strategic Advertising Plan</li> <li>• Budgeting and Resource Allocation</li> <li>• Implementing and Managing Advertising Strategies</li> <li>• Evaluating Advertising Strategy Performance</li> <li>• Emerging Trends and Innovations in advertising</li> </ul>	•
<b>Module 2: Creative Development and Execution</b>			<b>Cr</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	<b>1</b>
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Evaluate the effectiveness of creative strategies in achieving advertising goals.</li> <li>2. Apply various creative techniques and tools to produce compelling advertising materials.</li> <li>3. Develop innovative advertising concepts and campaigns.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Creative Development</li> <li>• Generating Creative Ideas</li> <li>• Creative Strategy and Concept Development</li> <li>• Creating Effective Advertising copy.</li> <li>• Visual and Graphic Design in Advertising</li> <li>• Producing Advertising Materials</li> <li>• Multi-Channel and Integrated Campaigns</li> <li>• Final execution of creative concept in advertising</li> </ul>	
<b>Module 3: Media Planning and Buying</b>			<b>Cr</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	<b>1</b>

	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Implement effective media plans that align with advertising strategies.</li> <li>2. Analyze media metrics and ROI to optimize media spend and campaign performance.</li> <li>3. Explore media buying processes and negotiate with media vendors.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Media Planning and Buying</li> <li>• Media Planning Fundamentals</li> <li>• Audience Analysis and Targeting</li> <li>• Media Types and Channels</li> <li>• Media Buying Strategies and Tactics in line with Budget allocations</li> <li>• Media Performance Metrics and Analysis</li> <li>• Integrating Media Planning for Channels</li> <li>• Media Planning and Buying Challenges</li> </ul>	
<b>Module 4: Campaign Evaluation and Analytics</b>			<b>CR</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	<b>1</b>
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Assess the effectiveness of advertising campaigns through various analytical methods.</li> <li>2. Interpret data and metrics to make informed decisions about future advertising efforts.</li> <li>3. Present campaign results and recommendations based on analytical insights.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Campaign Evaluation and Analytics</li> <li>• Defining Metrics and Key Performance Indicators (KPIs)</li> <li>• Data Collection and Analysis Methods</li> <li>• Interpreting Campaign Results</li> <li>• Reporting and Communicating Results</li> <li>• Optimizing Campaigns Based on case studies</li> </ul>	•

<b>Assignments/ Activities towards CCE</b>
<ol style="list-style-type: none"> <li>1. Conduct market research for a given product. Present key findings and strategic recommendations. Develop and present an advertising strategy for a selected brand or product.</li> <li>2. Create a complete advertising campaign concept with visuals, copy, and media plan. Analyze the existing advertisements for creativity and effectiveness. Present your campaign idea with rationale and target audience insights.</li> </ol>

### **Bibliography**

- Belch, G. E., & Belch, M. A. (2017). Advertising & promotion: An integrated marketing communications perspective. McGraw-Hill Education.
- Danaher, P. J, & Cook, I. M. (2016). Advertising management. Wiley.
- Geskey, R. D. Sr. (2014). Media planning & buying in the 21st century. Routledge.
- Pardun, C. J. (2020). Advertising research: Theory and practice. Routledge.
- Sullivan, L. (2016). Hey, Whipple, squeeze this: A guide to creating great ads. Wiley.
- Surmanek, J. (2019). Media planning: A practical guide. Routledge.

## 5.2 Major (Core)

<b>5.2</b>	<b>Space Design- Basic (Pr)</b>	<b>Cr</b>
<b>Course Outcomes</b>	<p>After going through the course, learners will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply design principles and spatial composition to create functional and aesthetic interiors and display spaces.</li> <li>2. Demonstrate skills in using design tools and materials to visualize and prototype space design concepts.</li> <li>3. Develop creative display, exhibition, and retail environments that enhance user experience and brand identity.</li> <li>4. Execute small-scale spatial design projects integrating sustainability, ergonomics, and visual balance.</li> </ol>	<b>4</b>
<b>Module 1: Fundamentals of Space Design</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>
	<ol style="list-style-type: none"> <li>1. Explain the fundamentals of spatial design and its relevance in fashion communication and visual merchandising.</li> <li>2. Identify spatial elements, materials, textures, and lighting principles.</li> <li>3. Apply design principles to create a functional and aesthetic spatial layout.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Space Design: Definition, scope, and application in retail and exhibition</li> <li>• Elements &amp; Principles of Space Design: Line, form, texture, color, balance, and proportion</li> <li>• Space Planning: Circulation, zoning, human scale, ergonomics</li> <li>• Material Selection: Types, textures, and surface finishes</li> <li>• Lighting &amp; Ambience: Types of lighting, effects, and mood creation</li> </ul>
<b>Module 2: Visual Merchandising and Display Techniques</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>
	<ol style="list-style-type: none"> <li>1. Apply visual merchandising concepts and assess its impact on consumer behavior.</li> <li>2. Design window and in-store displays based on brand and seasonal themes.</li> <li>3. Explore storytelling and product placement strategies through spatial composition.</li> <li>4. Integrate the branding Identity into retail spaces</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Visual Merchandising: Definition, importance, and types</li> <li>• Store Layouts: Grid, free-flow, racetrack layouts</li> <li>• Window Display Design: Concepts, storytelling, and use of props</li> <li>• Display Techniques: Mannequin styling, focal points, product placement</li> <li>• Branding through Space: Integrating brand identity into retail spaces</li> </ul>
<b>Module 3: Exhibition and Event Space Design</b>		<b>1</b>

	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<ol style="list-style-type: none"> <li>1. Analyze the spatial flow and audience interaction in exhibitions and events.</li> <li>2. Create thematic spatial experiences integrating branding and communication design.</li> <li>3. Apply design thinking to temporary structures and modular display systems.</li> <li>4. Assess the spatial flow and audience interaction in exhibitions and events.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Exhibition Design: Types, purpose, and process</li> <li>• Space Planning for Events: Visitor flow, entry–exit planning, and accessibility</li> <li>• Modular and Temporary Structures: Materials and construction techniques</li> <li>• Interactive Installations and Multimedia Integration</li> <li>• Case Studies: Fashion exhibitions, pop-up events, art installations</li> </ul>	
<b>Module 4: Digital Tools and Model Making in Space Design</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<ol style="list-style-type: none"> <li>1. Utilize digital and manual tools to visualize and communicate spatial design concepts.</li> <li>2. Create detailed 2D and 3D design models using relevant software.</li> <li>3. Develop scaled physical prototypes demonstrating design accuracy and creativity.</li> <li>4. Integrate Sustainability and Innovations in Space Design.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Digital Tools: 2D and 3D rendering software</li> <li>• 2D Drafting and 3D Visualization</li> <li>• Model Making: Scaled mock-ups, materials, and techniques</li> <li>• Presentation Boards and Portfolio Development</li> <li>• Sustainability and Innovative Practices in Space Design</li> </ul>	

### **Assignments/ Activities towards CCE**

1. Create a conceptual layout plan for a boutique or small exhibition kiosk using hand rendering or CAD software, focusing on material and lighting balance.
2. Design a thematic window display for a chosen fashion brand, integrating lighting, props, and visual storytelling. Present mood boards and 3D visualizations.
3. Design an exhibition booth for a fashion brand or art showcase, focusing on user experience, navigation, and communication through space and graphics.
4. Develop a digital 3D model and scaled physical prototype of a thematic space (e.g., retail, exhibition, event), with a presentation board showcasing design process and outcomes.

## **Bibliography**

- Ambrose, G., & Harris, P. (2012). *Spatial Design*. AVA Publishing. ISBN: 978-2940411429
- Bell, J., & Ternus, K. (2017). *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*. Fairchild Books. ISBN: 978-1501327540
- Callender, J. (2012). *Interior Design Illustrated*. Wiley. ISBN: 978-1118090717
- Heller, E., & Ilievska, T. (2019). *The Visual Merchandising Handbook*. Laurence King Publishing. ISBN: 978-1786274120
- Linton, H. (2012). *Exhibition Design*. Laurence King Publishing. ISBN: 978-1856696708
- Pegler, M. M. (2012). *Visual Merchandising and Display (6th ed.)*. Fairchild Books. ISBN: 978-1563678196
- Pile, J. F., & Gura, J. (2013). *History of Interior Design*. Wiley. ISBN: 978-1118403517
- Ward, J., & Jackson, A. (2010). *Display Design*. Bloomsbury. ISBN: 978-2940373161

### 5.3 IKS (Major Specific)

<b>5.3</b>	<b>Product Photography (Pr)</b>		<b>Cr</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to: <ol style="list-style-type: none"> <li>1. Enhance images using editing tools and software.</li> <li>2. Apply the skills of photography with technical proficiency in projects.</li> <li>3. Use the basics of photography effectively.</li> </ol>		<b>2</b>
<b>Module 1: Composition and Product Styling</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Develop skills for creating visually compelling product compositions.</li> <li>2. Implement the use of props and backgrounds to enhance product presentation.</li> <li>3. Communicate a brand's message through styling and composition with case studies analysis</li> </ol>	<ul style="list-style-type: none"> <li>• <b>Principles of Composition</b> Rule of thirds, leading lines, and framing Balance and symmetry</li> <li>• <b>Product Styling</b> Choosing props and backgrounds Arranging products and props to create appealing scenes</li> <li>• <b>Advanced Techniques</b> Using depth of field and focus Creating a narrative or theme through styling</li> <li>• <b>Case Studies</b> Analyzing successful product photography examples</li> </ul>	
<b>Module 2: Post-Processing and Editing</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Demonstrate the skills of editing software for product photography.</li> <li>2. Explore techniques for retouching, color correction, and image enhancement.</li> <li>3. Prepare images for various file formats and for platforms.</li> </ol>	<ul style="list-style-type: none"> <li>• <b>Introduction to post-processing</b> Overview of editing software (Photoshop, Lightroom) Basic editing workflows</li> <li>• <b>Color Correction and Retouching</b> Adjusting exposure, contrast, and color balance Removing imperfections and enhancing details</li> <li>• <b>Image Optimization</b> Preparing images for web and print Export settings and file formats</li> <li>• <b>Case Studies</b> Examples of before-and-after editing</li> </ul>	

#### Assignments/ Activities towards CCE

1. Photograph a product incorporating various props and backgrounds to create a styled scene. Showcase creativity and the ability to enhance product appeal through effective styling.

2. Edit a raw product photo to enhance its appearance, including color correction, retouching, and final adjustments. Display competence in digital editing and produce a high-quality final image.

### **Bibliography**

Bennett, J. (2016). Product photography: A practical guide. Ilex Press.

Berardi, S. (2020). Lighting for product photography. Ilex Press.

Evening, M. (2016). Adobe Photoshop CC for photographers. New Riders.

Grey, C. (2008). Master lighting guide for portrait photographers. Amherst Media.

McGee, M. (2020). Lightroom Classic CC: The missing FAQ. Ilex Press.

Heller, S. (2010). Product photography: A step-by-step guide. New Riders.

Barnbaum, B. (1994). The art of photography: An approach to personal expression. Knopf.

Green, D. (2018). The complete guide to product photography. Ilex Press.

## 5.4 A. Major (Electives)

<b>5.4 A</b>	<b>Fashion Styling (Pr)</b>	<b>Cr</b>
<b>Course Outcomes</b>	<p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Develop aesthetic sensibility and practical skills in visual styling, fashion communication, and accessory coordination.</li> <li>2. Coordinate fashion accessories to complement and enhance styling narratives</li> <li>3. Explain the fundamentals of fashion styling and its role within the fashion ecosystem.</li> <li>4. Style models and mannequins using garments and accessories for specific themes</li> </ol>	<b>4</b>
<b>Module 1: Introduction to Fashion Styling</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>
	<p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Analyze the styling approaches of renowned Indian and international fashion stylists</li> <li>2. Identify fundamental terminology and key roles of a stylist.</li> </ol>	<ul style="list-style-type: none"> <li>• Evolution of fashion styling over different periods of fashion</li> <li>• Roles and responsibilities of fashion stylist</li> <li>• Principles of styling</li> <li>• Fashion and Contemporary culture</li> <li>• Body types and personal style analysis</li> <li>• Elements of styling: color, silhouette, fabric, texture, accessories</li> </ul>
<b>Module 2: Editorial &amp; Commercial Styling</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>
	<p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Explore style trends and practice to diverse styling needs of today's consumers and brands</li> <li>2. Apply commercial styling techniques to align with brand and media values</li> </ol>	<ul style="list-style-type: none"> <li>• Mood boards, storyboards, brand narratives</li> <li>• Budgeting and sourcing - Working with creative teams</li> <li>• Celebrity &amp; Red Carpet styling – knowhow and challenges</li> <li>• Runway styling and career prospects</li> <li>• Case Studies of Celeb Styling – Discussion &amp; presentations</li> <li>• Future roadmap of styling - Sustainable &amp; Inclusive Styling Practices</li> <li>• Digital &amp; future-forward styling methods</li> </ul>
<b>Module 3: Introduction to Accessories</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>
	<p><i>After learning the module, learners will be able to</i></p>	<ul style="list-style-type: none"> <li>• Evolution of Accessories</li> <li>• Stone age / Bronze age / Iron age / Middle age /Modern age.</li> </ul>

	<ol style="list-style-type: none"> <li>1. Identify different types of fashion accessories and their cultural relevance</li> <li>2. Evaluate accessory choices based on aesthetics and function</li> </ol>	<ul style="list-style-type: none"> <li>• With respect to functionality, aesthetics attributes and material required</li> <li>• Accessories of 21st century - National &amp; International</li> <li>• Classification and types of fashion accessories</li> <li>• Study of different fashion accessories: Bags, Footwear, Jewelry, Belts, Headgears, Stoles, Scarves</li> <li>• Introduction to different materials, their properties and use of them in making of accessories</li> <li>• Leather, Wood, Stones, Shells, Metal, Different Fabrics</li> <li>• DIYs, repurpose and recycling of accessories</li> </ul>	
<b>Module 4: Accessory Design &amp; Trends</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Apply accessory coordination to complete themed looks</li> <li>2. Identify trends to investigate and style for magazines or digital media</li> </ol>	<ul style="list-style-type: none"> <li>• Forecasting trends in accessories</li> <li>• Indian cultural influences on accessories</li> <li>• Tech wear and wearable devices as accessories</li> <li>• Regional influences in accessory design</li> <li>• Revival of Indian handmade accessories in contemporary fashion</li> <li>• Future roadmap in accessory trends</li> </ul>	

#### **Assignments/ Activities towards CCE**

1. Case study analysis of a prominent Indian stylist – visual and written submission
2. Develop and present a concept board and styled shoot for a mock magazine.
3. Presentation on one national and one international accessory designer.
4. Group activity - presentation of individual era including one prototype of Accessory from each era.

#### **Bibliography**

- Amed, I., & Berg, A. (2022). The State of Fashion 2022. McKinsey & Company.
- Blackman, C. (2021). 100 Ideas That Changed Fashion. Laurence King Publishing.
- Frings, G. S. (2014). Fashion: From Concept to Consumer (9th ed.). Pearson.
- Harris C., (2000), "Collecting fashion and accessories", Octopus publishing.
- Lim, S. (2016). Capture Your Style. Abrams Image.
- Paul, A. (2015). Sustainable Fashion: What's Next? Fairchild Books.
- Revere A., (2006), "Masters – Gemstone", Lara books.
- Sigal P., "Costume Jewelry for haute couture", Thames and Hudson.
- Stecker, P. (2020). Fashion Stylists: The Art of Style. Firefly Books.
- Wells W., (2008), "Masters – bead weaving", Lara books.

## 5.4 B. Major (Electives)

<b>5.4 B</b>	<b>Film Making and Set Design (Pr)</b>		<b>Cr</b>
<b>Course Outcomes</b>	<p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Explore the fundamentals of film making, visual storytelling, and production design.</li> <li>2. Apply cinematography, lighting, and sound principles to create impactful visuals.</li> <li>3. Design sets that enhance the mood, theme, and narrative of a film.</li> <li>4. Execute short film projects integrating set, costume, and visual direction.</li> </ol>		<b>4</b>
<b>Module 1: Fundamentals of Film Making</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Develop an insight on the process and stages of film making — from concept to final output.</li> <li>2. Apply techniques of cinematography, camera movement, and composition.</li> <li>3. Implement the lighting and sound effectively to enhance storytelling.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Film Making: Evolution, types, and genres</li> <li>• The Film Production Process: Pre-production, production, and post-production</li> <li>• Storyboarding and Script Development</li> <li>• Cinematography: Camera types, shots, angles, and movement</li> <li>• Lighting for Film: Natural vs. artificial light, color temperature, and direction</li> <li>• Sound Design: Recording, ambient sound, synchronization, and Foley</li> <li>• Editing Basics: Continuity, transitions, and pacing</li> <li>• Software Introduction: Raster and Vector</li> </ul>	
<b>Module 2: Set Design and Production Art</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Recognize the visual and functional aspects of set design in film and fashion media.</li> <li>2. Translate a script or storyboard into a tangible spatial design.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Set Design: Purpose, style, and visual narrative</li> <li>• Role of the Production Designer and Art Director</li> <li>• Elements of Set Design: Space, scale, texture, color, and props</li> <li>• Material Selection and Model Making</li> <li>• Creating Mood Boards and Set Layout Plans</li> <li>•</li> </ul>	

<b>Module 3: Set Preparation</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	1. Apply the materials, lighting, and color theory to build environments that support the narrative.	<ul style="list-style-type: none"> <li>On-Set Coordination: Working with cinematographers, costume designers, and lighting teams</li> <li>Sustainable and Temporary Set Construction Techniques</li> <li>Case Studies: Iconic sets in film, fashion shoots, and stage productions</li> </ul>	
<b>Module 4: Project and presentation</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	1. Application of technical and Digital Skills to create set	<ul style="list-style-type: none"> <li>Selection of theme and props as per target market/ audience</li> <li>Execute the set</li> </ul>	

#### **Assignments/Activities towards CCE**

1. Create a 2–3 minute short film on a chosen theme (e.g., emotion, movement, fashion, or culture). Submit a storyboard, script, and shot breakdown along with the final edited video.
2. Design and construct a miniature set for a short film or fashion shoot (fictional or commercial). Present concept boards, 3D visuals, and material samples, along with a final shoot showcasing the set in use.

#### **Bibliography**

- Alton, J. (1995). *Painting with Light*. University of California Press. ISBN: 978-0520200940
- Brown, B. (2016). *Cinematography: Theory and Practice: Image Making for Cinematographers and Directors* (3rd ed.). Routledge. ISBN: 978-1138940927
- Callender, J. (2012). *Interior Design Illustrated*. Wiley. ISBN: 978-1118090717
- Hunter, F., Biver, S., & Fuqua, P. (2015). *Light: Science and Magic: An Introduction to Photographic Lighting* (5th ed.). Routledge. ISBN: 978-1138942976
- LoBrutto, V. (2002). *The Filmmaker's Guide to Production Design*. Allworth Press. ISBN: 978-1581152241
- Malkiewicz, K., & Mullen, M. D. (2012). *Cinematography: A Guide for Filmmakers and Film Teachers* (3rd ed.). Simon & Schuster. ISBN: 978-1435454293
- Mascelli, J. V. (1998). *The Five C's of Cinematography: Motion Picture Filming Techniques*. Silman-James Press. ISBN: 978-1879505414
- Thompson, R., & Bowen, C. J. (2012). *Grammar of the Shot* (3rd ed.). Focal Press. ISBN: 978-0240526011

## 5.5 Minor Stream

<b>5.5</b>	<b>Web Design Advance (Pr)</b>		<b>Cr</b>
<b>Course Outcomes</b>	<i>After going through the course, learners will be able to</i> <ol style="list-style-type: none"> <li>1. Build responsive and modern web layouts</li> <li>2. Improve website speed and functionality</li> <li>3. Develop a complete web solutions</li> <li>4. Apply frameworks to streamline coding and design</li> <li>5. Implement Best Practices in Modern Web Design</li> </ol>		<b>4</b>
<b>Module 1: Advanced HTML5 and CSS3 Techniques</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Utilize advanced Digital features to create enriched and accessible web content.</li> <li>2. Apply sophisticated Digital techniques to design complex and visually engaging web layouts.</li> <li>3. Implement advanced responsive design principles to ensure websites function seamlessly across various devices.</li> </ol>	<ul style="list-style-type: none"> <li>• <b>HTML5 Advanced Features</b> Semantic HTML5 elements Forms and input types Audio and video integration</li> <li>• <b>CSS3 Advanced Styling</b> CSS Grid and Flexbox for complex layouts Advanced selectors and pseudo-classes CSS animations and transitions</li> <li>• <b>Responsive Web Design</b> Advanced media queries and responsive units Flexibility and scalability techniques</li> </ul>	
<b>Module 2: Script for Web Design</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Apply the Digital Script fundamentals to web design.</li> <li>2. Manipulate the DOM to create interactive and dynamic web pages.</li> <li>3. Utilize Script libraries to streamline development and enhance functionality.</li> </ol>	<ul style="list-style-type: none"> <li>• <b>Digital Script Basics:</b> Variables, data types, and operators Functions and scope Control structures and error handling</li> <li>• <b>Document Object Model (DOM) Manipulation:</b> Selecting and modifying DOM elements Event handling and creating interactive features</li> <li>• <b>Digital Script Libraries:</b> Introduction to popular libraries Using libraries for common tasks and effects</li> </ul>	
<b>Module 3: Web Performance and Optimization</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	After learning the module, learners will be able to	<b>Performance Metrics</b> Understanding performance indicators (e.g., page load time, First Contentful Paint)	

	<ol style="list-style-type: none"> <li>1. Evaluate website performance using relevant metrics and tools.</li> <li>2. Apply optimization techniques to enhance website speed and efficiency.</li> <li>3. Implement caching and compression strategies to improve load times.</li> </ol>	<p>Tools for performance analysis (e.g., Google Lighthouse)</p> <p><b>Optimization Techniques</b> Image and asset optimization Minimizing HTTP requests and using CDNs Lazy loading and efficient resource management</p> <p><b>Caching and Compression</b> Implementing caching strategies Using compression techniques to reduce file sizes</p>	
<b>Module 4: Introduction to Web Development Frameworks</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Evaluate the role and advantages of using web development frameworks.</li> <li>2. Apply frameworks like Bootstrap and Foundation to streamline design and development processes.</li> <li>3. Customize and extend frameworks to meet specific project needs.</li> </ol>	<p><b>Overview of Frameworks:</b> Introduction to Bootstrap, Foundation, and other frameworks Understanding the benefits of using frameworks</p> <p><b>Bootstrap:</b> Layout and grid system Components and utilities Customization and theming</p> <p><b>Foundation:</b> Grid system and responsive design Built-in components and Script plugins</p>	

#### Assignments/Activities towards CCE

1. Implement semantic HTML5 elements, advanced styling, and responsive design. Submit the website files and a report detailing the implementation of advanced features and techniques.
2. Build a web project using a chosen web development framework. Implement framework components and customization techniques. Submit the project files and a report on the framework's role in the development process and customization applied.

#### Bibliography

- Crockford, D. (2008). JavaScript: The good parts. O'Reilly Media.
- Duckett, J. (2011). HTML5 and CSS3: Design and build websites. Wiley.
- Grigorik, I. (2013). High performance browser networking. O'Reilly Media.
- Haverbeke, M. (2018). Eloquent JavaScript: A modern introduction to programming. No Starch Press.
- Verou, L. (2015). CSS secrets: Better solutions to everyday web design problems. O'Reilly Media.
- Wagner, J. (2017). Web performance in action: Building faster web pages. Manning Publications.
- Yusuf, S. (2018). Bootstrap 4 by example. Packt Publishing.
- ZURB. (2017). Foundation ZURB handbook. ZURB, Inc.

## 5.6 Minor Stream

<b>5.6</b>	<b>Light and Sound Design (Pr)</b>		<b>Cr</b>
<b>Course Outcomes</b>	<p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Apply the principles of lighting design to enhance mood, form, and spatial aesthetics.</li> <li>2. Demonstrate the skills of handling different types of lighting equipment and fixtures.</li> <li>3. Integrate sound design principles to create immersive spatial and visual experiences.</li> <li>4. Execute synchronized light and sound compositions suitable for exhibitions, stage displays, fashion shows, and installations.</li> </ol>		<b>4</b>
<b>Module 1: Fundamentals of Light Design</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Explore the properties, behavior, and functions of light in design.</li> <li>2. Identify types of lighting sources, fixtures, and their applications in creative environments.</li> <li>3. Apply lighting principles to develop ambience, focus, and mood in a space.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Lighting Design: Purpose and role in communication and display</li> <li>• Properties of Light: Intensity, color temperature, direction, and diffusion</li> <li>• Types of Lighting: Natural and artificial, ambient, accent, task, and decorative lighting</li> <li>• Lighting Equipment: Lamps, LED, spotlight, floodlight, dimmers, control systems</li> <li>• Light and Material Relationship: Reflection, absorption, transparency, and texture</li> <li>• Digital Lighting Systems: DMX control, software-based lighting simulations</li> </ul>	
<b>Module 2: Fundamentals of Sound Design</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Recognize the fundamentals of sound and acoustics relevant to design and media environments.</li> <li>2. Operate basic sound recording and mixing equipment.</li> <li>3. Design soundscapes that complement visual and spatial experiences.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Sound Design: Purpose and relevance in visual and spatial storytelling</li> <li>• Basics of Sound: Frequency, pitch, amplitude, tone, and reverberation</li> <li>• Types of Sounds: Ambient, diegetic, non-diegetic, and Foley</li> <li>• Sound Equipment: Microphones, mixers, amplifiers, speakers, and digital interfaces</li> <li>• Acoustic Design: Sound reflection, absorption, insulation, and diffusion</li> </ul>	

		<ul style="list-style-type: none"> <li>• Sound Editing Software: Audacity, Adobe Audition, Logic Pro (basic overview)</li> <li>• Synchronization of Light and Sound: Cues, transitions, and emotional impact in events and installations</li> </ul>	
--	--	---	--

<b>Assignments/Activities towards CCE</b>
---

- |   |
|---|
| <ol style="list-style-type: none"> <li>1. Design a lighting layout plan for a fashion show or exhibition display, demonstrating the use of varied light sources and effects. Present a 3D rendering or physical model with light study documentation.</li> <li>2. Create a short, synchronized light and sound installation (physical or digital) for a themed event or exhibit. Present a concept note, sound timeline, and technical setup plan.</li> </ol> |
|---|

**Bibliography**

- Ballast, D. K. (2019). Interior Lighting for Designers (5th ed.). Wiley. ISBN: 978-1119513550
- Batschelet, M. (2017). Sound Design: The Expressive Power of Music, Voice, and Sound Effects in Cinema. Michael Wiese Productions. ISBN: 978-1615932815
- Berg, R. (2019). Lighting for Interior Design. Laurence King Publishing. ISBN: 978-1786275561
- Burrough, I., & McRoberts, P. (2015). Designing Sound for Animation. Focal Press. ISBN: 978-0415828177
- Gillette, M. J. (2019). Designing with Light: The Art, Science, and Practice of Architectural Lighting Design (2nd ed.). McGraw-Hill Education. ISBN: 978-1260123133
- Izhaki, R. (2018). Mixing Audio: Concepts, Practices, and Tools (3rd ed.). Focal Press. ISBN: 978-1138858574
- McKinney, J., & Butterworth, M. (2009). Theatre Design: Behind the Scenes with the Top Set, Lighting, and Costume Designers. Laurence King Publishing. ISBN: 978-1856696401
- Stranks, J. (2018). Lighting Design for Commercial Spaces. RIBA Publishing. ISBN: 978-1859468470

## 5.7 FP

<b>5.7</b>	<b>Community Engagement – Craft Product Design (Pr)</b>	<b>Cr</b>
<b>Course Outcomes</b>	<p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Collaborate with community members.</li> <li>2. Identify community issues.</li> <li>3. Apply creative problem-solving methods to find solutions.</li> <li>4. Evaluate design outcomes and synthesize insights to inform and improve future design practices.</li> </ol>	<b>4</b>
<b>Module 1: Introduction to Community Engagement and Product Design</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Recognize the principles of community engagement and its importance in product design.</li> <li>2. Identify community needs and translating them into design requirements.</li> <li>4. Apply basic product design concepts to empower community-based products.</li> </ol>	<p><b>Introduction to Community Engagement</b></p> <ul style="list-style-type: none"> <li>• Definition and significance</li> <li>• Key strategies for effective community engagement</li> <li>• Case studies of successful community engagement in design</li> </ul> <p><b>Fundamentals of Product Design</b></p> <ul style="list-style-type: none"> <li>• Overview of product design processes</li> <li>• Design thinking and its application</li> <li>• Tools and techniques for user-centered design</li> <li>• <b>Identifying and Analyzing Community Needs</b> Methods for community needs assessment</li> <li>• Techniques for gathering and analyzing data</li> <li>• Translating needs into design requirements</li> </ul> <p><b>Basic Prototyping and User Feedback</b></p> <ul style="list-style-type: none"> <li>• Introduction to prototyping methods</li> <li>• Techniques for gathering and incorporating user feedback</li> <li>• Iterative design and improvement processes</li> <li>•</li> </ul>
<b>Module 2: Practical Application and Interactive Design</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Apply community engagement principles to the</li> </ol>	<p><b>Developing Prototypes</b></p> <ul style="list-style-type: none"> <li>• Advanced prototyping techniques</li> <li>• Tools and materials for prototyping</li> </ul>

	<p>development of a product prototype.</p> <p>2. Implement interactive design processes to refine and enhance the product based on community feedback.</p> <p>4. Demonstrate effective communication and presentation of design solutions to community stakeholders.</p>	<ul style="list-style-type: none"> <li>• Testing and evaluating prototypes</li> </ul> <p><b>Interactive Design Process</b></p> <ul style="list-style-type: none"> <li>• Steps in the iterative design process</li> <li>• Methods for incorporating feedback</li> <li>• Case studies of iterative design in practice</li> </ul> <p><b>Engaging with Community Stakeholders</b></p> <ul style="list-style-type: none"> <li>• Techniques for effective communication and presentation</li> <li>• Strategies for obtaining and addressing stakeholder feedback</li> <li>• Building relationships and trust with community members</li> </ul> <p><b>Finalizing Design Solutions</b></p> <ul style="list-style-type: none"> <li>• Refining prototypes based on feedback</li> <li>• Preparing final design presentations</li> <li>• Documenting and reflecting on the design process</li> <li>•</li> </ul>	
--	--	---	--

#### **Assignments/Activities towards CCE**

1. Conduct a needs assessment for a chosen community. Identify key needs and present a report outlining these needs along with preliminary design ideas to address them.
2. Develop a functional prototype based on the community needs assessment report from Module 1. Present the final design solution to community stakeholders, including a summary of the iterative process and feedback received.

#### **Bibliography**

- Hallgrimsson, B. (2014). Prototyping and modelmaking for product design. Laurence King Publishing.
- Norman, D. (2013). The design of everyday things (Revised ed.). Basic Books.
- Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Crown Business.
- Shea, A. (2012). Designing for social change: Strategies for community-based graphic design. Princeton Architectural Press.

## Semester VI

### 6.1 Major (Core)

<b>6.1</b>	<b>UI Design (Pr)</b>		<b>Cr</b>
<b>Course Outcomes</b>	<i>After going through the course, learners will be able to</i> <ol style="list-style-type: none"> <li>1. Create detailed user profiles</li> <li>2. Build, test, and refine design prototypes.</li> <li>3. Work efficiently with peers on shared design goals.</li> <li>4. Justify design choices clearly.</li> <li>5. Apply emerging UI design innovations.</li> </ol>		<b>4</b>
<b>Module 1: Introduction to UI Design</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Identify the key principles and elements of effective UI design.</li> <li>2. Develop basic skills in using design tools and software.</li> <li>3. Recognize the role of UI in enhancing user experience.</li> </ol>	<b>Basics of UI Design</b> Definition and importance Differences between UI and UX <b>Principles of UI Design</b> Alignment, contrast, hierarchy Balance, proximity, whitespace <b>Elements of UI Design</b> Colors, typography, icons Layouts, grids, wireframes <b>Introduction to Design Tools</b> Overview of popular UI design Basic functionalities and interfaces of these tools •	
<b>Module 2: User Research and Prototyping</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Conduct user research to understand user needs and behaviors.</li> <li>2. Develop user personas and scenarios &amp; create low-fidelity prototypes.</li> <li>3. Test prototypes based on user feedback.</li> </ol>	<b>User Research Methods</b> Interviews, surveys, user testing Analyzing and interpreting user data <b>User Personas and Scenarios</b> Creating and using personas Developing user scenarios and journey maps <b>Low-Fidelity Prototyping</b> Sketching, paper prototypes Digital wireframes and prototypes <b>Usability Testing</b> Planning and conducting usability tests Analyzing feedback and making improvements	
<b>Module 3: Visual Design and Interaction</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	After learning the module,	<b>Visual Design Principles</b>	

	learners will be able to <ol style="list-style-type: none"> <li>1. Apply visual design principles to UI projects.</li> <li>2. Create visually appealing and functional interfaces.</li> <li>3. Implement interaction design patterns</li> </ol> Enhance UI with animations and transitions.	<ul style="list-style-type: none"> <li>• Color theory, typography</li> <li>• Iconography, imagery</li> </ul> <b>Creating Interfaces</b> <ul style="list-style-type: none"> <li>• Designing for different devices and screen sizes</li> <li>• Consistency and branding</li> </ul> <b>Interaction Design Patterns</b> <ul style="list-style-type: none"> <li>• Common UI patterns (navigation, forms, feedback)</li> <li>• Best practices for interaction design</li> </ul> <b>Animations and Transitions</b> <ul style="list-style-type: none"> <li>• Basics of UI animations</li> </ul> Implementing transitions and micro-interactions	
<b>Module 4: Final Project</b>			<b>1</b>

#### Assignments/Activities towards CCE

1. Create a basic wireframe for a mobile app home screen using any design tool of your choice. Focus on implementing the principles and elements discussed in the module.
2. Conduct a user research project to identify the needs of a specific user group. Create personas and scenarios based on user findings and develop a low-fidelity prototype of a relevant UI design.
3. Design a complete user interface for a web application, including both visual and interactive elements. Focus on creating a consistent and engaging visual experience.
4. Design and prototype a complex user interface for a specified project. Present the design, explaining user choices and the feedback from usability testing.

#### Bibliography

- Cooper, A., Reimann, R., Cronin, D., & Noessel, C. (2014). About face: The essentials of interaction design. Wiley.
- Gilbert, R. M. (2019). Inclusive design for a digital world: Designing with accessibility in mind. A press.
- Gothelf, J., & Seiden, J. (2016). Lean UX: Designing great products with agile teams. O'Reilly Media.
- Head, V. (2016). Designing interface animation: Meaningful motion for user experience. O'Reilly Media.
- Knapp, J., Zeratsky, J., & Kowitz, B. (2016). Sprint: How to solve big problems and test new ideas in just five days. Simon & Schuster.
- Krause, J. (2014). Visual design: Ninety-five things you need to know. Told in Helvetica and Dingbats. New Riders.
- Krug, S. (2014). Don't make me think, revisited: A common sense approach to web usability. New Riders.
- Norman, D. (2013). The design of everyday things. Basic Books.

## 6.2 Major (Core)

<b>6.2</b>	<b>UX Design (Pr)</b>	<b>Cr</b>
<b>Course Outcomes</b>	<p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Apply user-centered design principles in digital product development.</li> <li>2. Conduct user research and usability testing to derive actionable design insights.</li> <li>3. Develop interactive wireframes and prototypes demonstrating user flows and system architecture.</li> <li>4. Collaborate on real-world UX case studies integrating accessibility, design ethics, and emerging technologies.</li> </ol>	<b>4</b>
<b>Module 1: Introduction to UX and User Research</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>
	<p>By the end of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Utilize the fundamentals of UX design and its relationship with UI in industry.</li> <li>2. Conduct primary and secondary research to identify user needs and pain points.</li> <li>4. Create user personas and journey maps based on data insights.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to UX: Principles, process, and importance</li> <li>• Difference between UI and UX</li> <li>• Stages of UX Design: Research, Ideation, Prototyping, Testing, Implementation</li> <li>• User Research Techniques: Surveys, interviews, focus groups, ethnographic studies</li> <li>• Empathy Mapping and Persona Creation</li> <li>• User Journey and Experience Mapping</li> </ul>
<b>Module 2: Information Architecture and Interaction Design</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>
	<p>By the end of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Organize content logically through sitemaps and navigation design.</li> <li>2. Develop low-fidelity and mid-fidelity wireframes for structured user flows.</li> <li>3. Apply interaction principles to improve usability and engagement.</li> </ol>	<ul style="list-style-type: none"> <li>• Information Architecture: Card sorting, hierarchy, and navigation systems</li> <li>• User Flows and Task Analysis</li> <li>• Wireframing Basics: Sketches, digital wireframes, and screen flow</li> <li>• Interaction Design: Micro-interactions, motion principles, feedback systems</li> <li>• UX Patterns and Design Systems</li> </ul>

		<ul style="list-style-type: none"> <li>• Accessibility and Inclusive Design Principles</li> </ul>	
<b>Module 3: Prototyping and Usability Testing</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>By the end of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Implement iterative design improvements based on usability testing insights</li> <li>2. Apply usability testing methods to evaluate user experience and interface performance</li> <li>3. Justify prototype outcomes using data-driven evidence and user insights</li> </ol>	<ul style="list-style-type: none"> <li>• Tools for UX Prototyping</li> <li>• Creating Interactive Prototypes</li> <li>• Data Analysis and Iteration Techniques</li> <li>• Accessibility and User Error Prevention</li> </ul> <p>UX Metrics: Success rate, efficiency, satisfaction</p>	
<b>Module 4: UX Strategy and Emerging Trends</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>By the end of this module, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Develop UX strategies aligned with business goals and brand identity.</li> <li>2. Explore emerging technologies and their impact on user experience.</li> <li>3. Prepare a professional UX case study presentation.</li> </ol>	<ul style="list-style-type: none"> <li>• UX Strategy: Business objectives, stakeholder mapping, and KPIs</li> <li>• UX Writing and Content Design</li> <li>• Design Ethics and Privacy in UX</li> <li>• Emerging Technologies: AR/VR, AI-driven UX, voice interfaces</li> <li>• Cross-platform UX and Responsive Design</li> <li>• UX Portfolio and Case Study Development</li> </ul>	

### Assignments/Activities towards CCE

1. Conduct a UX research project for a digital product (app or website). Prepare a user persona, empathy map, and journey map report with insights and design opportunities.
2. Design a low-fidelity prototype and user flow for a mobile app or website focusing on clarity, navigation, and user goals.
3. Create a high-fidelity interactive prototype of a digital product and conduct a usability test with at least 5 users. Submit a test report with findings and improvements.

4. Prepare a UX Case Study Presentation for a complete product (app/website), documenting the full design process — research to testing — with visuals and insights suitable for a professional portfolio.

### **Bibliography**

- Garrett, J. J. (2010). *The Elements of User Experience: User-Centered Design for the Web and Beyond* (2nd ed.). New Riders. ISBN: 978-0321683684
- Gothelf, J., & Seiden, J. (2013). *Lean UX: Applying Lean Principles to Improve User Experience*. O'Reilly Media. ISBN: 978-1449311652
- Krug, S. (2014). *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability* (3rd ed.). New Riders. ISBN: 978-0321965513
- Norman, D. A. (2013). *The Design of Everyday Things* (Revised and Expanded Edition). Basic Books. ISBN: 978-0465050659
- Saffer, D. (2010). *Designing for Interaction: Creating Smart Applications and Clever Devices* (2nd ed.). New Riders. ISBN: 978-0321643398
- Tidwell, J., Brewer, C., & Valencia, A. (2019). *Designing Interfaces: Patterns for Effective Interaction Design* (3rd ed.). O'Reilly Media. ISBN: 978-1492051961
- Unger, R., & Chandler, C. (2012). *A Project Guide to UX Design: For User Experience Designers in the Field or in the Making* (2nd ed.). New Riders. ISBN: 978-0321815382

### 6.3 A. Major (Elective)

<b>6.3 a</b>	<b>Media Planning and Event Management (Th and Pr)</b>		<b>Cr</b>
<b>Course Outcomes</b>	<p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Apply of media planning principles, strategies, and budgeting techniques.</li> <li>2. Apply event management processes — from concept to execution.</li> <li>3. Integrate media and event strategies to build strong brand communication.</li> <li>4. Execute the professional media and event campaign project.</li> </ol>		<b>4</b>
<b>Module 1: Introduction to Media Planning (Th)</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Analyze the role of media in integrated marketing communication to evaluate its effectiveness in delivering cohesive brand messages across multiple platforms.</li> <li>5. Analyze target audience, brand objectives, and media selection criteria.</li> </ol>	<ul style="list-style-type: none"> <li>• Overview of media planning and its importance in advertising.</li> <li>• Types of media: print, broadcast, outdoor, digital, experiential.</li> <li>• Understanding media mix, reach, frequency, and GRPs.</li> <li>• Target audience analysis and media segmentation.</li> <li>• Setting campaign objectives and identifying KPIs.</li> </ul>	
<b>Module 2: Process of Developing Communication Strategies (Pr)</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Create media plans using scheduling tools and budget allocation techniques.</li> <li>4. Evaluate media performance metrics.</li> </ol>	<ul style="list-style-type: none"> <li>• Developing media strategies and selecting optimal media vehicles.</li> <li>• Budget allocation and cost estimation.</li> <li>• Media scheduling: flighting, pulsing, continuity.</li> <li>• Media buying and negotiation with agencies.</li> <li>• Tools and software used for media planning.</li> </ul> <p>Case studies of successful brand campaigns.</p>	

<b>Module 3: Fundamentals of Event Management (Th)</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Analyze the key stages in planning and managing events.</li> <li>2. Apply creative, logistical, and operational principles to real events.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to event management and its relationship to branding.</li> <li>• Types of events: corporate, cultural, fashion, academic, PR, promotional.</li> <li>• Event concept, theme development, and planning process.</li> <li>• Venue selection, permissions, budgeting, and logistics.</li> <li>• Coordination with vendors, designers, and sponsors.</li> <li>• Risk management and contingency planning.</li> </ul>	
<b>Module 4: Event Execution, Promotion, (Pr)</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Execute event plans and integrate media for effective promotion.</li> <li>2. Evaluate event success using measurable parameters.</li> </ol>	<ul style="list-style-type: none"> <li>• Event marketing and promotional strategies.</li> <li>• PR, social media, and digital engagement for events.</li> <li>• On-ground management: hospitality, show flow, backstage coordination.</li> <li>• Post-event documentation and reporting.</li> <li>• Measuring ROI and audience feedback analysis.</li> </ul> <p>Case studies of successful fashion and communication events.</p>	

#### **Assignments/Activities towards CCE**

1. Prepare a Media Brief for a selected brand identifying objectives, target audience, and potential media platforms.
2. Develop a Comprehensive Media Plan including budgeting, scheduling, and rationale for media choices.

3. Prepare an Event Proposal including theme, objective, timeline, layout, and budget.
4. Execution Simulation Project (e.g., college fest, product launch, exhibition) and submit a Post-Event Report with photographs and evaluation.

### **Bibliography**

- Allen, J. (2020). Event Planning: The Ultimate Guide to Successful Meetings, Corporate
- Belch, G. E., & Belch, M. A. (2017). Advertising and Promotion: An Integrated Marketing Communications Perspective (11th ed.). McGraw-Hill Education. ISBN: 9781259548147
- Bhatia, A. (2018). Event Management and Marketing: Theory, Practical and Case Studies. Sterling Publishers. ISBN: 9788120768683
- Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events (3rd ed.). Wiley. ISBN: 9781119646138
- Hackley, C. (2010). Advertising and Promotion: An Integrated Marketing Communications Approach. Sage Publications. ISBN: 9781849203026
- Hoyle, L. H. (2002). Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions. Wiley. ISBN: 9780471402404

### 6.3 B. Major (Elective)

<b>6.3 b</b>	<b>Brand Management (Th and Pr)</b>		<b>Cr</b>
<b>Course Outcomes</b>	<p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Recognize the concept of brand management, including strategy development and market positioning for various products.</li> <li>2. Analyze brand principles and management techniques to make informed strategic decisions and effectively support brand development within retail contexts.</li> <li>3. Apply branding strategies, including brand extension and its impact.</li> <li>4. Explore the operations and characteristics of different types of brands.</li> </ol>		<b>4</b>
<b>Module 1: Branding: An Overview</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Analyse the fundamental concepts of branding in business.</li> <li>2. Explore the relationship between visual elements, communication, and the consumer experience in retail.</li> <li>3. Recognize the concept of brand positioning and its significance in competitive markets.</li> </ol>	<ul style="list-style-type: none"> <li>• The New Rules of Brand Management</li> <li>• Retail Brand Identity</li> <li>• The Role of Brand Positioning in Marketing</li> <li>• Rebranding Strategies: When and How to Reposition a Brand</li> <li>• Digital Branding and Social Media Influence</li> <li>• Brand Architecture: Managing Multiple Brands</li> <li>• Luxury Brands: Strategies for Premium Positioning</li> <li>• Brand Communication: Creating Consistent Brand Messages</li> <li>• Brand Innovation and Its Impact on Market Success</li> <li>• The Evolution of Brand Experience</li> <li>• Global Branding: Challenges and Opportunities</li> <li>• Branding in Fashion: Navigating Trends and Timelessness</li> <li>• Sustainability and Ethical Branding in the Modern Marketplace</li> <li>• The Influence of Celebrity Endorsements on Brand Perception</li> </ul>	
<b>Module 2: Brand Management and Strategy</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p><i>After learning the module, learners will be able to</i></p>	<p><b>Brand Equity</b></p> <ul style="list-style-type: none"> <li>• Measuring brand equity: methods and tools</li> </ul>	

	<ol style="list-style-type: none"> <li>1. Explain the concept of brand equity and its role in brand success.</li> <li>2. Evaluate brand valuation methods and apply them to assess brand strength.</li> <li>3. Analyze retail branding strategies and the impact of brand extension on market growth.</li> </ol>	<ul style="list-style-type: none"> <li>• Factors that contribute to strong brand equity</li> <li>• The impact of brand equity on consumer loyalty and market performance</li> </ul> <p><b>Brand Valuation</b></p> <ul style="list-style-type: none"> <li>• Understanding brand valuation and its significance</li> <li>• Analysing case studies of brand valuation</li> </ul> <p><b>Retail Branding Strategies</b></p> <ul style="list-style-type: none"> <li>• Overview of retail brand management</li> <li>• Strategies for building and maintaining a strong retail brand identity</li> <li>• The impact of customer experience and retail touchpoints on brand perception</li> <li>• Case studies of successful retail brand strategies</li> </ul> <p><b>Brand Extension</b></p> <ul style="list-style-type: none"> <li>• Definition and types of brand extensions</li> <li>• Benefits and challenges of brand extension</li> </ul> <p>Analysing real-world examples of brand extension successes and failures</p>	
<b>Module 3: Brand Strategy and Consumer Perception</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Distinguish between retail brands and manufactured brands, assess their unique market positioning.</li> <li>3. Recognize the concept of brand personality and how it influences consumer perception and loyalty.</li> </ol>	<p><b>Retail Brands vs. Manufactured Brands</b></p> <ul style="list-style-type: none"> <li>• Definition and differences between retail brands and manufactured brands</li> <li>• Brand ownership and control: the role of retailers vs. manufacturers</li> <li>• Strategies for positioning retail brands and manufactured brands in the market</li> <li>• Case studies comparing successful retail and manufactured brands</li> </ul> <p><b>Brand Personality</b></p> <ul style="list-style-type: none"> <li>• Understanding brand personality and its psychological impact on consumers</li> <li>• The role of brand personality in building customer loyalty and trust</li> </ul>	
<b>Module 4: Advanced Brand Management and Global Strategies</b>			<b>1</b>

	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p><i>After learning the module, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Assess the concept of multi brand portfolios and how to manage multiple brands under one umbrella.</li> <li>2. Analyze the globalization of brands and the strategies for managing global brand presence.</li> <li>3. Implement a brand brief and brand tracking to effectively measure brand performance.</li> </ol>	<p><b>Multibrand Portfolios</b></p> <ul style="list-style-type: none"> <li>• Understanding the concept of a multibrand portfolio and its strategic importance</li> <li>• Managing brand diversity and balancing different brand identities within a portfolio</li> <li>• Benefits and challenges of multibrand strategies for businesses</li> </ul> <p><b>Globalization of Brands</b></p> <ul style="list-style-type: none"> <li>• Defining globalization in the context of brand expansion</li> <li>• Adapting brands to local cultures while maintaining global consistency</li> </ul> <p><b>Brand Brief</b></p> <ul style="list-style-type: none"> <li>• Understanding the purpose and components of a brand brief</li> <li>• How to use a brand brief to maintain consistency and clarity in brand communication</li> </ul> <p><b>Brand Track</b> The role of brand tracking in monitoring brand health and performance</p>	

#### **Assignments/Activities towards CCE**

1. Analyse a company's multibrand portfolio (e.g., Procter & Gamble, Unilever, or Nestlé) and evaluate how it manages multiple brands. Focus on brand differentiation, market positioning, and the benefits and challenges of operating with a multibrand strategy.
2. Develop a branding strategy for entering a new international market, considering culture, competition, and positioning.

#### **Bibliography**

- De Paola, H., & Stewart, C. (Year). *Marketing today's fashion*. Publisher.
- Drucker, P. F. (Year). *The practice of management*. Publisher.
- Gold, A. (Year). *How to sell fashion*. Publisher.
- Koontz, H., & O'Donnell, C. (Year). *Principles of management*. Publisher.
- Louis, A. (Year). *Management and organization*. Publisher.
- Louis, A. (Year). *Management of tomorrow*. Publisher.
- Moore, C. (Year). *Fashion innovation & marketing*. Publisher.
- Stoner, J. A. F. (Year). *Management*. Publisher.
- Wills, G., & Midgley, D. (Year). *Fashion marketing*. Publisher.
- Rogers, D. S., & Gaman, L. R. (Year). *Fashion: A marketing approach*. Publisher.

## 6.4 Minor Stream

<b>6.4</b>	<b>Fashion Journalism and Publication (Th)</b>		<b>Crs</b>
<b>Course Outcome</b>	<i>After going through the course, learners will be able to</i> <ol style="list-style-type: none"> <li>1. Identify fashion from a cultural theory framework to analyse its relevance to contemporary society</li> <li>2. Plan a basic fashion publication in print or digital prototype.</li> <li>3. Develop interview skills and event reporting for both online and print pitching.</li> <li>4. Assess the fashion week seasons and their format for digital &amp; traditional fashion media.</li> </ol>		<b>2</b>
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Fashion Journalism – History and Evolution</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Explain the history and role of fashion journalism in shaping public perception of fashion</li> <li>2. Identify key journalistic formats and write clear, engaging fashion stories for various platforms</li> <li>3. Analyze theoretical approach to fashion magazines and shoots.</li> </ol>	<ul style="list-style-type: none"> <li>• Timeline of Fashion journalism, evolution over centuries</li> <li>• Role of cultures &amp; subcultures in fashion journalism</li> <li>• The role of fashion in society and media.</li> <li>• Fundamentals of fashion journalism</li> <li>• Fashion Writing and Criticism</li> <li>• Planning and Managing Editorial Content, avoiding bias and promoting diversity and inclusion.</li> <li>• Editorial categories, magazines sections and visual storytelling</li> <li>• Cover story, shoot &amp; Celeb coordination, Fashion Styling, production, behind the scene, cover shoots</li> </ul>	
<b>Module 2</b>	<b>Fashion Weeks &amp; Fashion Reporting</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Identify core formats of fashion writing by engaging with different forms of expressing, reporting, critiquing</li> <li>1. Curate contents for specialized publications on fashion, lifestyle and beauty</li> </ol>	<ul style="list-style-type: none"> <li>• Key designers and brands throughout history, &amp; interview formats</li> <li>• Fashion Reporting: News vs. Features, Op Ed vs Advertorial</li> <li>• Multimedia storytelling in fashion reporting.</li> <li>• Understanding the fashion calendar and seasons. The logistics and organization of fashion shows for news gathering</li> <li>• Fashion Media management and ethics</li> </ul>	

### **Assignments/Activities towards CCE**

1. Write a 600–800 word feature on a local designer, trend, or subculture. Include quotes, interviews, and styling insights. Submission in Magazine-style layout
2. Watch a fashion week runway video (e.g., Paris, Milan, Lakmé). Write a review (300–500 words) that could be published in *Vogue* or *Elle*.
3. Pitch for a cover story, cover shoot and create a special edition cover page for any fashion magazine.

### **Bibliography**

- Blackman, C. (2012). *100 Years of Fashion*. London: Laurence King Publishing.
- Breward, C. (2003). *Fashion*. Oxford: Oxford University Press.
- Khan, B. (2020). *Fashion Journalism: History, Theory, and Practice*. London: Bloomsbury Visual Arts.
- McDowell, C. (2004). *Fashion Today*. London: Phaidon Press.
- Thomas, D. (2007). *Deluxe: How Luxury Lost Its Luster*. New York: Penguin.
- Yuniya, K. (2005). *Fashion-ology: An Introduction to Fashion Studies*. Oxford: Berg.

### **Online Resources & Journals**

- *Not Just A Label* ([www.notjustalabel.com](http://www.notjustalabel.com))
- *The Business of Fashion* ([www.businessoffashion.com](http://www.businessoffashion.com))
- *Vogue Archive* (via institutional access)
- *WGSN Insight Reports* (available through subscription)

## 6.5 Minor Stream

<b>6.5</b>	<b>Creative Packaging (Pr)</b>		<b>Cr</b>
<b>Course Outcomes</b>	<p><i>After going through the course, learners will be able to</i></p> <ol style="list-style-type: none"> <li>1. Evaluate the importance of packaging in branding, marketing, and consumer appeal.</li> <li>2. Develop creative, functional, and sustainable packaging designs using design principles.</li> <li>3. Apply technical skills, materials, and digital tools to conceptualize and prototype packaging.</li> <li>4. Execute professional packaging projects demonstrating innovation and presentation skills.</li> </ol>		<b>4</b>
<b>Module 1: Introduction to Packaging Design</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Explain the evolution and purpose of packaging in marketing and product communication.</li> <li>2. Identify various types, levels, and categories of packaging.</li> <li>3. Analyze the relationship between packaging, brand identity, and consumer behavior.</li> <li>4. Examine successful case studies to conclude the packaging strategies.</li> </ol>	<ul style="list-style-type: none"> <li>• Definition, history, and role of packaging in communication.</li> <li>• Types of packaging: primary, secondary, tertiary.</li> <li>• Packaging functions: protection, promotion, and usability.</li> <li>• Structure, labeling, and legal aspects of packaging.</li> <li>• Brand communication through packaging.</li> <li>• Case studies of iconic and innovative packages.</li> </ul>	
<b>Module 2: Design Principles, Materials, and Sustainability</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Apply design elements and principles effectively in packaging layouts.</li> <li>2. Evaluate different packaging materials based on function, aesthetics, and sustainability.</li> <li>3. Demonstrate the skills of typography, color psychology, and imagery in packaging.</li> <li>4. Examine eco-friendly and recyclable materials used in sustainable design.</li> </ol>	<ul style="list-style-type: none"> <li>• Visual hierarchy, balance, rhythm, and contrast in packaging.</li> <li>• Role of typography, icons, and color in brand recall.</li> <li>• Materials: paper, cardboard, plastic, glass, metal, textile, bio-based alternatives.</li> <li>• Sustainable design practices and innovations.</li> <li>• Print finishes: embossing, foil stamping, UV coating, lamination.</li> </ul> <p>Legal labeling and packaging regulations.</p>	

<b>Module 3: Prototyping development in line with concept</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Generate creative packaging concepts from research and ideation.</li> <li>2. Develop structural and graphical packaging mock-ups using digital tools.</li> <li>3. Apply branding elements cohesively across packaging components.</li> <li>4. Test functionality and user interaction through prototype evaluation.</li> </ol>	<ul style="list-style-type: none"> <li>• Concept ideation and brainstorming process.</li> <li>• Sketching, 3D visualization, and die-line development.</li> <li>• Software application: Adobe Illustrator, Photoshop, Dimension, or Blender.</li> <li>• Mock-up creation using paper, board, and 3D materials.</li> <li>• Ergonomics and usability testing.</li> <li>• Review and critique sessions for improvement.</li> </ul>	
<b>Module 4: Final Project and Presentation</b>			<b>1</b>
	<b>Learning Outcomes</b>	<b>Content Outline</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Execute a professional packaging project integrating design, structure, and materials.</li> <li>2. Present design solutions effectively with process documentation.</li> <li>3. Analyze market feasibility and consumer appeal of the final packaging.</li> <li>4. Reflect on design challenges, sustainability, and innovation in the final report.</li> </ol>	<ul style="list-style-type: none"> <li>• Integration of concept, design, and material application.</li> <li>• Preparing presentation boards (concept, process, prototype).</li> <li>• Cost estimation and market positioning.</li> <li>• Product photography and display setup.</li> </ul>	

#### **Assignments/Activities towards CCE**

1. Create a visual report analyzing *five distinct packaging designs* across industries, focusing on design, structure, and branding effectiveness.
2. Design a 2D packaging layout (die-line) for a sustainable or eco-conscious product using principles of design and branding.
3. Create a 3D prototype of a selected product package (cosmetic, accessory, or lifestyle) with branding and design documentation.
4. Execute a Final Creative Packaging Project (for a chosen brand or product) with presentation boards, prototype, and comprehensive report.

## **Bibliography**

- Ambrose, G., & Harris, P. (2011). *Packaging the Brand: The Relationship Between Packaging Design and Brand Identity*. AVA Publishing. ISBN: 9782940411436
- Klimchuk, M. R., & Krasovec, S. A. (2013). *Packaging Design: Successful Product Branding from Concept to Shelf* (2nd ed.). Wiley. ISBN: 9781118028966
- LaBarbara, J. (2019). *Package Design Workbook: The Art and Science of Successful Packaging*. Rockport Publishers. ISBN: 9781631596447
- Stewart, B. (2016). *Packaging Design: Graphics, Materials, Technology*. Laurence King Publishing. ISBN: 9781780673011
- Walter, H. (2010). *Structural Packaging: Design Your Own Boxes and 3D Forms*. Laurence King Publishing. ISBN: 9781856697538

## 6.6 OJT

<b>6.6</b>	<b>Industry Research Project (Pr)</b>		<b>Crs.</b>
<b>Course Outcomes</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Apply academic knowledge in real-world fashion industry settings.</li> <li>2. Analyze business operations, supply chains, and market dynamics.</li> <li>3. Develop solutions to industry problems using research and innovation.</li> <li>4. Present professional reports aligned with industry standards.</li> </ol>		<b>4</b>
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Industry Selection &amp; Proposal Development</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Analyze different industry sectors and their working methods.</li> <li>2. Select a suitable industry partner for the industry project.</li> <li>3. Document a structured research proposal aligned with industry needs.</li> </ol>	<ul style="list-style-type: none"> <li>• Industry segmentation: design, export, retail, e-commerce</li> <li>• Role selection (designer / merchandiser / marketing / production)</li> <li>• Industry gaps &amp; problem identification to learn real business challenges</li> <li>• Proposal with clear deliverables + KPIs (key performance indicators)</li> </ul>	
<b>Module 2</b>	<b>Industry Exposure &amp; Learning</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Apply theoretical knowledge in a real-world setting.</li> <li>2. Develop problem-solving and analytical skills for industry applications.</li> <li>3. Evaluate industry workflows, business operations, and sustainable practices.</li> </ol>	<ul style="list-style-type: none"> <li>• Live project work under mentor</li> <li>• Understanding workflow systems (design → sampling → production → retail)</li> <li>• Exposure to digital tools (basic awareness) for routine workflow</li> <li>• Sustainability practices in industry, an overview</li> <li>• Weekly reporting (structured format) for research documentation</li> </ul>	
<b>Module 3</b>	<b>Research Analysis &amp; Documentation</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Module Content</b>	

	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Conduct systematic research and document industry observations.</li> <li>2. Analyze industry practices and inculcate in the documentation.</li> <li>3. Evaluate the impact of innovation and sustainability in fashion.</li> </ol>	<ul style="list-style-type: none"> <li>• Data Collection Methods &amp; Industry Research Techniques</li> <li>• Analyzing Market &amp; Consumer Trends</li> <li>• Digital Transformation &amp; New Business Models in Fashion</li> <li>• Comparative Industry Analysis &amp; Best Practices</li> <li>• Structuring &amp; Writing a Research Report</li> <li>• Citation &amp; Ethical Use of Industry Data</li> </ul>	
<b>Module 4</b>	<b>Final Presentation &amp; Industry Jury</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Present research findings effectively using professional tools</li> <li>2. Concluding on further research possibilities</li> </ol>	<ul style="list-style-type: none"> <li>• Professional research report writing in industry format</li> <li>• Presentation and visual storytelling with boards and projects</li> <li>• Presentation before panel (faculty + industry)</li> <li>• Reflection of the work, learning limitations or challenges, and career mapping</li> </ul>	

### **Assignments/ Activities towards CCE**

1. Students will prepare a comprehensive industry research report including the project research proposal, documentation of industry exposure, analysis of workflows and practices, and present the findings through a final presentation and jury.

### **Bibliography**

- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications.
- Denzin, N. K., & Lincoln, Y. S. (Eds.). (2018). *The Sage handbook of qualitative research* (5th ed.). Sage Publications.
- Fischer, E., & Reuber, A. R. (2014). *Research handbook on entrepreneurship and sustainability*. Edward Elgar Publishing.
- Hair, J. F., Wolfinbarger, M., Money, A. H., Samouel, P., & Page, M. J. (2015). *Essentials of business research methods* (2nd ed.). Routledge.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Locke, L. F., Silverman, S. J., & Spirduso, W. W. (2010). *Reading and understanding research* (3rd ed.). Sage Publications.
- Patton, M. Q. (2015). *Qualitative research & evaluation methods* (4th ed.). Sage Publications.

- Schneider, S. C., & Barsoux, J.-L. (2003). *Managing across cultures* (2nd ed.). Pearson Education.
- Tashakkori, A., & Teddlie, C. (Eds.). (2010). *Mixed methods in social & behavioral research* (2nd ed.). Sage Publications.