



**SNDT Women's University, Mumbai**

**Faculty of Interdisciplinary Studies**

**FIS-5 A. B.Design (Fashion Design),  
FIS-5 B. B.Design (Fashion Communication),  
FIS-5 C. B.Design (Jewellery Design),  
FIS-5 D. B.Design (Textile Design),  
FIS-5 E. B.Design (Life Accessory Design),  
FIS-5 F. B.Design (Interdisciplinary – Fashion)  
FIS-5 G. B.A. (Fashion Design) and  
FIS-5 H. M. Design (Interdisciplinary - Fashion Design)**

**As per NEP 2020**

**Semester – III & IV**

**Syllabus**

**(w.e.f. Academic Year 2025-26)**

**Course Structures (Sem I to IV) and Syllabi of Sem III and IV of the  
UG programmes**

FIS-5 I.	B.Design (Fashion Design),
FIS-5 J.	B.Design (Fashion Communication),
FIS-5 K.	B.Design (Jewellery Design),
FIS-5 L.	B.Design (Textile Design),
FIS-5 M.	B.Design (Life Accessory Design),
FIS-5 N.	B.Design (Interdisciplinary – Fashion)
FIS-5 O.	B.A. (Fashion Design) and
FIS-5 P.	M. Design (Interdisciplinary - Fashion Design)

**FIS 5 – A**

**B.Design (Fashion Design)**

**Course Structure**

SN	Courses	Type of Course	Credits	Marks	Int	Ext
	<b>Semester I</b>					
10144111	Fundamentals of Fashion (Th – Pr)	Major (Core) 1	4	100	50	50
10144102	Fashion Drawing Skills (Pr)	Major (Core) 2A	2	50	50	0
10444121	Sewing Techniques (Pr)	OEC	4	100	50	50
10444112	Fabric Studies (Th)					
10444123	Fashion Category Design (Pr)					
10644101	Material Manipulation I (Yarns/Fibers) (Pr)	VSC on major 1	2	50	50	0
10744121	Professional Computer Skills (Pr)	SEC	2	50	0	50
10810111	English For Academic Writing- Paper I (Th) <a href="https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/ability-enhancement-course.pdf">https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/ability-enhancement-course.pdf</a>	AEC (To be given by the University)	2	50	0	50
11051111	Inception of Indian Knowledge System (Th) <a href="https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/iks-syllabus/ug-degree/inception-of-indian-knowledge-system.pdf">https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/iks-syllabus/ug-degree/inception-of-indian-knowledge-system.pdf</a>	IKS (Generic)	2	50	0	50
10952111	Introduction to Indian Constitution (Th) <a href="https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/introduction-to-indian-constitution.pdf">https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/introduction-to-indian-constitution.pdf</a>	VEC	2	50	0	50

*	*Selection from the link provided by the University <a href="https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus">https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus</a>	CC	2	50	50	0
			<b>22</b>	<b>550</b>	<b>250</b>	<b>300</b>
	<b>Semester II</b>					
<b>SN</b>	<b>Courses</b>	<b>Type of Course</b>	<b>Credits</b>	<b>Marks</b>	<b>Int</b>	<b>Ext</b>
20144121	Technical Drawing & Representation (Pr)	Major (Core) 3	4	100	50	50
20144122	Advance Design & Illustration (Pr)	Major (Core) 2B	2	50	0	50
20644121	Material Manipulation II (Fabrics) (Pr)	VSC on major 2	2	50	50	0
20644112	History of Fashion (Th)	VSC on major 3	2	50	50	0
20444121	Sewing Techniques (Pr)	OEC	4	100	50	50
20444122	Draping (Pr)					
20744101	Computer Language - PYTHON (Pr)	SEC	2	50	50	0
20810111	English for Academic Writing- Paper II (Th)	AEC (To be given by the University)	2	50	0	50
20952111	Environment Awareness (Th) <a href="https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/environment-awareness.pdf">https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/environment-awareness.pdf</a>	VEC	2	50	0	50
*	*Selection from the link provided by the University <a href="https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus">https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus</a>	CC	2	50	50	0
			<b>22</b>	<b>550</b>	<b>300</b>	<b>250</b>

	<b>Semester III</b>					
<b>SN</b>	<b>Courses</b>	<b>Type of Course</b>	<b>Credits</b>	<b>Marks</b>	<b>Int</b>	<b>Ext</b>
30144121	Introduction to Pattern Making & Draping (Pr)	Major (Core)	4	100	50	50
30144122	Basic Sewing Techniques (Pr)	Major (Core)	4	100	50	50
30144123	Fashion Digital Illustration (Pr)	Major (Core)	2	50	0	50
30344111	Fabric Studies (Th)	Minor Stream	4	100	50	50
30444121	Fashion Categories (Pr)	OEC	2	50	0	50
30444122	Yarn Craft (Pr)					
30444123	Fabric Origami (Pr)					
*	Marathi (Th)/ Sanskrit (Th)/ Hindi (Th)/ Gujarati (Th) (Modern Indian Language)	AEC (To be given by the University)	2	50	50	0
31344101	Field Project -Analysis of Fashion Categories (Selling and Manufacturing perspective) (Pr)	FP	2	50	50	0
*	* *Selection from the link provided by the University <a href="https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus">https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus</a>	CC	2	50	50	0
			<b>22</b>	<b>550</b>	<b>300</b>	<b>250</b>
	<b>Semester IV</b>					
<b>SN</b>	<b>Courses</b>	<b>Type of Course</b>	<b>Credits</b>	<b>Marks</b>	<b>Int</b>	<b>Ext</b>
40144121	Basic Pattern Making (Flat and Draping) (Pr)	Major (Core)	4	100	50	50
40144122	Basic Garment Construction (Pr)	Major (Core)	4	100	50	50
40344111	Fashion Marketing & Merchandising (Th)	Minor Stream	4	100	50	50
40444112	Apparel Merchandising (Th)	OEC	2	50	0	50
40444122	Fashion Categories (Pr)					
40744121	Computer-Aided Rendering Techniques I (Pr)	SEC	2	50	0	50
*Subject code to be allocated by the university	Marathi (Th)/ Sanskrit (Th)/ Hindi (Th)/ Gujarati (Th) (Modern Indian Language)	AEC (To be given by the University)	2	50	50	0
41544101	Community Engagement - Craft Design Development (Pr)	CE	2	50	50	0
*	*Selection from the link provided by the University <a href="https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus">https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus</a>	CC	2	50	50	0
			<b>22</b>	<b>550</b>	<b>250</b>	<b>300</b>

<b>SN</b>	<b>Courses</b>	<b>Type of Course</b>	<b>Credits</b>	<b>Marks</b>	<b>Int</b>	<b>Ext</b>
	<b>Semester V</b>					
5.1	Advanced Pattern Making (Pr)	Major (Core)	4	100	50	50
5.2	Advanced Garment Construction (Pr)	Major (Core)	4	100	50	50
5.3	Indian Textile and Embroidery (Pr)	IKS (Major Specific)	2	50	0	50
5.4 a	Ethnic Wear (Pr)	Major (Elective) (Anyone)	4	100	50	50
5.4 b	Western wear (Pr)					
5.5	Fashion Branding & Retailing (Th)	Minor Stream	4	100	50	50
5.6	Fashion Forecasting (Pr)	VSC 4	2	50	50	0
5.7	Craft Research & Design (Pr)	FP	2	50	50	0
			<b>22</b>	<b>550</b>	<b>300</b>	<b>250</b>
<b>SN</b>	<b>Courses</b>	<b>Type of Course</b>	<b>Credits</b>	<b>Marks</b>	<b>Int</b>	<b>Ext</b>
	<b>Semester VI</b>					
6.1	Advanced Draping (Pr)	Major (Core)	4	100	50	50
6.2	Commercial Garment Development (Pr)	Major (Core)	4	100	50	50
6.3	Computer-Aided Rendering Techniques II (Pr)	Major (Core)	2	50	0	50
6.4 a	Visual Merchandising (Th/Pr)	Major (Elective) (Anyone)	4	100	50	50
6.4 b	Fashion Entrepreneurship (Th)					
6.5	Fabric Dyeing & Printing (Pr)	Minor Stream	4	100	50	50
6.6	Internship - Industry Research Project (Pr)	OJT	4	100	50	50
			<b>22</b>	<b>550</b>	<b>250</b>	<b>300</b>

**Syllabus 2024-25**  
**Semester I (22 Credits)**

<b>10144111</b> <b>Major (Core)</b> <b>1</b>	<b>Fundamentals of Fashion (Th/Pr)</b>		<b>Cr</b>
<b>Course Outcome</b>	After going through the course, learners will be able to 1. Identify elements of design with its psychological, formal and symbolic qualities of design 2. Co-relate the different elements of fashion with elements of Design. 3. Demonstrate the Elements and Principles of Design for effective design development		<b>4</b>
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Elements of Design</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to 1. Define the elements of design 2. Discuss the importance of Elements of Design in Fashion Design 3. Differentiate between various elements of Design 4. Examine the cognitive effects in design	<ul style="list-style-type: none"> <li>• Introduction to Elements of Design Point Line (Types and Properties) Shape (Natural, Abstract, Geometric) Forms, Spaces Texture (Visual, Tactile, Audible) Colour (hues, saturation, value, cool and warm colours, Colour schemes, colour contrast)</li> <li>• Relationship between elements</li> <li>• Cognitive effect of the elements</li> <li>• Creative application of Elements (like converting natural shapes to abstract shapes with different Textures, Colour Combinations and Colour Contrast, etc.)</li> <li>• Metacognition in Design</li> </ul>	
<b>Module 2</b>	<b>Principles of Design</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to 1. Define the Principles of Design. 2. Implement the Principles of Design in Apparel Design. 3. Demonstrate the Principles of Design	<ul style="list-style-type: none"> <li>• Define and identify the principles of design Balance (symmetric and Asymmetric) Rhythm (Gradation, Radiation, Repetition and their types) Emphasis (Focus) Contrast (Colour, Texture,) Proportion (Scale) Harmony (Unity)</li> <li>• Differentiate between the principles of design and explain their cognitive effect.</li> <li>• Inspired application of Principles of Design in design templates</li> </ul>	

<b>Module 3</b>	<b>Elements of Fashion</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to 1. Differentiate between the key elements of fashion. 2. Examine the psychological and physiological effects of Fashion elements.	<ul style="list-style-type: none"> <li>• Silhouette (Types and Visual Effects)</li> <li>• Garment Details (Cuffs, Collars, Skirts, Sleeves, Etc.)</li> <li>• Fabrics (Types, Hand Feel, Weight, Categories as per use, Texture and Visual Effects)</li> <li>• Sketch library of all elements of Prepare the fashion fabric swatch book</li> </ul>	
<b>Module 4</b>	<b>Application of Fundamentals of Design</b>		<b>1</b>
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to 1. Examine and interpret the role of design fundamentals in apparel 2. Apply the basic principles and elements of design to create original designs 3. Develop novel design details like motifs, garment details, patterns, textures, etc.	<ul style="list-style-type: none"> <li>• Exploration and application of Design and Fashion Fundamentals in the Existing Apparel Designs (Brands and Labels)</li> <li>• Project of Design Effects using the elements and principles of design and their manipulations</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
<ol style="list-style-type: none"> <li>1. Select one image from nature which has a composition of various objects and examine 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.</li> <li>2. Create various garment details on given garment template (patterns, colours, textures, silhouettes, shapes, etc.) using the elements of design extracted from the image. This stage will also develop the students' skills in combining various design elements to create individual fashion elements (like collars, types of garments, sleeve details, etc.)</li> <li>3. Using the individual fashion elements created, develop design effects using templates for figure and combine them to create interest in the ensembles, while keeping the principles of design in mind.</li> <li>4. Examine and explain the process of extraction and provide your analysis on the formal, psychological and physiological effects of each ensemble, in 200 words (each).</li> </ol>			

### References

- Davis, M. L. (1980). Visual design in dress. Pearson.
- Dorosz, C., & Watson, J. R. (1999). Designing with color. Fairchild Books.
- Drudi, E. 'K.'. (2001). Figure drawing for fashion design. Pepin Press.
- Sorger, R., & Udale, J. (2006). The fundamentals of fashion design. AVA Publishing.
- Stecker, P. (1996). The fashion design manual. Macmillan Education AU.
- Stipelman, S. (2005). Illustrating fashion. Fairchild Books.

<b>10144122 Minor (Core) 2A</b>	<b>Fashion Drawing Skills (Pr)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to 1. Demonstrate the basic drawing techniques such as line drawing, shading, and rendering textures relevant to fashion illustration. 2. Sketch the Figures to create accurate fashion Drawing 3. Develop a personal style of drawing fashion figures and garment draping. 4. Explore different colour media to enhance the rendering skills		2
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Introduction to Drawing and Creative Techniques</b>		1
	<b>Learning Outcomes</b>  After learning the module, learners will be able to 1. Examine various drawing tools and materials to differentiate their characteristics and functions. 2. Adopt shading and colouring techniques using various mediums to create freehand drawings of landscapes and portraits. 3. Different colour mediums and compositions to articulate creative ideas through drawing effectively	<b>Module Content</b>  <b>Introduction to Fashion Drawing</b> <ul style="list-style-type: none"> <li>• Overview of the role of drawing in fashion design</li> <li>• Introduction to basic drawing materials and tools Exploration of mediums Pencil Colour Pencils Charcoal Water and Poster Colour Medium Oil pastels Oil Colours Dry Pastels</li> <li>• Application of drawing techniques such as line drawing, shading, perspective, and proportion.</li> <li>• Form, volume, and space</li> </ul> <b>Free hand drawing skills</b> <ul style="list-style-type: none"> <li>• Observation skills of natural and manmade objects</li> <li>• Formal features</li> <li>• Expressive features</li> <li>• Symbolic Composition and layout</li> <li>• Landscape and portrait.</li> <li>• Study of natural forms- Leaves, Flowers</li> </ul> <b>Perspective and Outdoor Sketching</b> <ul style="list-style-type: none"> <li>• Outdoor sketching, quick and on-the-spot sketching of flora and fauna</li> <li>• Introduction to perspective drawing -Practicing perspective by drawing buildings etc. along with trees etc.</li> </ul> <b>Object drawing and rendering with different mediums.</b>	



		<ul style="list-style-type: none"> <li>• Geometrical shapes</li> <li>• Cube</li> <li>• Pyramid</li> <li>• Sphere</li> <li>• 3-D geometrical objects with different angles</li> </ul> <b>Still Life and Drapery</b> <ul style="list-style-type: none"> <li>• Still-life drawing with pencil, colour pencils, dry pastels, watercolours, oil pastels, poster colours, oil colours</li> <li>• Drapery along with a cluster of objects with pencil, colour pencils, dry pastels, watercolours, oil pastels, poster colours, oil-colours</li> </ul>	
<b>Module 2</b>	<b>Fashion Drawing and Illustration</b>		<b>1</b>
	<b>Learning Outcomes</b> After learning the module, learners will be able to 1. Demonstrate the principles of design such as composition, balance, and visual hierarchy in visually compelling fashion garment templates 2. Develop individualistic and creative style/ expression in fashion drawing	<b>Module Content</b> <b>Overview of Fashion Drawing</b> <ul style="list-style-type: none"> <li>• Study of the proportion and anatomy in fashion figures</li> <li>• Figure drawing, 8 and 10 heads (Block and proportions)</li> <li>• Stick Figures (Actions, Balance)</li> <li>• Gestures and Figure Scribbling (Studio Life Study)</li> </ul> <b>Fashion Figure Drawing and Figure Analysis</b> <ul style="list-style-type: none"> <li>• Advanced figure drawing techniques. (Front, Back, 3/4th, Side)</li> <li>• Figure in motion - Geometrical blocks to make different postures, Segregate into postures as normal standing, walking, running and sitting and fleshing of croquis.</li> <li>• Capturing movement X, S and T pose in Fashion Figures</li> <li>• Fashion Figures drawing using photographs and figure analysis techniques.</li> </ul> <b>Rendering Skills</b> <ul style="list-style-type: none"> <li>• Skin tone rendering with different colour mediums (Pencil Colour Pencil, Poster Colour, Watercolour, Dry Pastels, Oil Pastels)</li> </ul> <b>Textures Development and prints</b> <ul style="list-style-type: none"> <li>• Texture Study — Visual Textures, Audible Tactile Textures</li> <li>• Texture Creation using Colour Impressions</li> </ul>	

		<ul style="list-style-type: none"> <li>• Development of Textures using different mediums and Illustrating Different Types of Textures</li> <li>• Various fabric textures with different colour mediums (fur, satin, denim, tissue, silk, chiffon, knits, plaids, corduroy and others)</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
<ol style="list-style-type: none"> <li>1. Draw and Shade 5 objects with different tints and tones to colour proportions using different geometrical shapes and nature drawings in the box of 6/6".</li> <li>2. 6 Still life compositions in the form of Textures using different mediums (Pencil, Colour Pencils, Water, Poster, Dry pastels, Oil Pastels).</li> <li>3. Sketching 6 different types of fashion figures with skin tone rendering with different colour mediums (Pencil, Colour Pencils, Poster, Water, Dry Pastels, Oil Pastels).</li> <li>4. Sketch 5 fashion figures and draw basic garment components and garment variations and rendered it with colour Pencils. (A Line, T line, X line, S line, V line).</li> </ol>			

### References

- Kamath, V. (2006). *Sketching and drawing* (2nd ed.). Jyotsna Prakashan.
- Kawamura, Y. (2014). *The fashion sketchpad: 420 figure templates for designing looks and building your portfolio*. Chronicle Books.
- Mulik, M. (2004). *Perspective* (1st ed.). Jyotsna Prakashan.
- Shelar, S. (2007). *Still life* (1st ed.). Jyotsna Prakashan.
- Vaze, P. (2002). *Draw and paint* (1st ed.). Jyotsna Prakashan.

<b>10444121 OEC</b>	<b>Sewing Techniques (Pr)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to 1. Identify and define the basic components of a sewing machine. 2. List and describe the uses of different types of sewing machines, needles, and threads. 3. Appreciate different kinds of stitches and seams. 4. Explain the basic principles of sewing techniques and seam finishes.		4
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Introduction to Sewing Machine and their parts</b>		1
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to 1. Explore parts and functions of Sewing Machine. 2. Identify the types of sewing machines-domestic, industrial. 3. Develop the skills of setting up the sewing machine for stitching. 4. Acquire the knowledge of care and maintenance of sewing machines.	<ul style="list-style-type: none"> <li>• Explore the basic sewing machines, their parts and functions</li> <li>• Types of sewing machines-domestic and industrial sewing machines, attachments and their uses.</li> <li>• Learning threading of single needle lock stitch machine, loading bobbin and bobbin case, fixing and removing the needle.</li> <li>• Care and maintenance of sewing machines.</li> <li>• Stitching practice on paper and fabric (straight, curved, corners, and circular).</li> </ul>	
<b>Module 2</b>	<b>Basic sewing techniques (Hand &amp; Machine)</b>		1
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to 1. Gain a thorough understanding of seams, including their definition, classification etc. 2. Proficient in various hand stitches and machine stitches. 3. Enhancing their ability to apply the appropriate stitch for different garment construction needs.	<ul style="list-style-type: none"> <li>• <b>Introduction to Seam Stitches-</b> Definition &amp; classification- Temporary and permanent stitches, Methods, important applications of stitches</li> <li>• <b>Hand stitches-</b> Basting, Running, Tacking, Hand overcast, Buttonhole, Hemming stitches - plain and blind hemming, Whip stitch etc.</li> <li>• <b>Machine stitches-</b> Plain, French seam, Lapped seam, Bound seam, Flat and fell seam, Slot seam, Welt seam and Piped Seam.</li> </ul>	

<b>Module 3</b>	<b>Intermediate Sewing Techniques and Seam Finishes</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. Acquire the purpose of different intermediate sewing techniques in garment construction.</li> <li>2. Applying different types of seam finishes to different types of fabric.</li> <li>3. Utilize knowledge to select and apply appropriate techniques, improving fit and finish.</li> </ol>	<ul style="list-style-type: none"> <li>• <b>Intermediate Sewing Techniques-</b> Darts, Pleats, Tucks, Gathers, shirring, Yokes, Piping, Fasteners attachment, Lace insertion Sewing curves and corners, Sewing facing and lining and Bias Tape Application.</li> <li>• <b>Seam Finishes-</b>Overlocked (Serge) Edges, Zigzag Stitched, Edges, Bias Tape, Hong Kong Finish, Pinked Edges, Turned and Stitched, Binding, Rolled Hem.</li> </ul>	
<b>Module 4</b>	<b>Construction of basic Kid's &amp; Adult Garments</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. Gain proficiency in executing kids &amp; adult's garment stitching.</li> <li>2. Acquire skills in well-finished garments and improved sewing accuracy.</li> <li>3. Enhance the visual appeal and durability of garments to achieve a polished and high-quality finish.</li> </ol>	<ul style="list-style-type: none"> <li>• Drafting basic block patterns for kids' and adults' garments and testing fit using muslin.</li> <li>• Construct one final garment using seasonal floral print, polka dot, animal, or geometric prints. Emphasis is on fit correction, construction techniques, and fabric application.</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
<ol style="list-style-type: none"> <li>1. Develop a one small design project (e.g., a decorative tote bag, a piece of home décor, or a fashion accessory) incorporating at least five of the stitches.</li> <li>2. Design and construct a kid's frock, incorporating intermediate sewing techniques to complete the garment.</li> </ol>			

## References

Fischer, A. (2015). *Sewing for fashion designers*. Fairchild Books.

Gordon, K. (2014). *Sewing techniques and tips: Practical advice for garment construction*. C&T Publishing.

Joseph-Armstrong, H. (2018). *Patternmaking for fashion design* (6th ed.). Pearson.

Miller, L. (2017). *The complete guide to garment construction*. Creative Publishing International.

Smith, A. (2012). *The sewing book: An encyclopaedic resource*. Quadrille Publishing.

Walnes, T. (2016). *Sewing techniques for beginners*. Tilly and the Buttons.

<b>10444112 OEC</b>	<b>Fabric Studies (Th)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Identify and classify various fibers, yarns, and fabrics.</li> <li>2. Classify the properties and uses of different fibers and yarns.</li> <li>3. Differentiate between woven, knit, and other fabric construction methods.</li> <li>4. Evaluate the various finishing techniques applied to fabrics.</li> <li>5. Develop practical applications and designs using different fabric construction methods.</li> </ol>		4
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Fibers</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Define and classify natural and synthetic fibres.</li> <li>2. Describe the properties and uses of various fibres.</li> </ol>	<b>Module Content</b> <ul style="list-style-type: none"> <li>• Introduction to Textile Fibers</li> <li>• Classification of Fibers: Natural (Cotton, Wool, Silk, etc.) and Synthetic (Polyester, Nylon, Acrylic, etc.)</li> <li>• Properties of Fibers: Physical, Chemical, Thermal</li> <li>• Applications of Different Fibers</li> </ul>	
<b>Module 2</b>	<b>Yarns</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Explain the process of yarn production.</li> <li>2. Explore the different types of yarns and their properties.</li> </ol>	<b>Module Content</b> <ul style="list-style-type: none"> <li>• Yarn Production: Spinning Process</li> <li>• Types of Yarns: Single, Ply, Blended, Fancy Yarns</li> <li>• Yarn Properties: Twist, Count, Strength, Elasticity</li> <li>• Applications of Different Yarns</li> </ul>	
<b>Module 3</b>	<b>Fabric Construction - Woven and Knits</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Explore the fabric construction. Differentiate between woven and knit fabrics.</li> <li>2. Explore the structure and properties of woven and knit fabrics.</li> </ol>	<b>Module Content</b> <ul style="list-style-type: none"> <li>• Introduction to Fabric Construction</li> <li>• Woven Fabrics: Types of Weaves (Plain, Twill, Satin, etc.), Looms, Weaving Process</li> <li>• Knit Fabrics: Types of Knits (Weft, Warp), Knitting Machines, Knitting Process</li> <li>• Comparison of Woven and Knit Fabrics: Structure, Properties, Uses</li> </ul>	

<b>Module 4</b>	<b>Fabric Finishes</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. Describe various fabric finishing techniques.</li> <li>2. Evaluate the effects of different finishes on fabric properties and performance.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Fabric Finishing</li> <li>• Types of Finishes: Mechanical (Calendering, Brushing, etc.), Chemical (Mercerizing, Flame Retardant, etc.), Special Finishes (Anti-static, Moisture Management, etc.)</li> <li>• Finishing Processes: Preparation, Dyeing, Printing, Coating</li> <li>• Impact of Finishes on Fabric Properties: Aesthetic, Functional, Performance</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
<ol style="list-style-type: none"> <li>1. Develop a swatch book that includes samples of different fibers, yarns and fabric along with descriptions of their characteristics and applications.</li> <li>2. Develop diagrams representing different types of weaves (plain, twill, satin) and their structures</li> </ol>			

## References

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## Peer-Reviewed Journal References

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<b>10444122 OEC</b>	<b>Fashion Categories (Pr)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Discover the reasonability, need and importance of clothing categories in Fashion.</li> <li>2. Apprehend clothing categories for various segments such as Men's, Women's and Kid's.</li> <li>3. Identify factors that influence the clothing preferences.</li> <li>4. Recognize the specific design features that incorporate a certain category by developing a visual reference.</li> <li>5. Provide a structured approach to understanding the diverse categories of clothing within the fashion industry, preparing further to develop design collections for various segments.</li> </ol>		4
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Introduction to categories in Fashion</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Discovering the reasonability and importance of clothing categories in Fashion</li> <li>2. Apprehend the various clothing categories of clothing for various segments</li> <li>3. Identify factors that influence clothing choices</li> </ol>	<b>Module Content</b> <ul style="list-style-type: none"> <li>• Definition and Importance of Clothing categories in Fashion</li> <li>• The need of clothing categories</li> <li>• Overview of Major Market segments such as Men's, Women's and Kid's</li> <li>• Factors influencing clothing categories</li> </ul>	
<b>Module 2</b>	<b>Clothing categories &amp; their role in Fashion</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Identify specific clothing categories for Men's Wear</li> <li>2. Recognize specific design features for the various categories for Men's wear</li> </ol>	<b>Module Content</b> <ul style="list-style-type: none"> <li>• Clothing categories for Men's wear</li> <li>• Formal wear</li> <li>• Casual wear</li> <li>• Sports wear</li> <li>• Active Sports wear</li> <li>• Essentials</li> <li>• Club wear</li> <li>• Ethnic wear</li> <li>• Wedding wear</li> <li>• Resort wear</li> <li>• Adventure wear</li> <li>• Lounge Wear</li> <li>• Winter wear</li> <li>• Accessories</li> </ul>	

<b>Module 3</b>	<b>Fashion Trends and Materials</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. Examine and interpret current fashion trends and their influence on the designs of accessories.</li> <li>2. Identify and evaluate different materials used in accessory design, considering their properties and applications.</li> </ol>	<ul style="list-style-type: none"> <li>• Overview of current fashion trends.</li> <li>• Methods for analyzing fashion trends.</li> <li>• Influences on fashion trends (cultural, social, economic)</li> <li>• Types of materials used in accessory design (e.g., leather, metals, textiles)</li> <li>• Properties of different materials.</li> <li>• Sustainable and ethical considerations in material selection.</li> <li>• Different techniques for working with various materials.</li> <li>• Combining materials for innovative designs.</li> <li>• Case studies of iconic accessory designs</li> </ul>	
<b>Module 4</b>	<b>Design and Production Techniques</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. Construct and present design concepts for fashion accessories.</li> <li>2. Explore technical skills in the creation and production of fashion accessories</li> </ol>	<ul style="list-style-type: none"> <li>• Generating and refining design ideas.</li> <li>• Developing mood boards and inspiration sources.</li> <li>• Creating initial sketches and concepts.</li> <li>• Techniques for creating accurate technical drawings.</li> <li>• Understanding design specifications and measurements.</li> <li>• Overview of various production methods.</li> <li>• Material selection and its impact on production.</li> <li>• Quality assurance and finishing techniques.</li> <li>• Development of accessory prototypes.</li> <li>• Testing and evaluating prototypes for functionality.</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
<ol style="list-style-type: none"> <li>1. Identifying and observing various retail brands and the respective clothing categories for Men's, Women's and Kid's wear based on websites, advertisements and store visits. Identifying the lifestyle changes of the niche market to identify the influential factors that affect clothing preferences.</li> <li>2. Prepare a document researching various materials (e.g., leather, metal, plastic, textiles etc) available in the market which can be used in accessory designing.</li> <li>3. Research on any accessory brand's history, target market, design philosophy, and their product ranges.</li> </ol>			



## References

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- Fashionary International Limited. (2016). *Fashionpedia: The visual dictionary of fashion design*. Fashionary International Limited.
- Ireland, P. (1987). *Encyclopedia of fashion details*. Batsford Publication.
- Keiser, S., & Torora, P. (2021). *The Fairchild Books dictionary of fashion*. Bloomsbury Publishing.

<b>10644101 VSC</b>	<b>Material Manipulation I (Yarns/Fibers) (Pr)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to 1. Explain the relevance & importance of Yarns and Fibers in creative manipulation 2. Exploring different ways & techniques of manipulating material (Yarns and Fibers) 3. Differentiate various materials for its creative use to enhance the products 4. Exploring various entrepreneurial ideas		2
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Introduction to the Materials (Yarns/ Fibers and others)</b>		1
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to 1. Differentiate the textures of various materials 2. Explore the materials for product development 3. Demonstrate the creative technique of product development	<ul style="list-style-type: none"> <li>• Introduction to the Yarns and Fibers used in creative techniques.</li> <li>• Evaluation of behaviour, characteristic, properties, dimensionality, physical and visual potential of the basic materials like fibres&amp; yarns.</li> <li>• Exploration to different relative materials for creative product development, such as Leather, cords, jute cord, thread and ropes, ribbons, braids, trimmings, paper, wires, fabric, acrylics and so on.</li> </ul>	
<b>Module 2</b>	<b>Techniques of Product Development</b>		
	<b>Learning Outcomes</b>	<b>Module Content</b>	1
	After learning the module, learners will be able to 1. Examine and compare the different methods and tools of product making 2. Explore the application of unconventional materials along with different fibres/yarns 3. Develop a product range and its documentation process in a systematic manner	<ul style="list-style-type: none"> <li>• Orientation to the basic tools &amp; techniques to manipulate the materials into product like Weaving, Macrame, Knotting, Braiding, Twining, Tasselling, Quilling &amp; Crochet etc</li> <li>• Developing a range of products via any of the techniques and materials mixing and documentation as per the basic design process.</li> </ul>	

**Assignments/ Activities towards CCE**

1. To prepare documentation by understanding, exploring and analysing the Yarns and Fibers for its creative use in the fashion industry.
2. To prepare a compilation of samples and processes of all the techniques of material manipulation in a creative document form.
3. To develop a range of products (2) using mix materials and by incorporating any 2 manipulation techniques.

**References**

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Lim, T. (2023). *Crafting with yarn: A beginner's journey into the art of crochet*.

McNicol, A. (2013). *How to crochet: A complete guide for absolute beginners*. Kyle Craig Publishing.

Parkes, C. (2007). *Knitter's book of yarn, the: The ultimate guide to choosing, using, and enjoying yarn*. Potter Craft Publishing.

Pillai, J. (2023). *Indian handicrafts: A cultural exploration of the crafts and textile traditions of India*. Notion Press.

Sekhri, S. (2022). *Textbook of fabric science: Fundamentals to finishing* (4th ed.). PHI Learning Pvt. Ltd.

<b>10744101 SEC</b>	<b>Professional Computer Skills (Pr)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to <ol style="list-style-type: none"><li>1. Operate desktop computers to carry out computational tasks</li><li>2. Recognize working of hardware and software and the importance of operating systems</li><li>3. Design presentations using related Software</li><li>4. Acquire skills to present ideas digitally and manage digital content effectively</li></ol>		2
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Computer Hardware and File Management</b>		1
	<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. Recognize fundamental concepts of computer hardware and software</li><li>2. Manage files and folders effectively using different operating systems.</li><li>3. Create, edit, and format documents using related digital platforms</li></ol>	<b>Introduction to Computers and Operating Systems</b> <ul style="list-style-type: none"><li>• Overview of computer basics: (processing power, memory &amp; storage space, High-Quality Monitor; Graphic tablet, scanner, printer, external hard disk, Wacom stylus)</li><li>• Introduction to operating systems: Similar to or Windows, macOS, Linux and other sources.</li></ul> <b>File Management</b> <ul style="list-style-type: none"><li>• Creating, organizing, and managing files and folders</li></ul>	

		<ul style="list-style-type: none"> <li>• Understanding file formats and extensions</li> <li>• Using cloud storage for file backup and sharing</li> </ul> <b>Word Processing Software</b> <ul style="list-style-type: none"> <li>• Creating and formatting documents</li> <li>• Using templates and styles</li> <li>• Inserting images, tables, and charts</li> <li>• Using track changes and comments for collaboration</li> </ul> <b>Open-Source Equivalent: Google doc:</b> <ul style="list-style-type: none"> <li>• Basic functionality mirroring</li> </ul>	
<b>Module 2</b>	<b>Spreadsheets, Presentation and Email fundamentals</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to 1. Create and manage spreadsheets using software (Licensed or Open Source) 2. Design and deliver presentations using effective and efficient software 3. Demonstrate effective use of email, internet, and online collaboration tools.	<b>Module Content</b> <b>Spreadsheet Software</b> <ul style="list-style-type: none"> <li>• Basics of spreadsheets and data entry</li> <li>• Formatting cells and using formulas</li> <li>• Creating charts and graphs</li> <li>• Basic data analysis and pivot tables</li> </ul> <b>Open-Source Equivalent: Google sheet:</b> <ul style="list-style-type: none"> <li>• Basic functionalities mirroring</li> </ul> <b>Presentation Software</b> <b>Presentation slides:</b> <ul style="list-style-type: none"> <li>• Creating and designing presentations</li> <li>• Using themes and templates</li> <li>• Adding multimedia elements (images, audio, video)</li> <li>• Presentation techniques and tips</li> </ul> <b>Open-Source Equivalent: google slides/Canva:</b> <ul style="list-style-type: none"> <li>• Basic functionalities mirroring</li> </ul> <b>Email and Internet Skills</b> <ul style="list-style-type: none"> <li>• Setting up and managing email accounts</li> <li>• Email etiquette and professional communication</li> <li>• Using search engines effectively for research</li> <li>• Basics of online collaboration tools</li> </ul> <b>Basic Troubleshooting and Maintenance</b> <ul style="list-style-type: none"> <li>• Common computer issues and their solutions</li> <li>• Maintaining system performance: updates, antivirus, and backups</li> <li>• Basic network troubleshooting</li> </ul>	

## Assignments/ Activities towards CCE

### 1: Computer Basics and File Management

- Write a short note (300-500 words) explaining the difference between hardware and software. Include examples of each.
- Create a folder structure on your computer for organizing your academic files. Take a screenshot of the folder structure and submit it.
- Upload three different file types (e.g., a text document, an image, and a spreadsheet) to a cloud storage service. Share the links to these files.

### 2: Word Processing Project

- Create a 2-page newsletter for a fictional fashion event 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.
- Save both documents as PDF files and submit them.

### 3: Spreadsheet Analysis Project

- Create a spreadsheet containing hypothetical data for a fashion retail store. The data should include:
  - Product names
  - Categories
  - Prices
  - Quantities sold in the past month
- 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.
- Save both spreadsheets as PDF files and submit them.

### 4: Presentation Project

- 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.

## References

- Brown, B. (2019). Microsoft PowerPoint 2019 in 90 pages. Belleayre Books.
- Jackson, L. (2013). *PowerPoint Surgery: How to create presentation slides that make your message stick*. Engaging Books.
- Guide with Examples That Teaches Everything You Need to Know about Microsoft Excel 2020 (Formulas and Functions Inclusive). Independently Published.
- Jordan, J. (2021). *Excel 2020 for Beginners: The Complete Dummy to Expert Illustrative*
- Lewis, C. M., Chatfield, C., & Johnson, T. (2019). Microsoft Project 2019 Step by step. Microsoft Press.
- Professor, M. O., & Nordell, R. (2019). Microsoft Outlook 365 Complete: In Practice, 2019 Edition. McGraw-Hill Education
- Weverka, P. (2018). Office 2019 All-in-One for dummies. John Wiley & Sons
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## Online tutorial and course

[Microsoft 365 Training](#)

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

**Syllabus 2024-25**  
**Semester II (22 Credits)**

<b>20144121 Major (Core) 3</b>	<b>Technical Drawing and Representation (Pr)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to 1. Demonstrate the skills of technical drawing and representation using drawing instruments 2. Create detailed orthographic, isometric, and perspective drawings that accurately represent three-dimensional objects on two-dimensional media 3. Demonstrate the skills of technical drawing in CAD 4. Draw objects Using One-Point and Two-Point Perspective		4
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Fundamentals of Technical Drawing</b>		1
	<b>Learning Outcomes</b>  After learning the module, learners will be able to 1. Draw technical drawings, including geometric shapes, orthographic projections, and isometric views effectively 2. Develop the ability to produce clear and proportionate freehand sketches 3. Demonstrate the skills of scale and proportion in freehand drawing applications	<b>Module Content</b>  <b>•Introduction to Technical Drawing</b> • Course overview, importance of technical drawing in engineering and design  <b>Line Types and Conventions</b> • Line types, weights, and conventions in technical drawings.  <b>Freehand Sketching</b> • Techniques for freehand sketching, importance of proportion and scale.	
<b>Module 2</b>	<b>Orthographic and Isometric Drawing</b>		1
	<b>Learning Outcomes</b>  After learning the module, learners will be able to 1. Generate accurate orthographic projections, demonstrating an understanding of multiple views and perspectives 2. Create detailed isometric drawings, showcasing the ability to represent three-dimensional objects on two-dimensional media	<b>Module Content</b>  <b>Orthographic Projection</b> • Principles of orthographic projection, understanding views.  <b>Isometric Drawing</b> • Introduction to isometric drawing, differences from orthographic projection.  <b>Dimensioning and Tolerancing</b> • Importance of dimensioning and tolerancing, standards and conventions.	
<b>Module 3</b>	<b>CAD and Real-World Applications</b>		1
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to 1. Apply manual technical drawing fundamentals using CAD applications	• Introduction to CAD (Computer-Aided Design) • Overview of CAD software and its applications in technical drawing	

	2. Solve Design Problems and Communicate Solutions related to the technical representation of objects	<ul style="list-style-type: none"> <li>• Basic CAD Techniques</li> <li>• Basic features and tools in CAD software</li> <li>• Working with Technical Standards</li> <li>• Industry standards and codes for technical drawings</li> </ul>	
<b>Module 4</b>	<b>One-point and two-point perspective</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Explore Perspective Drawing Principles</li> <li>2. Integrate Perspective Techniques in object representations</li> <li>3. Demonstrate One-Point and Two Point Perspective Drawings</li> </ol>	<b>Module Content</b> <b>Introduction to Perspective Drawing</b> <ul style="list-style-type: none"> <li>• Overview of perspective drawing and its importance in technical representation.</li> <li>• Key terms and concepts (horizon line, vanishing points, orthogonal).</li> </ul> <b>One-Point Perspective Drawing Techniques</b> <ul style="list-style-type: none"> <li>• Step-by-step guide to creating one-point perspective drawings.</li> <li>• Practice exercises: drawing simple objects and scenes using one-point perspective.</li> </ul> <b>Two-Point Perspective Drawing Techniques</b> <ul style="list-style-type: none"> <li>• Step-by-step guide to creating one-point perspective drawings.</li> <li>• Practice exercises: drawing simple objects and scenes using one-point perspective.</li> </ul> <b>Combining Perspectives</b> <ul style="list-style-type: none"> <li>• Techniques for integrating one-point and two-point perspectives in a single drawing.</li> <li>• Practice exercises: creating complex compositions using both perspectives.</li> </ul> <b>Professional Presentation</b> <ul style="list-style-type: none"> <li>• Prepare a presentation of perspective drawings.</li> <li>• Techniques for effectively showcasing and articulating the use of perspective in drawings.</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
1.Drawing orthographic projections andcreating isometric drawings of simple objects. 2.Adding dimensions and tolerances to previous drawings and Creating sectional views of objects with hidden features. 3.Drawing auxiliary views of objects with inclined surfaces and Creating perspective drawings of simple objects.			

4. Basic exercises in CAD software (e.g., AutoCAD, SolidWorks and others open free software) And Creating detailed CAD drawings and models. (Ensuring drawings comply with relevant standards) (e.g., ISO, ANSI). One Point Perspective, Two Point Perspective

## References

- Boerboom, P., & Proetel, T. (n.d.). *Perspective Drawing: A Step-by-Step Handbook* (ISBN: 978-1438006598).
- Bertoline, G. R., & Wiebe, E. N. (n.d.). *Fundamentals of Graphics Communication* (ISBN: 978-0073522630).
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- Giesecke, F. E., Mitchell, A., Spencer, H. C., Hill, I. L., & Dygdon, J. T. (n.d.). *Technical Drawing* (ISBN: 978-0131784468).
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- Norling, E. R. (n.d.). *Perspective Made Easy* (ISBN: 978-0486404738).
- Shumaker, T. M., Madsen, D. A., & Madsen, D. P. (n.d.). *AutoCAD and Its Applications Basics* (ISBN: 978-1635638688).

20144122 Major (Core) 2B	Advance Design and Illustration (Pr)		Crs
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Explore different postures and facial features in fashion illustration</li> <li>2. Demonstrate design principles and techniques in various components and styles of fashion garments.</li> <li>3. Exploring different mediums in a wide range of illustration and visual communication skills.</li> <li>4. Draw free hand fashion illustrations as a collection in reference to the original design concepts</li> </ol>		2
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Fashion Illustration and Rendering Techniques		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Render garments on croquis.</li> <li>2. Demonstrate the accurate fashion figures in relation to the body proportions.</li> <li>3. Illustrate different fashion figures of male and female with hairstyles and facial features.</li> <li>4. Rendering the textures of fabrics using different colour mediums.</li> </ol>	<ul style="list-style-type: none"> <li>• Understanding Movements and Gestures: Body Movements (Kids, Female, and Male), Leg and Hand Movements</li> <li>• Human Face Drawing: Feature Drawing - (Eyes, Nose, Lips &amp; Ears, Face Drawing and Detailing, Hairstyles Drawing.)</li> <li>• Sketching Different Action Croquis (Front, Back, and Side View) Manual/CAD</li> <li>• Rendering different mediums – 2b/4b/6b, colour pencil, watercolour, poster colour Rendering different mediums for 6 garments (male and</li> </ul>	

		<ul style="list-style-type: none"> <li>• Garment Detailing Along with Theme</li> <li>• Sketching Silhouettes in Various Fabric Textures (Fur, Satin, Denim, Tissue, Silk, Chiffon, Knits, Plaids, Corduroy, etc.</li> </ul>	
<b>Module 2</b>	<b>Stylized Illustration and Design Concept</b>		1
	<b>Learning Outcomes</b> <ol style="list-style-type: none"> <li>1. Explore a wide range of traditional and contemporary approaches to design and image creation.</li> <li>2. Demonstrate the Stylized Sketches, with designs, silhouettes fabric details of garments along with style and look</li> <li>3. Develop Women's and Men's wear collections with aesthetics and functional appeal.</li> <li>4. Explore the works of iconic fashion illustrators</li> <li>5. Curate illustration style of your own</li> </ol>	<b>Module Content</b> <p><b>Stylization of Model Figures and Poses:</b></p> <ul style="list-style-type: none"> <li>• Capturing Different Angles and Details for Kids, Male, and Female Figures</li> </ul> <p><b>Sketching Garments and Garment Details on Stylized Fashion Illustrations</b></p> <ul style="list-style-type: none"> <li>• Necklines and Collars, Sleeves Details, Skirts and Pants, Blouses, Coats, and Jackets, Yokes and Underskirts, Pleats, Cows, and Cascades</li> </ul> <p><b>Sketching of Accessories</b></p> <ul style="list-style-type: none"> <li>• Hats and Headgears, Footwear, Jewellery, Bags and Purses</li> <li>• Study or Analysis of Illustrators works(6 Fashion Illustrators)</li> </ul> <p><b>Definethe different process of design -</b></p> <ul style="list-style-type: none"> <li>• Brainstorming, Kipling, Scamper, Mind map7i's, Scamper, 6-thinking</li> <li>• Categories Of Clothing for Men's and Women's and different types of silhouettes (Formal Casual Etc.)</li> <li>• Men's &amp; kids wear design development process with technical drawings –Inspiration, mood, colour, client board development and Fashion Flats</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
<ol style="list-style-type: none"> <li>1. Draw different types of facial features, feet, leg postures, hands movement, arms movement, hairstyles and Facial Features. (5 each)</li> <li>2. Create 3 stylized illustrations of a female and 3 stylized illustrations of a male and drape different fabrics i.e. Silk, Cotton, Jute, Fur, Leather, Denim, Organza and render the fabric in: Watercolour, Crayons, Pastels, Poster colour (different colour medium techniques)</li> <li>3. Create 4 garments 2 for female and 2 for male using different types of silhouettes i.e. X, V, S, T, H, I.</li> <li>4. Illustrate and render 6 garments (3 male &amp; 3 female taking inspiration from any designer work) Create brainstorming board, inspiration board, mood board, colour board, client board fabric board that reflect a cohesive fashion concept. Each board should be visually appealing and clearly communicate the chosen design concept.</li> </ol>			



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<b>20344111 VSC on Major 3</b>	<b>History of Fashion (Th)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to 1. Review the Revolution of Fashion. 2. Relate the Revolution of Fashion with Fashion Expression. 3. Appreciate the historic costume. 4. Identify the historical development of the Modern Fashion Industry. 5. Examining the effect of fashion to social life and its function in the historical process in 20th century		2
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Introduction to Clothing &amp; Western Cultures</b>		1
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to 1. Review the evolution of fashion over time. 2. Assess the timelines of world fashion history 3. Examine major fashion developments in the recent centuries.	<b>Insight in Clothing &amp; Cultures from Western Context</b> <ul style="list-style-type: none"> <li>Overview of timelines of Western cultures &amp; costumes – Ancient Egypt, Ancient Greek, Ancient Rome, Byzantine, Renaissance Baroque, Rococo,</li> <li>Evolution, decline, revival and most recent developments in Western fashion</li> </ul>	

		<ul style="list-style-type: none"> <li>• Fashion from 1900 – 2000 century.</li> </ul> <b>Costumes of Recent Times</b> <ul style="list-style-type: none"> <li>• 21st Century - Emergence of a new age in fashion</li> <li>• Role of Fashion Designers – focusing on individual expression/ signature style</li> <li>• Prominent designers that influenced fashion in the last 50 years – (international &amp; national)</li> </ul>	
<b>Module 2</b>	<b>Indian Costume History &amp; Timeline</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Describe the historical costumes and design from the ancient time till date today</li> <li>2. Explore the basic factors influencing fashion</li> <li>3. Explain the traditional costumes of different states of India</li> </ol>	<b>Module Content</b> <b>Introduction to the Indian Costumes</b> <ul style="list-style-type: none"> <li>• Pre-Historic Era, Stone Age, Bronze Age</li> <li>• Early Historic Period – Vedic Period, Maurya Empire</li> <li>• Male and female costumes, their specification, jewellery and accessories used</li> <li>• The Islamic Period – The Mughal &amp; post Mughal Era</li> <li>• British period: Costumes of Pre-independence and post-independence period.</li> <li>• Evolution of Khadi movement - Indian independence movement, Independence and partition</li> </ul> <b>Modern history</b> <ul style="list-style-type: none"> <li>• Changing scenario of Indian costumes and influence on present day clothing</li> <li>• Indian cinema and its influence on Indian fashion</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
1. Presentations on one male and one female costumes, their hair style, headgear and jewellery. <div style="text-align: center;">OR</div> 1. Sketches of the costumes and hairstyles of ancient India -Indus valley, Vedic period (one male and one female). 2. Video assignments (brief documentaries) 3. Costume Doll making by selecting anyone - Periods / Cultures 4. Indian period movie critical reviews & innovative presentations.			

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<b>20444121 OEC</b>	<b>Sewing Techniques (Pr)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Identify and define the basic components of a sewing machine.</li> <li>2. List and describe the uses of different types of sewing machines, needles, and threads.</li> <li>3. Appreciate different kinds of stitches and seams.</li> <li>4. Explain the basic principles of sewing techniques and seam finishes.</li> </ol>		4
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Introduction to Sewing Machine and their parts</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Explore parts and functions of Sewing Machine.</li> <li>2. Identify the types of sewing machines-domestic, industrial.</li> <li>3. Develop the skills of setting up the sewing machine for stitching.</li> <li>4. Acquire the knowledge of care and maintenance of sewing machines.</li> </ol>	<b>Module Content</b> <ul style="list-style-type: none"> <li>• Explore the basic sewing machines, their parts and functions</li> <li>• Types of sewing machines-domestic and industrial sewing machines, attachments and their uses.</li> <li>• Learning threading of single needle lock stitch machine, loading bobbin and bobbin case, fixing and removing the needle.</li> <li>• Care and maintenance of sewing machines.</li> <li>• Stitching practice on paper and fabric (straight, curved, corners, and circular).</li> </ul>	
<b>Module 2</b>	<b>Basic sewing techniques (Hand &amp; Machine)</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Gain a thorough understanding of seams, including their definition, classification etc.</li> <li>2. Proficient in various hand stitches and machine stitches.</li> <li>3. Enhancing their ability to apply the appropriate stitch for</li> </ol>	<b>Module Content</b> <ul style="list-style-type: none"> <li>• <b>Introduction to Seam Stitches-</b> Definition &amp; classification- Temporary and permanent stitches, Methods, important applications of stitches</li> <li>• <b>Hand stitches-</b> Basting, Running, Tacking, Hand overcast, Buttonhole, Hemming stitches - plain and blind hemming, Whip stitch etc.</li> <li>• <b>Machine stitches-</b> Plain, French seam, Lapped seam, Bound seam, Flat and fell seam,</li> </ul>	

	different garment construction needs.	Slot seam, Welt seam and Piped Seam.	
<b>Module 3</b>	<b>Intermediate Sewing Techniques and Seam Finishes</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. Acquire the purpose of different intermediate sewing techniques in garment construction.</li> <li>2. Applying different types of seam finishes to different types of fabric.</li> <li>3. Utilize knowledge to select and apply appropriate techniques, improving fit and finish.</li> </ol>	<ul style="list-style-type: none"> <li>• <b>Intermediate Sewing Techniques-</b> Darts, Pleats, Tucks, Gathers, shirring, Yokes, Piping, Fasteners attachment, Lace insertion Sewing curves and corners, Sewing facing and lining and Bias Tape Application.</li> <li>• <b>Seam Finishes-</b>Overlocked (Serge) Edges, Zigzag Stitched, Edges, Bias Tape, Hong Kong Finish, Pinked Edges, Turned and Stitched, Binding, Rolled Hem.</li> </ul>	
<b>Module 4</b>	<b>Construction of basic Kid's &amp; Adult Garments</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. Gain proficiency in executing kids &amp; adult's garment stitching.</li> <li>2. Acquire skills in well-finished garments and improved sewing accuracy.</li> <li>3. Enhance the visual appeal and durability of garments to achieve a polished and high-quality finish.</li> </ol>	<ul style="list-style-type: none"> <li>• Drafting basic block patterns for kids' and adults' garments and testing fit using muslin.</li> <li>• Construct one final garment using seasonal floral print, polka dot, animal, or geometric prints. Emphasis is on fit correction, construction techniques, and fabric application.</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
<ol style="list-style-type: none"> <li>1. Develop a one small design project (e.g., a decorative tote bag, a piece of home décor, or a fashion accessory) incorporating at least five of the stitches.</li> <li>2. Design and construct a kid's frock, incorporating intermediate sewing techniques to complete the garment.</li> </ol>			

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<b>20444122 OEC</b>	<b>Draping Techniques</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to 1. Identify basic draping techniques and terminologies. 2. Explain the principles of draping and their applications in fashion design 3. Demonstrate the ability to drape basic garment components such as bodices, skirts, and sleeves. 4. Critically assess draped garments for fit, form, and aesthetics. 5. Design and drape original garment patterns that reflect individual creativity and adherence to design principles.		4
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Introduction to Draping and Basic draping Techniques</b>		1
	<b>Learning Outcomes</b>  After learning the module, learners will be able to 1. Identify the tools and define the grain line and draping fabrics properties. 2. Develop the basic block and basic skirt on dress forms	<b>Module Content</b>  <ul style="list-style-type: none"> <li>• <b>Introduction to Draping</b> <ul style="list-style-type: none"> <li>• Overview of draping as a design technique</li> <li>• Tools and materials required for draping</li> <li>• Basic terminologies in draping</li> </ul> </li> <li>• <b>Basic Draping Techniques</b> <ul style="list-style-type: none"> <li>• Preparing the dress form</li> <li>• Draping a basic bodice</li> <li>• Draping a basic skirt</li> <li>• Understanding grain lines, bias, and draping fabric</li> </ul> </li> </ul>	
<b>Module 2</b>	<b>Draping – garment elements</b>		1
	<b>Learning Outcomes</b>  After learning the module, learners will be able to 1. explore different types of garment elements through a 3D pattern-making process. 2. Adapt the pattern making techniques while making garments	<b>Module Content</b>  <ul style="list-style-type: none"> <li>• Draping darts and princess seams</li> <li>• Draping different skirt styles (Flare skirts, yoke with flare skirts)</li> </ul>	
<b>Module 3</b>	<b>Draping – Advance garment elements</b>		1
	<b>Learning Outcomes</b>  After learning the module, learners will be able to 1. Develop different types of garment elements by incorporating dart equivalents through a 3D pattern-making process.	<b>Module Content</b>  <ul style="list-style-type: none"> <li>• Draping complex bodice designs (cowl neck, pleats, gathers)</li> <li>• Draping asymmetrical designs</li> </ul>	

	2. Develop the Ladies top designs with application of pattern making principles		
<b>Module 4</b>	<b>Final project</b>		1
	<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. Distinguish between different fabric types and predict their behaviour during the draping process.</li> <li>2. Critically assess draped garments for fit, form, and aesthetics.</li> </ol>	<ul style="list-style-type: none"> <li>• Final project: Creating a complete draped garment from concept to completion.</li> <li>• Combining different fabrics in a single garment</li> <li>• Translating 2D sketches into 3D draped garments</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
<ol style="list-style-type: none"> <li>1. – Practical draping assignments and exercises               <ol style="list-style-type: none"> <li>a. Basic block Front and Back</li> <li>b. Basic skirt – Single and double dart</li> <li>c. Dart manipulation</li> <li>d. Princess line</li> <li>e. Cowl, Pleats and Gathers Patterns</li> <li>f. Asymmetrical Design</li> </ol> </li> <li>2. - Final project: Bias cut dresses- Creating a complete draped garment using a combination of different types of fabrics.</li> </ol>			

## References

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<b>20644121 VSC</b>	<b>Material Manipulation II (Fabrics) (Pr)</b>	<b>Crs</b>
<b>Course Outcome</b>	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Learn the types of fabrics, threads, stitches used in the techniques of fabric manipulation</li> <li>2. Demonstrate the technical aspects of fabric manipulation, including construction methods and tools used in creation of textures and surface on fabric.</li> <li>3. Identify the selection of appropriate techniques used in apparel before constructing the garment</li> <li>4. Experiment with different materials, textures, and embellishments to create unique fabric surfaces</li> </ol>	2

<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Introduction to basics of fabric manipulation</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. Adapt knowledge about commonly used fabrics and threads in creating fabric surfaces</li> <li>2. Apply the knowledge of the basic stitches used in sewing</li> <li>3. Adapt the skill of colouring fabric and create designs using dyes.</li> <li>4. Develop and Create surface design on fabric by resisting the colour.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to the Common fabrics used in fashion.</li> <li>• Overview about the types of threads, Sewing machine and Basic sewing essentials.</li> <li>• Identify the types of Basic hand stitches and Machine stitches.</li> <li>• Introduction, process, and use of the Fabric Manipulation techniques by dyeing- Ombre Tie and dye</li> <li>• Batik</li> </ul>	
<b>Module 2</b>	<b>Fabric Manipulation by Sewing and Folding</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. Practice the techniques that change the look and feel of a fabric by developing textures.</li> <li>2. Apply skills to create pattern on fabric by using sewing technique</li> <li>3. Demonstrate the skill to combine different manipulation techniques to produce unique surface designs.</li> </ol>	<p>Introduction, methods to create fabric structures and use of the following techniques of Fabric Manipulation by Sewing and folding-</p> <ul style="list-style-type: none"> <li>• Applique</li> <li>• Quilting</li> <li>• Patchwork</li> <li>• Cording</li> <li>• Smocking</li> <li>• Origami</li> <li>• Achieve fabric manipulation by combining fabric manipulation techniques.</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
<ol style="list-style-type: none"> <li>1. Sample book- <ul style="list-style-type: none"> <li>• Collection of fabric swatches and threads.</li> <li>• Preparation of 6"X6" sample showing stitches</li> <li>• Preparation of 6"X6" sample for each dyeing technique</li> <li>• Preparation of a photo library of apparel showing fabric manipulation by dyeing techniques.</li> <li>• Preparation of 6"X6" sample for each sewing technique,</li> <li>• Prepare photo library of apparel showing the fabric manipulation techniques by sewing and folding.</li> </ul> </li> <li>2. Prepare an accessory- bag, using two or more fabric manipulation techniques.</li> </ol>			

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<b>20744101 SEC</b>	<b>Computer Language-PYTHON (Pr.)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Recognize the basic concepts of Python programming.</li> <li>2. Demonstrate Python programming skills to fashion design tasks, such as data analysis, automation of design processes.</li> <li>3. Develop scripts and tools that aid in the creative and technical aspects of fashion design.</li> <li>4. Create and manipulate visual and textual content relevant to fashion design.</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>Basics of Python</b>		<b>1</b>
	<b>Learning Outcomes</b> After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Learn Python as a programming language.</li> <li>2. explain simple Python programs to perform basic operations.</li> <li>3. Demonstrate the control structures in Python.</li> <li>4. Utilize Python to manipulate text and data relevant to fashion design.</li> </ol>	<b>Module Content</b> <b>Introduction to Python</b> <ul style="list-style-type: none"> <li>• Installation and setup of Python environment.</li> <li>• Writing and running their first Python program.</li> <li>• Basic syntax, variables, and data types.</li> </ul> <b>Control Structures</b> <ul style="list-style-type: none"> <li>• Conditional statements (if, else, elif).</li> <li>• Looping constructs (for, while).</li> </ul> <b>Functions</b> <ul style="list-style-type: none"> <li>• Defining and calling functions.</li> <li>• Parameters and return values.</li> <li>• Scope and lifetime of variables.</li> </ul> <b>Working with Text</b> <ul style="list-style-type: none"> <li>• String operations.</li> <li>• Text formatting and manipulation.</li> <li>• Regular expression</li> </ul>	
<b>Module 2</b>	<b>Working with Python and Data Handling</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. Utilize libraries and frameworks to enhance Python functionality</li> <li>2. Classify and Work with data structures such as lists, tuples, and dictionaries</li> <li>3. Utilize Python for image manipulation and design automation</li> <li>4. Develop small applications or scripts tailored to fashion design needs</li> </ol>	<p><b>Data Structures</b></p> <ul style="list-style-type: none"> <li>• Lists, tuples, and dictionaries.</li> <li>• List comprehensions.</li> <li>• Manipulating and iterating over data structures.</li> </ul> <p><b>Libraries and Frameworks</b></p> <ul style="list-style-type: none"> <li>• Introduction to popular Python libraries (e.g., NumPy, Pandas).</li> <li>• Using Matplotlib (Python Library) for data visualization.</li> <li>• PIL (Python Imaging Library) for image processing.</li> </ul> <p><b>Data Handling and Analysis</b></p> <ul style="list-style-type: none"> <li>• Reading from and writing to files.</li> <li>• Handling CSV and Excel files.</li> <li>• Basic data analysis and visualization techniques.</li> </ul> <p><b>Automation and Scripting</b></p> <ul style="list-style-type: none"> <li>• Automating repetitive tasks in fashion design.</li> <li>• Developing custom scripts for pattern making and design adjustments.</li> </ul> <p>Introduction to Tintern (Python Library) for creating simple GUI applications.</p>	
<b>Assignments/ Activities towards CCE</b>			
<ol style="list-style-type: none"> <li>1. Create a Python script that takes user input for fabric types and quantities, and calculates the total cost based on predefined prices.</li> <li>2. Write a Python program to Explore the text file containing fashion trends, count the occurrences of specific keywords, and generate a summary report.</li> <li>3. Develop a Python script that reads a CSV file containing garment measurements and generates a visual size chart.</li> <li>4. Use Python and the PIL library to create a tool that automates the resizing and watermarking of fashion design images.</li> </ol>			

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**Coursera** -<https://www.coursera.org/specializations/python>

**Udemy**-<https://www.udemy.com/topic/python>

**Real Python**- <https://realpython.com/>



**Syllabus 2024-25**  
**Semester III (22 Credits)**

<b>30144121 Major (Core)</b>	<b>Introduction to Pattern Making &amp; Draping (Pr)</b>		<b>Crs</b>
<b>Course Outcome</b>	1. After going through the course, learners will be able to 2. Draft a basic block pattern and plain sleeve. 3. Develop and design dart manipulation skill 4. Create the basic pattern of adult skirt by flat pattern making and draping methods 5. Apply draping principles and terminology to create a basic bodice, manipulate darts, and drape a skirt on a dress form.		4
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1:</b>	<b>Basic Bodice Block and Sleeve</b>		1
<b>Learning Outcomes</b>	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to 1. Explain the principles of body measurements and their importance in creating a bodice block. 2. Draft a basic block pattern and plain sleeve	<ul style="list-style-type: none"> <li>• Adult Bodice Block</li> <li>• Adult Plain Sleeve</li> </ul>	
<b>Module 2</b>	<b>Dart Manipulation</b>		1
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to 1. Apply foundational techniques to draft basic blocks (e.g., bodice, skirt). 2. Differentiate between flat pattern making and draping approaches.	<ul style="list-style-type: none"> <li>• Dart Manipulation</li> <li>• Slash and spread &amp;</li> <li>• Pivotal transfer techniques</li> </ul>	
<b>Module 3</b>	<b>Basic Skirt and Skirt Variation</b>		1
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to create 1. The basic pattern of adult skirt by flat pattern making and draping methods 2. Apply measurement and drafting techniques to construct a basic skirt block with single or double darts.	<ul style="list-style-type: none"> <li>• Skirts (Adult),</li> <li>• Basic single &amp; double dart</li> <li>• Skirts Variations: -</li> <li>• A line</li> <li>• Panelled</li> <li>• Gored</li> <li>• Flounce</li> <li>• Circular,</li> <li>• Circular with uneven hemline</li> </ul>	

<b>Module 4</b>	<b>Draping</b>	1
	<b>Learning Outcomes</b>	<b>Module Content</b>
	After learning the module, learners will be able to 1. Define the draping terminology & principles. 2. Develop basic bodice block, dart manipulation and skirt on dummy size with draping method.	<ul style="list-style-type: none"> <li>• Introduction To Draping- Terminology, Dummy Preparation, Muslin Preparation</li> <li>• Basic Bodice Block- Front and Back Dart Manipulation- Single Dart, Double Dart Series</li> </ul>
<b>Assignments/ Activities towards CCE</b>		
1. Submission of Adults body Block, Adults Sleeve 2. Submission of Dart Manipulation samples – Single dart series and double dart series 3. Submission of Basic Bodice Block and bodice block with Dart Manipulation - Front and Back by Draping Method . 4. Submission of Skirts: Single Dart, Double Dart skirt, A line, Panelled, Gored, Flounce, Circular, Circular with uneven hemline by flat pattern making.		

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<b>30144122-Major (Core)</b>	<b>Basic Sewing Techniques (Pr)</b>	<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to 1. Identify and define the basic components of a sewing machine. 2. List and describe the uses of different types of sewing machines, needles, and threads. 3. Appreciate different kinds of stitches and seams. 4. Explain the basic principles of sewing techniques and seam finishes.	4

Sr. No.	Module Outcomes	Course Contents	Cr.
<b>Module 1</b>	<b>Introduction to Sewing Machine and their parts</b>		1
	<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. Explore parts and functions of Sewing Machine.</li> <li>2. Identify the types of sewing machines-domestic, industrial.</li> <li>3. Develop the skills of setting up the sewing machine for stitching.</li> <li>4. Acquire the knowledge of care and maintenance of sewing machines.</li> </ol>	<ul style="list-style-type: none"> <li>• Explore the basic sewing machines, their parts and functions</li> <li>• Types of sewing machines-domestic and industrial sewing machines, attachments and their uses.</li> <li>• Learning threading of single needle lock stitch machine, loading bobbin and bobbin case, fixing and removing the needle.</li> <li>• Care and maintenance of sewing machines.</li> <li>• Stitching practice on paper and fabric (straight, curved, corners, and circular).</li> </ul>	
<b>Module 2</b>	<b>Basic sewing techniques (Hand &amp; Machine)</b>		1
	<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. Gain a thorough understanding of seams, including their definition, classification etc.</li> <li>2. Proficient in various hand stitches and machine stitches.</li> <li>3. Enhancing their ability to apply the appropriate stitch for different garment construction needs.</li> </ol>	<ul style="list-style-type: none"> <li>• <b>Introduction to Seam Stitches-</b> Definition &amp; classification- Temporary and permanent stitches, Methods, important applications of stitches</li> <li>• <b>Hand stitches-</b> Basting, Running, Tacking, Hand overcast, Buttonhole, Hemming stitches - plain and blind hemming, Whip stitch etc.</li> <li>• <b>Machine stitches-</b> Plain, French seam, Lapped seam, Bound seam, Flat and fell seam, Slot seam, Welt seam and Piped Seam.</li> </ul>	
<b>Module 3</b>	<b>Intermediate Sewing Techniques and Seam Finishes</b>		1
	<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. Acquire the purpose of different intermediate sewing techniques in garment construction.</li> <li>2. Applying different types of seam finishes to different types of fabric.</li> <li>3. Utilize knowledge to select and apply appropriate techniques, improving fit and finish.</li> </ol>	<ul style="list-style-type: none"> <li>• <b>Intermediate Sewing Techniques-</b> Darts, Pleats, Tucks, Gathers, shirring, Yokes, Piping, Fasteners attachment, Lace insertion Sewing curves and corners, Sewing facing and lining and Bias Tape Application.</li> <li>• <b>Seam Finishes-</b>Overlocked (Serge) Edges, Zigzag Stitched, Edges, Bias Tape, Hong Kong Finish, Pinked Edges, Turned and Stitched, Binding, Rolled Hem.</li> </ul>	

<b>Module 4</b>	<b>Construction of basic Kid's &amp; Adult Garments</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. Gain proficiency in executing kids &amp; adult's garment stitching.</li> <li>2. Acquire skills in well-finished garments and improved sewing accuracy.</li> <li>3. Enhance the visual appeal and durability of garments to achieve a polished and high-quality finish.</li> </ol>	<ul style="list-style-type: none"> <li>• Drafting basic block patterns for kids' and adults' garments and testing fit using muslin.</li> <li>• Construct one final garment using seasonal floral print, polka dot, animal, or geometric prints. Emphasis is on fit correction, construction techniques, and fabric application.</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
<ol style="list-style-type: none"> <li>1. Develop a one small design project (e.g., a decorative tote bag, a piece of home décor, or a fashion accessory) incorporating at least five of the stitches.</li> <li>2. Design and construct a kid's frock, incorporating intermediate sewing techniques to complete the garment.</li> </ol>			

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<b>30144113 Minor Stream</b>	<b>Fabric Studies (TH)</b>	<b>Crs</b>
<b>Course Outcome</b>	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Identify and classify various fibers, yarns, and fabrics.</li> <li>2. Learn the properties and uses of different fibers and yarns.</li> <li>3. Differentiate between woven, knit, and other fabric construction methods.</li> <li>4. Classify the various finishing techniques applied to fabrics.</li> <li>5. Develop practical applications and designs using different fabric construction methods.</li> </ol>	4

Sr. No.	Module Outcomes	Course Contents	Cr.
<b>Module 1</b>	<b>Fiber</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to 1. Define and classify natural and synthetic fibres. 2. Describe the properties and uses of various fibres.	<b>Module Content</b> <ul style="list-style-type: none"> <li>• Introduction &amp; Classification of Textile Fibers: Natural (Cotton, Wool, Silk, etc.) and Synthetic (Polyester, Nylon, Acrylic, etc.)</li> <li>• Properties of Fibers: Physical, Chemical, Thermal</li> <li>• Applications of Different Fibers</li> </ul>	
<b>Module 2</b>	<b>Yarns</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to 1. Explain the process of yarn production. 2. Summarize the different types of yarns and their properties	<b>Module Content</b> <ul style="list-style-type: none"> <li>• Yarn Production: Spinning Process</li> <li>• Types of Yarns: Single, Ply, Blended, Fancy Yarns</li> <li>• Yarn Properties: Twist, Count, Strength, Elasticity</li> <li>• Applications of Different Yarns</li> </ul>	
<b>Module 3</b>	<b>Fabric Construction method</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to 1. Types of fabric construction. Differentiate between woven and knit fabrics. 2. Examine the structure and properties of woven and knit fabrics.	<b>Module Content</b> <ul style="list-style-type: none"> <li>• Introduction to Fabric Construction</li> <li>• Woven Fabrics: Types of Weaves (Plain, Twill, Satin, etc.), Looms, Weaving Process</li> <li>• Knit Fabrics: Types of Knits (Weft, Warp), Knitting Machines, Knitting Process</li> <li>• Comparison of Woven and Knit Fabrics: Structure, Properties, Uses</li> </ul>	
<b>Module 4</b>	<b>Fabric Finishes</b>		1
	<b>Learning Outcomes</b> After learning the module, learners will be able to 1. Identify various fabric finishing techniques. 2. Examine the effects of different finishes on fabric properties and performance.	<b>Module Content</b> <ul style="list-style-type: none"> <li>• Introduction to Fabric Finishing</li> <li>• Types of Finishes: Mechanical (Calendaring, Brushing, etc.), Chemical (Mercerizing, Flame Retardant, etc.), Special Finishes (Anti-static, Moisture Management, etc.)</li> <li>• Finishing Processes: Preparation, Dyeing, Printing, Coating</li> <li>• Impact of Finishes on Fabric Properties: Aesthetic, Functional, Performance</li> </ul>	

<b>Assignments/ Activities towards CCE</b>	
1.	Create a swatch book that includes samples of different fibers, yarns and fabric along with descriptions of their characteristics and applications.
2.	Create diagrams representing different types of weaves (plain, twill, satin) and their structures.

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<b>30344121 Major (Core)</b>	<b>Fashion Digital Illustration</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to 1. Recognize the fundamentals of digital fashion illustration. 2. Develop skills in using digital tools for fashion illustration. 3. Create detailed and professional fashion sketches and designs 4. Enhance visual storytelling and communication skills in fashion design.		2
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Introduction to Digital Fashion Illustration</b>		1
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to 1. Recognize the basics of digital fashion illustration. 2. Master basic digital drawing techniques. 3. Apply colour theory in digital illustrations. 4. Create and use custom brushes for illustration.	<b>Vector Illustration Basics:</b> <ul style="list-style-type: none"> <li>Layers, paths, and shape manipulation.</li> <li>Overview of vector illustration software interface.</li> <li>Introduction to basic tools: selection tools, shape tools, and pen tools.</li> </ul> <b>Fashion Design Basics:</b> <ul style="list-style-type: none"> <li>preparing a functional workspace for fashion design activities.</li> <li>Drawing basic garment shapes (fashion flats such as tops, bottoms, dresses).</li> </ul> <b>Adding Details to Fashion Flats:</b> <ul style="list-style-type: none"> <li>Seams, stitching, fastenings (buttons, zippers).</li> </ul>	



		<ul style="list-style-type: none"> <li>Using layers to organize different parts of the garment.</li> </ul> <b>Trace Motifs and Integrate into Flats:</b> <ul style="list-style-type: none"> <li>Importing and setting up reference images for tracing.</li> <li>Using the pen tool for accurate tracing.</li> <li>Refining traced motifs and incorporating them into fashion flats.</li> </ul> <b>Colour Theory:</b> <ul style="list-style-type: none"> <li>Examine solid colours and gradients.</li> <li>Produce and managing custom colour swatches.</li> <li>Understanding and applying colour harmonies in fashion design.</li> </ul>	
<b>Module 2</b>	<b>Rendering, Composition &amp; Layout</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>Render various fabrics and textures realistically.</li> <li>Illustrate detailed garments and accessories.</li> <li>Develop compositional strategies to generate impactful and engaging illustrations</li> <li>Develop and curate a digital fashion illustration project.</li> </ol>	<b>Fabric &amp; Texture Rendering:</b> <ul style="list-style-type: none"> <li>Techniques for rendering various fabrics (e.g., silk, denim, knit).</li> <li>Design realistic textures to enhance the visual appeal.</li> </ul> <b>Detailed Garment Illustration:</b> <ul style="list-style-type: none"> <li>Techniques for illustrating intricate garment details and accessories (necklines, cuffs, pockets, fasteners).</li> <li>Incorporating embellishments such as zippers, buttons, and trims.</li> </ul> <b>Motif Development &amp; Design Integration:</b> <ul style="list-style-type: none"> <li>Developing unique motifs and integrating them into garments.</li> </ul> <b>Composition Principles:</b> <ul style="list-style-type: none"> <li>Balance, contrast, and emphasis in fashion illustrations.</li> <li>Organizing elements to create dynamic and engaging compositions.</li> </ul> <b>Illustration Refinements:</b> <ul style="list-style-type: none"> <li>Background changes, garment exchange, hair</li> </ul>	

		and feature modifications, body tracing, and body rendering. <ul style="list-style-type: none"> <li>• Garment tracing and rendering techniques.</li> </ul> <b>Mood Boards &amp; Portfolio Creation:</b> <ul style="list-style-type: none"> <li>• Building a mood board for inspiration and design direction.</li> <li>• Developing a professional digital portfolio to showcase your work.</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
<ol style="list-style-type: none"> <li>1. Design a detailed vector-based fashion flat of a simple garment, incorporating construction details and using solid colours and gradients. Submit the final file along with a written explanation of the creative and technical process.</li> <li>2. Trace a motif from a reference image using the pen tool, refine it, and integrate it into a fashion flat. Submit the vector file with the traced motif, the updated fashion flat, and the original reference image.</li> </ol>			

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<b>30444121 OEC</b>	<b>Fashion Categories (Pr)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Discover the reasonability, need and importance of clothing categories in Fashion.</li> <li>2. Apprehend clothing categories for various segments such as Men's, Women's and Kid's.</li> <li>3. Identify factors that influence the clothing preferences.</li> <li>4. Recognize the specific design features that incorporate a certain category by developing a visual reference.</li> <li>5. Provide a structured approach to understanding the diverse categories of clothing within the fashion industry, preparing further to develop design collections for various segments.</li> </ol>		2
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Introduction to categories in Fashion</b>		1
	<b>Learning Outcomes</b>  After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Discovering the reasonability and importance of clothing categories in Fashion</li> <li>2. Apprehend the various clothing categories of clothing for various segments</li> <li>3. Identify factors that influence the clothing choices</li> </ol>	<b>Module Content</b>  <ul style="list-style-type: none"> <li>• Definition and Importance of Clothing categories in Fashion</li> <li>• The need of clothing categories</li> <li>• Overview of Major Market segments such as Men's, Women's and Kid's</li> <li>• Factors influencing clothing categories</li> </ul>	
<b>Module 2</b>	<b>Clothing categories &amp; their role in Fashion</b>		1
	<b>Learning Outcomes</b>  After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Identify specific clothing categories for Men's Wear</li> <li>2. Recognize specific design features for the various categories for Men's wear</li> </ol>	<b>Module Content</b>  <ul style="list-style-type: none"> <li>• Clothing categories for Men's wear</li> <li>• Formal wear</li> <li>• Casual wear</li> <li>• Sports wear</li> <li>• Active Sports wear</li> <li>• Essentials</li> <li>• Club wear</li> <li>• Ethnic wear</li> <li>• Wedding wear</li> <li>• Resort wear</li> <li>• Adventure wear</li> <li>• Lounge Wear</li> <li>• Winter wear</li> <li>• Accessories</li> </ul>	

<b>Assignments/ Activities towards CCE</b>	
<ol style="list-style-type: none"> <li>1. Identifying and observing various retail brands and the respective clothing categories for Men's, Women's and Kid's wear based on websites, advertisements and store visits. Identifying the lifestyle changes of the niche market to identify the influential factors that affect clothing preferences.</li> <li>2. Prepare a document researching various materials (e.g., leather, metal, plastic, textiles etc) available in the market which can be used in accessory designing.</li> </ol>	

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<b>30444122 OEC</b>	<b>Yarn Craft (Pr)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Recognize advance yarn craft techniques in the design industry</li> <li>2. Acquire the knowledge regarding various tools and materials used in the craft work</li> <li>3. Create a theme based products range by incorporating various craft techniques</li> <li>4. Examine multiple entrepreneurial pathways applying the skills and knowledge gained from the craft</li> </ol>		2
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Advanced Yarn Craft techniques</b>		1
	<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. Inherit the knowledge of various advance techniques in yarn craft</li> <li>2. Recognize the textures and aesthetic appeal of various techniques</li> <li>3. Explore different techniques of yarn craft for product development</li> </ol>	<ul style="list-style-type: none"> <li>• Nail weaving</li> <li>• Tatting</li> <li>• Needle felting</li> <li>• Smocking</li> <li>• Ribbon work</li> <li>• Yarn wrapping and Coiling</li> <li>• Yarn craft embellishments- beads, sequins, etc.</li> </ul>	
<b>Module 2</b>	<b>Application of the advanced yarn craft</b>		1
	<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. Proficiency in combining techniques for innovation in designs</li> </ol>	<ul style="list-style-type: none"> <li>• Yarn craft combining techniques- knit-crochet, crochet-weaving, etc</li> <li>• CAD for yarn crafts</li> </ul>	

	2. Gain the knowledge regarding CAD for yarn craft 3. Incorporating various techniques in developing products	<ul style="list-style-type: none"> <li>Developing a range of products via any of the techniques and documentation as per the design process.</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
1. Students have to develop one product by incorporating any of the learned techniques. 2. Prepare a project report on the compilation of all the techniques.			

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<b>30444123 OEC</b>	<b>Fabric Origami (Pr)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>Define and describe the principles and techniques of fabric origami</li> <li>Identify different types of fabrics suitable for origami projects.</li> <li>Demonstrate basic and advanced fabric origami folds and designs</li> <li>Examine and differentiate between traditional paper origami and fabric origami.</li> <li>Curate and design unique fabric origami pieces for various applications.</li> </ol>		2
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Introduction to Fabric Origami</b>		1
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>Define and name various basic folds and techniques in fabric origami. Describe the history and evolution of fabric origami</li> </ol>	<ul style="list-style-type: none"> <li>Introduction to Fabric Origami</li> <li>History and Evolution of Fabric Origami</li> <li>Types of Fabrics for Origami</li> <li>Basic Folds and Techniques</li> <li>Practical Exercises: Basic Fabric Origami Projects</li> </ul>	

	2. Identify and categorize different types of fabrics suitable for origami. Demonstrate basic fabric origami folds and techniques		
<b>Module 2</b>	<b>Advanced Fabric Origami Techniques and Applications</b>		1
	<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. Examine the complex fabric origami patterns and structures. Apply advanced fabric origami techniques in creating detailed designs</li> <li>2. Design and create original fabric origami pieces. Illustrate the application of fabric origami in fashion and interior design.</li> </ol>	<ul style="list-style-type: none"> <li>• Advanced Folding Techniques</li> <li>• Structural Analysis of Fabric Origami</li> <li>• Designing Original Fabric Origami Patterns</li> <li>• Applications in Fashion and Home decor Products</li> <li>• Practical Exercises: Advanced Fabric Origami Projects</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
<ol style="list-style-type: none"> <li>1. Create a patterns of basic fabric origami designs &amp; present a report on the structural elements of a chosen fabric origami piece</li> <li>2. Develop an original fabric origami design for a fashion or home decor products</li> </ol>			

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Takahama, T. (2001). The complete book of origami: Step-by-step instructions in over 1000 diagrams. Dover Publications.

<b>31344101</b>	<b>Field Project- Analysis of Fashion Categories (Selling and Manufacturing perspective)</b>		<b>Crs</b>
<b>Course Outcome</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Discover the reasonability, need and importance of clothing categories in Fashion.</li> <li>2. Recognize the specific design features of the Fashion Categories by developing a visual reference followed by a market study.</li> <li>3. Provide a structured approach to understanding the diverse elements of clothing within the fashion industry, preparing further to deepen the knowledge on design collections for various segments.</li> </ol>		2
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Overview of Fashion Categories</b>		1
	<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. Define various clothing categories of clothing for various segments</li> <li>2. Identify factors that influence the clothing choices</li> </ol>	<ul style="list-style-type: none"> <li>• Definition and Importance of Clothing categories in Fashion</li> <li>• The need of clothing categories</li> <li>• Overview of Major Market segments such as Men's, and Kid's</li> <li>• Factors influencing clothing categories</li> </ul>	
<b>Module 2</b>	<b>Types of Fashion Categories- Men's Wear and Kids Wear</b>		1
	<b>Learning Outcomes</b>	<b>Module Content</b>	
	After learning the module, learners will be able to <ul style="list-style-type: none"> <li>• Identify specific clothing categories for Men's &amp; Kid's Wear</li> <li>• Recognize specific design features for the various categories for Men's &amp; Kid's wear</li> </ul>	Clothing categories for Men's wear <ul style="list-style-type: none"> <li>• Formal wear</li> <li>• Casual wear</li> <li>• Sports wear</li> <li>• Active Sports wear</li> <li>• Club wear</li> <li>• Ethnic wear</li> <li>• Wedding wear</li> <li>• Lounge Wear</li> <li>• Winter wear</li> <li>• Accessories</li> </ul> <b>Clothing Categories for Kid's Wear</b> <ul style="list-style-type: none"> <li>• Casual wear</li> <li>• Sports wear</li> <li>• Active sports wear</li> <li>• Night wear</li> <li>• Occasional Wear</li> <li>• Uniforms</li> <li>• Accessories</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			
1. Identifying and observing various retail brands and the respective clothing categories for Men's, and Kid's wear based on market survey and store visits. Identifying specific Design features incorporated in Men's and Kids clothing category through Designer and Retail collections. Preparing a visual collage Enlist the Design features of each category in terms of the following. <ul style="list-style-type: none"> <li>- Fabrics</li> </ul>			

- Prints and weaves
- Styles
- Ornamentation on surfaces
- Fit and look

2. Compilation of Visual collage of the above categories with reference to the category-wise segregation.

### **References**

Ambrose, G., & Harris, P. (2007). *The visual dictionary of fashion design*. AVA Publications.

Angus, E. (2015). *The fashion dictionary: A visual resource for terms, techniques and styles*. Carlton Books.

Fashionary International Limited. (2016). *Fashionpedia: The visual dictionary of fashion design*. Fashionary International Limited.

Ireland, P. (1987). *Encyclopedia of fashion details*. Batsford Publication.

Keiser, S., & Torora, P. (2021). *The Fairchild Books dictionary of fashion*. Bloomsbury Publication.



## B. Design (Fashion Communication)

### Course Structure

#### B. Design Fashion Communication

Subject Code	Courses	Type of Course	Crs	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 (Anyone)	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 (Th) <a href="https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/ability-enhancement-course.pdf">https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/ability-enhancement-course.pdf</a>	AEC	2	50	0	50
11051111	Inception of Indian Knowledge System (Th) <a href="https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/iks-syllabus/ug-degree/inception-of-indian-knowledge-system.pdf">https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/iks-syllabus/ug-degree/inception-of-indian-knowledge-system.pdf</a>	IKS (Generic)	2	50	0	50
10952111	Introduction to Indian Constitution (Th) <a href="https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/introduction-to-indian-constitution.pdf">https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/introduction-to-indian-constitution.pdf</a>	VEC	2	50	0	50
	Follow the link for details <a href="https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus">https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus</a>	CC	2	50	50	0
			<b>22</b>	<b>550</b>	<b>250</b>	<b>300</b>
<b>SEM II</b>						
Subject Code	Courses	Type of Course	Crs	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 (Anyone)	4	100	50	50
20444212	Fashion Brand Management (Th/Pr)					

20744201	Material Exploration for Fashion Display (Pr)	SEC	2	50	50	0
	English for Academic Writing- Paper II <a href="https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/ability-enhancement-course.pdf">https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/aec-syllabus/ug-degree/ability-enhancement-course.pdf</a>	AEC	2	50	0	50
<b>20952111</b>	Environment Awareness (Th) <a href="https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/environment-awareness.pdf">https://sndt.ac.in/pdf/academics/syllabus-as-per-nep/vec-syllabus/ug-degree/environment-awareness.pdf</a>	VEC	<b>2</b>	<b>50</b>	<b>0</b>	<b>50</b>
	Follow the link for details <a href="https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus">https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus</a>	CC	<b>2</b>	<b>50</b>	<b>50</b>	<b>0</b>
			<b>22</b>	<b>550</b>	<b>300</b>	<b>250</b>
<b>SEM III</b>						
<b>Subject Code</b>	<b>Courses</b>	<b>Type of Course</b>	<b>Credits</b>	<b>Marks</b>	<b>Int</b>	<b>Ext</b>
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	2	50	0	50
30444222	Graphic Design Basic(Pr)					
*Subject code to be allocated by university	Marathi (Th) <b>OR</b> Sanskrit (Th) <b>OR</b> Hindi (Th) <b>OR</b> Gujarati (Th)	AEC (Modern Indian Language)	2	50	50	0
31344201	Advertising -I (Pr)	FP	2	50	50	0
	Follow the link for details <a href="https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus">https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus</a>	CC	2	50	50	0
			<b>22</b>	<b>550</b>	<b>300</b>	<b>250</b>
<b>SEM IV</b>						

<b>Subject Code</b>	<b>Courses</b>	<b>Type of Course</b>	<b>Credits</b>	<b>Marks</b>	<b>Int</b>	<b>Ext</b>
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	2	50	0	50
40444222	Digital Marketing (Pr)		2	50	0	50
40744221	Design Thinking (Pr)	SEC	2	50	0	50
*Subject code to be	Marathi (Th) <b>OR</b> Sanskrit (Th) <b>OR</b> Hindi (Th) <b>OR</b> Gujarati (Th)	AEC (Modern	2	50	0	50

allocated by university		Indian Language)				
41544201	Community Engagement- Craft studies(Pr)	CE	2	50	50	0
	Follow the link for details <a href="https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus">https://sndt.ac.in/nep2020/syllabus-as-per-nep/cc-syllabus</a>	CC	2	50	50	0
			<b>22</b>	<b>550</b>	<b>250</b>	<b>300</b>
<b>SEM V</b>						

<b>Subject Code</b>	<b>Courses</b>	<b>Type of Course</b>	<b>Credits</b>	<b>Marks</b>	<b>Int</b>	<b>Ext</b>
	Advertising II (Pr)	Major (Core)	4	100	50	50
	Space Design-I (Pr)	Major (Core)	4	100	50	50
	Media Planning and Event Management (Th)	IKS (Core)	2	50	0	50
	a) Fashion Styling (Pr) <b>OR</b> b) Product Photography (Pr)	Major Elective	4	100	50	50
	Creative Packaging (Pr)	Minor Stream	4	100	50	50
	Light and Sound Design (Pr) SFI	VSC	2	50	50	0
	Community Engagement -Product Design-I (Pr)	FP/CEP	2	50	50	0
			<b>22</b>	<b>550</b>	<b>300</b>	<b>250</b>
<b>SEM VI</b>						
<b>Subject Code</b>	<b>Courses</b>	<b>Type of Course</b>	<b>Credits</b>	<b>Marks</b>	<b>Int</b>	<b>Ext</b>
	UI Design (Pr)	Major (Core)	4	100	50	50
	UX Design (Pr)	Major (Core)	4	100	50	50
	Fashion Journalism and Publication (Th/Pr)	Major (Core)	2	50	0	50
	<b>a)</b> Film Making and Set Design (Pr) <b>OR</b> <b>b)</b> Web Design Advance (Pr)	Major Elective	4	100	50	50
	Brand Management (Design) (Pr)	Minor Stream	4	100	50	50
	Internship PR	OJT	4	100	50	50
			<b>22</b>	<b>550</b>	<b>250</b>	<b>300</b>



**B.Design (Fashion Communication)****Syllabus 2024-25****Semester I (22Credits)**

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"><li>1. Analyze the different elements of design and the psychological, formal and symbolic qualities of design</li><li>2. Establish skills to co-relate the different elements of design</li><li>3. Carry out the application of design principles for effective design communication</li></ol>		
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"><li>1. Identify various elements of design and analyze the role of each element in visual communication.</li><li>2. Critically evaluate design compositions based on elements used.</li></ol>	<ul style="list-style-type: none"><li>• Introduction to Elements of Design<ul style="list-style-type: none"><li>○ Point</li><li>○ Line (types and properties)</li><li>○ Shape (natural, abstract, geometric – shapes and forms, shapes and spaces)</li><li>○ Texture (visual, tactile, audible)</li><li>○ Color (hues, saturation, value, cool and warm colors, color schemes, color contrast)</li></ul></li><li>• Relationship between elements</li><li>• Cognitive effect of the elements</li><li>• Practical exercises on element manipulation (like converting natural shapes to abstract shapes, color combinations and color contrast, etc.)</li></ul>	

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"> <li>1. Define the principles of design.</li> <li>2. Analysis of the principles of design in visual communication</li> <li>3. Critique design compositions based on principles applied</li> </ol>	<ul style="list-style-type: none"> <li>• Define and identify the principles of design. <ul style="list-style-type: none"> <li>◦ Balance (symmetric and asymmetric)</li> <li>◦ Rhythm (gradation, radiation, repetition, and their types)</li> <li>◦ Emphasis (Focus)</li> <li>◦ Contrast (color, texture, properties)</li> <li>◦ Proportion (scale)</li> <li>◦ Harmony (unity)</li> </ul> </li> <li>• Differentiate between the principles of design and their cognitive effect.</li> </ul> <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"> <li>1. Ability to define and describe the psychological and physiological responses to design elements</li> <li>2. Analyze how visual elements influence perception and cognition</li> </ol>	<ul style="list-style-type: none"> <li>• Psychology of perception in design</li> <li>• Color theory and its psychological effects.</li> <li>• Gestalt principles in design</li> </ul> <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"> <li>1. Analyze and interpret the roll of design fundamentals in communication design</li> <li>2. Implement the basic principles and elements of design to create original designs</li> </ol>	<ul style="list-style-type: none"> <li>• Project briefing and concept development</li> <li>• Design implementation and iteration.</li> </ul> <p>Explorations and design project for communication</p>	

Assignments/ Activities towards CCE
<p>Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)</p> <p>Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)</p> <p>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.</p> <ol style="list-style-type: none"> <li>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.</li> <li>2. Stage Two: Draw out the elements from the image and apply manipulation techniques to them.</li> <li>3. Stage Three: Using the extracted elements, develop one composition, while keeping the principles of design and message to be conveyed, in mind.</li> </ol> <p>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)</p>

## 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.

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"> <li>• Acquire knowledge about the role of aesthetics in design.</li> <li>• Develop an understanding of the elements and principles of design with reference to fashion.</li> <li>• Identify various theories, movements and factors affecting fashion</li> <li>• Comprehend the emotional and cognitive experiences that affect aesthetics of a product.</li> </ul>		
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"> <li>• Enumerate the basics of fashion and the factors that impact this field.</li> <li>• Comprehend the fashion theories and movements for</li> </ul>	Understanding Fashion and its Nature <ul style="list-style-type: none"> <li>• Definition</li> <li>• Revolution</li> <li>• Social, cultural conditions</li> <li>• Designers and their influence</li> <li>• Clothing categories- Men, Women, Kids.</li> </ul> Elements and Principles of Design	

	design inspirations and creations. <ul style="list-style-type: none"> <li>Explore design aspects and work on new styles based on fashion elements and principles.</li> </ul>	<ul style="list-style-type: none"> <li>Perspective and application of fashion apparel and lifestyle products.</li> <li>Design Elements: Line, Color, Texture, Print and Form</li> <li>Design Principles: Rhythm, Proportion, Harmony, Emphasis, Balance, Contrast</li> <li>Introduction to key fashion movements</li> <li>Factors influencing fashion - Demographic, Psychographic, Geographic and Behavioral</li> </ul>	
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"> <li>Analyze the nature of fashion at National and International levels.</li> <li>Explore the fashion terminology related to the categories of fashion.</li> <li>Describe the nature of fashion at National and International levels</li> </ul>	<ul style="list-style-type: none"> <li>Fashion capitals around the world</li> <li>Couture, Pret – a port and Mass fashion</li> <li>Categories of fashion</li> <li>Factors affecting fashion demand.</li> <li>Movement of fashion</li> <li>Fashion theories and factors influencing fashion.</li> <li>Analyzing current and emerging fashion trends</li> <li>Identifying consumer behavior and market trends</li> <li>Overview of retailing concepts in the fashion industry</li> <li>Introduction to sustainable fashion principles</li> <li>Ethical considerations in fashion design and production</li> </ul> Study of national and international designers, brands	

Assignments/ Activities towards CCE
Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) <ol style="list-style-type: none"> <li>Group discussion and Presentation on 5 national and 5 international designers.</li> <li>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.</li> <li>Develop a personation on the theories, moments and factors influencing fashion.</li> </ol> Prepare group wise a comparative case study on national and international fashion designers and brands.

### Reference

- Stephens G., (2005), "Fashion Concept to consumer", Pearson.
- Steckes P., (1996), "Fashion Design Manual", Palgrave Macmillon.
- Stone E., (2004), "Dynamics of fashion", Fairchild Publication.
- Eubank T., (2010), "Survey of historic costumes", Fairchild Publication.
- 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.

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"> <li>• Apply technical and aesthetic aspects of fashion photography.</li> <li>• Use digital photography tools and editing software proficiently.</li> <li>• Create visual narratives that align with fashion concepts and brand identities.</li> <li>• Work with models, stylists, and creative teams in a studio or outdoor setup.</li> <li>• Build a basic fashion photography portfolio for academic or professional use.</li> </ul>		
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"> <li>• Understand the technical elements of photography (lighting, exposure, composition).</li> <li>• Demonstrate skills in using DSLR/Mirrorless cameras and studio lighting.</li> <li>• Analyze different styles of fashion photography across editorial, street style, and lookbook formats.</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to Photography: History &amp; Evolution in Fashion</li> <li>• Camera Handling: DSLR/Mirrorless, Lens Types</li> <li>• Composition Techniques &amp; Framing</li> <li>• Lighting: Natural Light, Artificial Light, Reflectors</li> <li>• Exposure Triangle: ISO, Shutter Speed, Aperture</li> <li>• Understanding Fashion Photography Genres: Editorial, Campaign, Lookbook, Street Style</li> </ul>	

Sr. No.	Module Outcomes	Course Contents	Credit
Module 2	Concept Development and Creative Direction		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> <li>Plan and execute conceptual fashion photo shoots based on a theme or brand identity.</li> <li>Apply editing techniques to finalize images for publication or social media.</li> <li>Collaborate with models, stylists, and makeup artists to achieve a cohesive visual output.</li> </ul>	<ul style="list-style-type: none"> <li>Theme and Concept Development in Fashion Shoots</li> <li>Moodboards and Shot Planning</li> <li>Working with Models and Creative Teams</li> <li>In-Studio vs. On-location Shooting</li> <li>Introduction to Image Editing and Retouching (Photoshop/Lightroom)</li> <li>Ethics and Copyright in Fashion Photography</li> </ul>	

Assignments/ Activities towards CCE
<p>Assignment 1:  Title: <i>"Style the Streets"</i>  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.).</p> <p>Assignment 2:  Title: <i>"Fashion Storytelling – Editorial Shoot"</i>  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.</p>

## References

- "Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade"**  
Author: Bruce Smith, Publisher: Ilex Press, Publication Year: 2008, ISBN: 9781905814163
- "Fashion Photography 101"**  
Author: Lara Jade, Publisher: Focal Press, Publication Year: 2012, ISBN: 9780240819654
- "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
- "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

<b>code</b> 10444223	<b>Course Name</b> <b>Writing Skills for Fashion</b>		<b>Crs</b> <b>04</b>
<b>Course Outcome</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Build strong foundational writing skills</li> <li>2. Structure well-organised descriptive and opinion-based paragraphs.</li> <li>3. Express their own fashion ideas, choices, and viewpoints confidently through writing.</li> </ol>		
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Building Clear Sentences Using Fashion Themes</b>		01
	<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. Write grammatically correct, clear, and complete sentences.</li> <li>2. Understand sentence structure using fashion-based vocabulary.</li> <li>3. Improve confidence in basic English writing through familiar topics.</li> </ol>	<ul style="list-style-type: none"> <li>• Sentence types (statement, question, exclamation, command)</li> <li>• Subject-verb agreement using fashion words (e.g., "The boots are stylish.")</li> <li>• Basic punctuation (capital letters, commas, full stops)</li> <li>• Using fashion terms in everyday sentences (e.g., jeans, kurta, heels)</li> </ul>	
<b>Module 2</b>	<b>Writing Fashion Paragraphs</b>		01
	<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. Write clear and focused paragraphs with a beginning, middle, and end.</li> <li>2. Use descriptive words to write about fashion items and personal style.</li> <li>3. Develop observation and expression skills through writing.</li> </ol>	<ul style="list-style-type: none"> <li>• Structure of a paragraph (topic sentence, details, closing)</li> <li>• Describing clothes, colors, fabrics, and accessories</li> <li>• Using adjectives and sensory language (soft, silky, bold, bright)</li> <li>• Writing about people's outfits or personal choices</li> </ul>	
<b>Module 3</b>	<b>Expanding Vocabulary and Style Through Fashion Words</b>		
	<b>Learning Outcomes</b>	<b>Module Content</b>	01
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Build a fashion-themed vocabulary list for writing practice.</li> <li>2. Understand the importance of word choice in expressing style and tone.</li> <li>3. Use comparisons and descriptive tools to make writing more interesting.</li> </ol>	<ul style="list-style-type: none"> <li>• Fashion vocabulary: patterns (floral, striped), textures (silky, rough), fit (tight, oversized)</li> <li>• Using comparisons: similes and metaphors (e.g., "soft as a cloud")</li> <li>• Tone in writing: playful, elegant, bold</li> <li>• Choosing precise words instead of general ones ("stylish" instead of "nice")</li> </ul>	
<b>Module 4</b>	<b>Writing Opinions and Personal Responses</b>		01
	<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. Share your personal opinions clearly and respectfully in writing.</li> <li>2. Structure short opinion pieces with simple reasons and examples.</li> <li>3. Reflect on fashion choices and trends from your perspective.</li> </ol>	<ul style="list-style-type: none"> <li>• Opinion writing starters: "I think...", "In my view...", "I prefer... because..."</li> <li>• Writing responses to trends, garments, or designers</li> <li>• Basic structure: opinion – reason – example – conclusion</li> <li>• Comparing styles: personal vs. public preferences</li> </ul>	

### Assignments/ Activities towards CCE

1. Module 1: Write 2 sentences for each of the fashion prompts below:
    - 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.")
- Prompts:
- a. Shoes
  - b. A traditional outfit
  - c. A fashion color
  - d. An accessory
  - e. A shopping experience
2. Module 2: Write one descriptive paragraph (100–150 words) describing:
    - 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."

Course code 10644201	Course Name Technical Drawing and Sketching (PR)	Crs 02
Course Outcome	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Demonstrate proficiency in using drawing instruments and applying basic principles of technical drawing and sketching.</li> <li>2. Draw detailed orthographic, isometric, and perspective that accurately represent three-dimensional objects on two-dimensional media.</li> <li>3. Apply Industry Standards for dimensioning, tolerancing, and technical standards (e.g., ISO, ANSI) into technical drawings to ensure precision and clarity.</li> <li>4. Use CAD tools to develop both basic and advanced digital technical drawings and models, showcasing digital proficiency.</li> <li>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.</li> </ol>	

Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Fundamentals of Technical Drawing		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"><li>1. Use drawing instruments to create precise technical drawings, including geometric shapes, orthographic projections, and isometric views</li><li>2. Produce clear and proportionate freehand sketches.</li><li>3. Analyze the scale and proportion in freehand drawing applications.</li></ol>	<ul style="list-style-type: none"><li>• Fundamentals of Technical Drawing</li><li>• Introduction to Technical Drawing Course overview, importance of technical drawing in engineering and design</li><li>• Line Types and Conventions Line types, weights, and conventions in technical drawings.</li><li>• Freehand Sketching Techniques for freehand sketching, importance of proportion and scale.</li></ul>	
Module 2	Orthographic and Isometric Drawing		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"><li>1. Draw accurate orthographic projections, demonstrating an understanding of multiple views and perspectives.</li><li>2. Draw detailed isometric drawings, showcasing the ability to represent three-dimensional objects on twodimensional media.</li></ol>	<ul style="list-style-type: none"><li>• Orthographic and Isometric Drawing</li><li>• Orthographic Projection Principles of orthographic projection, understanding views.</li><li>• Isometric Drawing Introduction to isometric drawing, differences from orthographic projection.</li><li>• Dimensioning and Tolerancing Importance of dimensioning and tolerancing, standards and conventions.</li></ul>	
Assignments/ Activities towards CCE			
Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) <ol style="list-style-type: none"><li>1. Create basic drawing tools by creating simple 2D shapes and objects.</li><li>2. Design a simple product (e.g., a small piece of furniture, a gadget, or a household item). Create a full set of technical drawings including, Detailed 2D drawings of all individual parts</li></ol>			

## Reference

1. References Books Basia S. (2010), "Technical Drawing for Fashion", Laurence King Pub, U.K Bertoline, G. R., & Wiebe, E. N. (2007).
2. 'Fundamentals of Graphics Communication', McGraw-Hill Science, Engineering & Mathematics. Bert Bielefeld and Isabella Skiba (2013),

3. "Basic Technical Drawing (Fundamentals of Presentation)", Birkhauser CAD Artifex (2023),
4. "AutoCAD 2024: A Power Guide for Beginners and Intermediate Users", Cadartifex, 9th Edition

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"> <li>1. Operate computers to carry out computational tasks</li> <li>2. Understand working of hardware and software and the importance of operating systems.</li> <li>3. Design and deliver presentations using Microsoft PowerPoint and google sheets.</li> <li>4. To enhance students' ability to present ideas digitally and manage digital content effectively.</li> </ol>		
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"> <li>1. Recognize fundamental concepts of computer hardware and software.</li> <li>2. Manage files and folders effectively using different operating systems.</li> <li>3. Create, edit, and format documents using Microsoft Word and google doc.</li> </ol>	Introduction to Computers and Operating Systems <ul style="list-style-type: none"> <li>• Overview of computer basics: Hardware and Software</li> <li>• Introduction to operating systems: Windows, macOS, and Linux</li> </ul> 2: File Management <ul style="list-style-type: none"> <li>• Creating, organizing, and managing files and folders</li> <li>• Understanding file formats and extensions</li> <li>• Using cloud storage for file backup and sharing</li> </ul> 3: Word Processing Software Word: <ul style="list-style-type: none"> <li>• Creating and formatting documents</li> <li>• Using templates and styles</li> <li>• Inserting images, tables, and charts</li> <li>• Using track changes and comments for collaboration</li> </ul> Open-Source Equivalent: Google doc: <ul style="list-style-type: none"> <li>• Basic functionalities mirroring Microsoft Word</li> <li>•</li> </ul>	

Module 2	Advance computer skills		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Create and manage spreadsheets using Microsoft Excel and google sheet.</li> <li>2. Design and deliver presentations using Microsoft PowerPoint and google slide /Canva.</li> <li>3. Demonstrate effective use of email, internet, and online collaboration tools.</li> </ol>	<p>1: Spreadsheet Software</p> <p>Spreadsheet:</p> <ul style="list-style-type: none"> <li>• Basics of spreadsheets and data entry</li> <li>• Formatting cells and using formulas</li> <li>• Creating charts and graphs</li> <li>• Basic data analysis and pivot tables</li> </ul> <p>Open-Source Equivalent: Google sheet:</p> <ul style="list-style-type: none"> <li>• Basic functionalities mirroring Microsoft Excel</li> </ul> <p>2: Presentation Software</p> <p>Presentation slides:</p> <ul style="list-style-type: none"> <li>• Creating and designing presentations</li> <li>• Using themes and templates</li> <li>• Adding multimedia elements (images, audio, video)</li> <li>• Presentation techniques and tips</li> </ul> <p>Open-Source Equivalent: google slides/Canva:</p> <ul style="list-style-type: none"> <li>• Basic functionalities mirroring Microsoft PowerPoint</li> </ul> <p>3: Email and Internet Skills</p> <ul style="list-style-type: none"> <li>• Setting up and managing email accounts</li> <li>• Email etiquette and professional communication.</li> <li>• Using search engines effectively for research</li> <li>• Basics of online collaboration tools (e.g., Google Drive, Google Docs)</li> </ul> <p>4: Basic Troubleshooting and Maintenance</p> <ul style="list-style-type: none"> <li>• Common computer issues and their solutions</li> <li>• Maintaining system performance: updates, antivirus, and backups</li> <li>• Basic network troubleshooting</li> </ul>	



## Assignments/ Activities towards CCE

### 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 \(youtube.com\)](#)

**Course Name Fashion Communication  
Syllabus 2024-25  
Semester II (22Credits)**

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"> <li>1. Explore photography and video technologies, fashion photographic practices.</li> <li>2. Identity styling and image creation, from both theoretical and practical perspective.</li> <li>3. Challenge preconceived assumptions and biases in fashion shoots and fashion filmmaking and ideate creatively.</li> <li>4. Identify with the fashion editorials and creative campaign portfolio of advertising and media industries.</li> </ol>		
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"> <li>1. Acquire the professional skills to become a fashion, food, E-commerce &amp; events shoot.</li> <li>2. Gain knowledge of latest camera equipment and how to work with brands and models</li> </ol>	Understanding Photography – camera, its history and evolution <ul style="list-style-type: none"> <li>• Invention of camera</li> <li>• Type of cameras</li> <li>• View Camera</li> <li>• Viewfinder Camera</li> <li>• Single Lens Reflex Camera</li> <li>• Twin Lens Reflex</li> </ul> Terminology and Features of Camera <ul style="list-style-type: none"> <li>• Part of SLR-Camera / Digital SLR Camera</li> <li>• Technical inputs of various cameras</li> <li>• Viewfinder</li> <li>• Shutter Release and Shutter Speed Control</li> <li>• Film Speed Control</li> <li>• F-Stop Control</li> <li>• Film Compartment</li> <li>• Flash</li> <li>• Hot Shoe Mount</li> <li>• Lens Ring Mount</li> </ul>	

Module 2	Techniques and Types of Photography		
	Learning Outcomes	Module Content	01
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Enhance visual art images with optimal exposure, lens angle &amp; perspectives, light, and video transitions.</li> <li>2. Recognize how fashion progressed and was impacted over time, by identifying significant fashion shoots.</li> </ol>	<p>Learning Photography Techniques</p> <ul style="list-style-type: none"> <li>• Exposure control</li> <li>• Film speed</li> <li>• ASA3</li> <li>• Shutter speed</li> <li>• Aperture</li> <li>• Composition rules – Line Shape Color Texture Direction Size</li> <li>• Image Retouching and Color Correction</li> </ul> <p>Introduction to Fashion Photography</p> <ul style="list-style-type: none"> <li>• Fashion identities, spaces and fashion stories</li> <li>• Developing a photographic voice – theme, concept, props</li> <li>• Fashion studio photography</li> <li>• Editorial shoots of fashion magazines and importance</li> <li>• Studying iconic shoots, campaigns and case studies</li> <li>• Use of Studio lights</li> </ul>	
Module 3	Cognitive Understanding of Fundamentals of Design		
	Learning Outcomes	Module Content	01
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1) Acquire skill sets of handling the video cameras.</li> <li>2) Develop and explore video shoot forms, compositions, and experiment with techniques.</li> <li>3) Recognize video shoot trends, short video editing and postproduction corrections</li> </ol>	<p>Understanding Video Story</p> <ul style="list-style-type: none"> <li>• Importance of videography</li> <li>• Visual Literacy and Composition</li> <li>• Language of Lighting</li> <li>• Video Editing and Rendering</li> <li>• Shooting and management of technique through lighting, optics, and framing.</li> </ul> <p>Present day trends and future scope of videography</p>	
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"> <li>1. Apply rules and composition to capture creative visual images using own personal style</li> <li>2. Explore promotional and specialized fashion shoots and documentaries</li> </ol>	Video – Concept, Production and Evolution <ul style="list-style-type: none"> <li>• Shooting process from planning till postproduction</li> <li>• Sound management and post-production.</li> <li>• Video, audio editing and color correction technique</li> <li>• Different types of media and advertising.</li> <li>• Fashion documentaries case studies</li> </ul>	
Assignments/ Activities towards CCE			
Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) <ol style="list-style-type: none"> <li>4. Developing photographs from nature by working on: Depth of field, light, composition with camera.</li> <li>5. Taking fashion as your core theme, take candid pictures and edit the photographs using vector software to create a commercial look and feel.</li> <li>6. Develop a case study presentation on any one fashion documentary of your choice.</li> <li>7. Create a video shoot taking inspiration from the case study presentation and edit along with all editing details.</li> </ol> <p><u>Instructions:</u></p> <ol style="list-style-type: none"> <li>a. Students will develop and work on innovative ideas and keep the compositions authentic and original.</li> <li>b. Picture selections should be thoughtful and must have a visual story.</li> <li>c. Caption for pictures should be a must.</li> <li>d. Students can use the design principles to create an illusion of depth, focusing and range of compositional technique in videos.</li> </ol>			

## 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.

Course code 20144202	Graphic Design for Fashion -I (PR)	Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Demonstrate a thorough understanding of fundamental graphic design principles, including color theory, typography, and composition, and apply them effectively in fashion design projects.</li> <li>2. Using Raster and Vector to create and manipulate vector graphics, digital illustrations, and photo edits tailored for the fashion industry.</li> <li>3. Create cohesive branding elements, such as logos and marketing materials, and employ visual communication</li> </ol>	

	<p>strategies to develop compelling fashion branding and marketing campaigns.</p> <ol style="list-style-type: none"> <li>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.</li> <li>5. Present and articulate design concepts and projects clearly and confidently, incorporating feedback and demonstrating the ability to critically evaluate and improve their work.</li> </ol>		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Fundamentals of Graphic Design		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Apply basic design principles, including line, shape, color, texture, and space.</li> <li>2. Demonstrate a solid grasp of color theory and the ability to create harmonious color palettes.</li> <li>3. Develop effective typography skills, including font selection and text layout, for fashion-related graphics.</li> <li>4. Acquire skills in using Adobe Illustrator or any other open source for creating vector graphics and fashion</li> <li>5. Apply Illustrator techniques or any other open source to develop detailed and precise technical sketches illustrations.</li> <li>6. Acquire basic tools in Adobe Photoshop for photo editing, manipulation, and creating digital fashion collages.</li> </ol>	<p>Introduction to Graphic Design in Fashion</p> <ul style="list-style-type: none"> <li>• Overview of graphic design and its role in the fashion industry.</li> </ul> <p>2: Color Theory and Application</p> <ul style="list-style-type: none"> <li>• Understanding color theory, color wheel, and color harmony.</li> </ul> <p>3: Typography Basics</p> <ul style="list-style-type: none"> <li>• Fundamentals of typography, font types, and text layout.</li> </ul> <p>4: Introduction to Vector graphics and Raster Graphics Software (Adobe Suite, CorelDraw, Open Free Software, etc..).</p> <ul style="list-style-type: none"> <li>• Overview of Adobe Illustrator and its importance in fashion design.</li> </ul> <p>5: Advanced Illustrator Techniques</p> <ul style="list-style-type: none"> <li>• Advanced features of Vector based software for fashion design. (Like Adobe Illustrator, CorelDraw, Open Free Software, Etc.)</li> </ul> <p>6: Introduction to raster-based software (Like Adobe Photoshop or relevant open-source software)</p> <ul style="list-style-type: none"> <li>• Overview of raster-based software and its application in fashion.</li> </ul> <p>7: Advanced raster-based software techniques.</p> <ul style="list-style-type: none"> <li>• Advanced features of raster-based software for fashion design.</li> </ul>	

Module 2	Basic Applications for Graphic Design		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"><li>1. Explore the essentials of fashion branding and create visual identity elements such as logos and brand marks.</li><li>2. Develop skills in visual communication for marketing, creating compelling social media graphics and marketing materials.</li><li>3. Design effective packaging and labels that enhance the brand identity and appeal of fashion products.</li><li>4. Develop and articulate design concepts, demonstrating the ability to plan and execute a comprehensive design project from start to finish.</li></ol>	<ol style="list-style-type: none"><li>1. Project Development and Presentation Developing a design concept and project planning.</li><li>2. Project Execution Tips and techniques for executing design projects.</li><li>3. Final Presentation. Effective presentation techniques for design projects.</li><li>4. Review and Evaluation Course review and reflection on learning outcomes</li></ol> <ul style="list-style-type: none"><li>•</li></ul>	
Assignments/ Activities towards CCE			
Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)			
<ol style="list-style-type: none"><li>1. Assignment 1<ol style="list-style-type: none"><li>1. Basic design principles and elements (line, shape, color, texture, space).</li><li>2. Creating color palettes and applying them to fashion design projects.</li><li>3. Designing fashion posters and advertisements with effective typography.</li><li>4. Basic tools and functions, creating vector graphics.</li><li>5. Basic tools and functions, photo editing and manipulation.</li></ol></li><li>2. Assignment 2 (Any Five)<ol style="list-style-type: none"><li>1. Creating logos and brand identity elements.</li><li>2. Sketching and brainstorming ideas for a final project.</li><li>3. Working on individual final projects, applying learned skills.</li><li>4. Finalizing projects and preparing for presentation.</li></ol></li></ol>			

**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).

Code 20344211	Course Name History of Fashion		Crs 02
Course Outcome	After going through the course, learners will be able to 4. Gain knowledge in historical costumes and design from the ancient time till date today. 5. 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 5. Acquaint with the basic factors influencing fashion over time. 6. Evaluate the fashion value chain and develop critical thinking for retail sector based on fashion periods.	<ul style="list-style-type: none"> <li>Understanding clothing &amp; Clothing cultures from Indian &amp; Western context</li> <li>Tracing the timeline of Western cultures &amp; costumes – Ancient Egypt Ancient Greek Ancient Rome, Byzantine, Renaissance Baroque, Rococo,</li> <li>Evolution, decline, revival and most recent developments in Indian and western fashion</li> <li>History of fashion from 1900 – 2000 century</li> <li>Costumes of Recent Times</li> </ul>	
Module 2	Pre & Post Modern Indian Costumes		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 4. Sketch, render and incorporate designs, silhouettes and costumes styles 5. Depict the same to evaluate and understand costume design for contemporary movies and drama	<ul style="list-style-type: none"> <li>Colonial era</li> <li>British period: Costumes of Pre-independence and Post-independence period.</li> <li>Evolution of Khadi movement.</li> <li>The Indian independence movement, Independence and partition</li> <li>Modern history</li> <li>Changing scenario of Indian costumes and influence on present day clothing.</li> </ul>	
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

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"> <li>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.</li> <li>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.</li> <li>3. Apply fundamental design principles and color theory to enhance digital fashion illustrations, creating cohesive and visually appealing designs that effectively communicate fashion concepts.</li> <li>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.</li> </ol>		
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"> <li>1. Navigate essential tools and interfaces in Adobe Illustrator and Photoshop.</li> <li>2. Differentiate between various styles of fashion illustration, such as gestural, technical, and stylized.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Digital Media and Tools</li> <li>• Understanding Fashion Illustration</li> <li>• Basic Digital Drawing Techniques</li> <li>• Garment Illustration Techniques</li> <li>• Advanced Digital Techniques</li> <li>• Color Theory and Application</li> <li>• Digital Fashion Illustration Project 1</li> <li>•</li> </ul>	

	<ol style="list-style-type: none"> <li>3. Identify key elements of fashion illustration, including proportions, poses, and expressions.</li> <li>4. Apply fundamental drawing techniques using digital tools, including line work, shape creation, and layer management.</li> <li>5. Demonstrate proficiency in basic colouring techniques, such as flat color fills and gradient application.</li> </ol>		
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"> <li>1. Garment Illustration Techniques               <ul style="list-style-type: none"> <li>- Illustrate different types of garments, including tops, bottoms, and dresses, with attention to detail and accuracy.</li> <li>- Enhance garment illustrations by incorporating textures, patterns, and fabric effects.</li> <li>- Utilize digital brushes and patterns effectively to create dynamic garment designs.</li> </ul> </li> <li>2. Advanced Digital Techniques               <ul style="list-style-type: none"> <li>- Apply advanced shading and highlighting techniques to create depth and dimensionality in illustrations.</li> <li>- Utilize gradients, blending modes, and opacity settings to enhance realism and visual impact.</li> </ul> </li> <li>3. Color Theory and Application</li> </ol>	<ul style="list-style-type: none"> <li>• Rendering Techniques</li> <li>• Digital Accessories Illustration</li> <li>• Fashion Flats and Technical Drawings</li> <li>• Portfolio Development</li> <li>• Digital Fashion Illustration Project 2</li> <li>• Final Presentation</li> </ul>	

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

## 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

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"> <li>1. Apply the fundamentals and evolution of advertising in the fashion industry.</li> <li>2. Analyze fashion advertising strategies across traditional and digital platforms.</li> <li>3. Develop original advertising concepts and campaigns for fashion products.</li> <li>4. Apply creative thinking and production skills to build fashion-centric advertisements.</li> </ol>		
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"> <li>1) Understand the role and impact of advertising in the fashion industry.</li> <li>2) Identify different types and channels of fashion advertising.</li> <li>3) Recognize the relationship between branding and advertising.</li> </ol>	<ul style="list-style-type: none"> <li>• History and evolution of fashion advertising</li> <li>• Fashion advertising vs. general advertising</li> <li>• Advertising mediums: print, TV, OOH, digital</li> <li>• Elements of a fashion ad campaign</li> <li>• Understanding the consumer and market</li> </ul>	
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"> <li>1) Learn how to generate creative ideas for fashion campaigns.</li> <li>2) Understand the steps involved in campaign development.</li> <li>3) Study successful campaigns and analyze their impact</li> </ol>	<ul style="list-style-type: none"> <li>• Ideation and brainstorming techniques</li> <li>• Target audience and consumer behavior</li> <li>• Creative brief and storytelling</li> <li>• Components of a campaign: headline, visuals, copy</li> <li>• Case studies of iconic fashion ad campaigns</li> </ul>	
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"> <li>1) Gain knowledge of visual and audio production</li> </ol>	<ul style="list-style-type: none"> <li>• Fashion photography and styling for advertising</li> <li>• Graphic design principles for ads</li> <li>• Basics of video production and editing</li> </ul>	

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

## 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

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"> <li>1. Apply the principles of branding and their application in the fashion industry.</li> <li>2. Analyze brand strategies and positioning in the global and Indian fashion markets.</li> <li>3. Develop brand identity and communication plans for fashion labels.</li> <li>4. Apply practical tools to manage and grow a fashion brand across various platforms.</li> </ol>		
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"> <li>1) Define brand and branding in the context of fashion.</li> <li>2) Understand the components that build a fashion brand identity.</li> <li>3) Learn the brand architecture and positioning strategies.</li> </ol>	<ul style="list-style-type: none"> <li>• What is a fashion brand?</li> <li>• Brand identity, image, personality, and equity</li> <li>• Elements of branding: name, logo, typography, color</li> <li>• Brand architecture: mono-brand vs. multi-brand</li> <li>• Brand positioning and differentiation in fashion</li> </ul>	
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"> <li>1) Develop a brand strategy tailored for a fashion label.</li> <li>2) Understand the tools and techniques for brand communication.</li> <li>3) Evaluate brand storytelling and brand experience creation.</li> </ol>	<ul style="list-style-type: none"> <li>• Creating a brand vision, mission, and core values</li> <li>• Brand storytelling and emotional connection</li> <li>• Communication mix: advertising, PR, digital, influencer</li> <li>• Visual merchandising and experiential branding Touchpoints and brand experience design</li> </ul>	
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"> <li>1) Examine consumer perception and its</li> </ol>	<ul style="list-style-type: none"> <li>• Consumer perception and behavior in fashion branding</li> <li>• Brand value, loyalty, and equity metrics</li> <li>• Brand audits and rebranding</li> </ul>	

	influence on brand success. 2) Learn how to manage a fashion brand in a competitive market. 3) Evaluate brand value, loyalty, and equity measurement.	<ul style="list-style-type: none"> <li>Managing brand crises and public perception</li> <li>Role of cultural relevance and social issues</li> </ul>	
Module 4	Digital Branding and Global Fashion Markets		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 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"> <li>Social media branding and influencer culture</li> <li>E-commerce branding: website, apps, and omnichannel experience</li> <li>Global branding: localization vs. standardization</li> <li>Fashion brand collaborations and partnerships</li> <li>Digital KPIs and analytics for brand performance</li> </ul>	
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

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"> <li>1. Analyze trends and historical references to inspire visually engaging displays.</li> <li>2. Select materials judiciously, considering both aesthetic and sustainable factors.</li> <li>3. Develop creative concepts and prototype designs effectively.</li> <li>4. Efficiently execute displays and evaluate their impact for continuous improvement.</li> </ol>		
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"> <li>1. Explore the importance of trend research and its influence on visual merchandising.</li> <li>2. Learn to identify the target audience and interpret market trends to inform design decisions</li> <li>3. Acquire Knowledge and skills of different materials commonly used in visual merchandising.</li> <li>4. Explore the role of collaboration with suppliers and manufacturers in sourcing innovative materials.</li> </ol>	Exploring the creative process by researching current trends, historical references, and emerging materials. <ul style="list-style-type: none"> <li>• Conduct trend research through fashion magazines, websites, and social media platforms.</li> <li>• Collect inspiration from various sources such as art, nature, and architecture.</li> <li>• Analyze the target audience and market trends to align the display with the brand's identity and customer preferences.</li> <li>• Identify a range of materials suitable for the display, considering factors like texture, color, durability, and sustainability.</li> <li>• Consider the environmental impact of materials and prioritize sustainable options wherever possible.</li> </ul>	
Module 2	Designing and Prototyping		
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Acquire skills in conceptualizing design ideas and translating them into visual representations.</li> <li>2. Explore different methods to create mood boards and</li> </ol>	Develop a cohesive design concept based on the chosen materials and create prototypes to visualize the final display. <ul style="list-style-type: none"> <li>• Sketch design concepts incorporating the selected materials, paying attention to composition, scale, and proportion.</li> <li>• Create mood boards or digital collages to</li> </ul>	



	<p>digital collages to communicate design concepts effectively.</p> <p>3. Develop proficiency in prototyping techniques to test and refine display elements.</p> <p>4. Develop practical skills in sourcing materials and managing production resources.</p>	<p>communicate the aesthetic direction and color palette.</p> <ul style="list-style-type: none"> <li>• Source materials and production resources needed to build the display, considering factors like cost, lead time, and availability.</li> <li>• Install the display in the retail environment, considering factors like lighting, spatial layout, and traffic flow.</li> <li>• Gather feedback from store staff and customers to identify areas for improvement and inform future material exploration projects.</li> </ul>	
<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"> <li>- Students will research and analyze current fashion trends relevant to a specific target audience.</li> <li>- Students will select a range of materials commonly used in visual merchandising</li> <li>- A presentation or portfolio showcasing the results of material experiments, including photographs, descriptions, and reflections on each material's suitability for display purposes.</li> </ul> <p>Assignment No 2</p> <p>Display Concept Proposal Display Installation</p> <ul style="list-style-type: none"> <li>- Develop a display concept based on their research findings and material exploration, incorporating creative design elements and prototyping techniques.</li> <li>- A written proposal accompanied by visual representations (sketches, mood boards, digital collages) detailing the design concept, material selections, and proposed prototypes.</li> <li>- Create a comprehensive plan for the execution and evaluation of their display concept, including logistical considerations, installation instructions, and evaluation metrics.</li> </ul>			

## 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)

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"> <li>1. Apply advanced digital tools for visual communication and fashion media.</li> <li>2. Design digital content using industry-standard software like Adobe Creative Suite.</li> <li>3. Create interactive presentations, publications, and digital campaigns.</li> <li>4. Integrate digital media and tools into real-world fashion communication projects.</li> </ol>		
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"> <li>• Apply advanced Photoshop techniques in visual content creation.</li> <li>• Use image retouching, masking, and compositing effectively for fashion media.</li> <li>• Enhance fashion campaigns through photo manipulation.</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Tools in Adobe Photoshop</li> <li>• Layer Masks, Clipping Masks, Smart Objects</li> <li>• Image Retouching – Skin, Garments, Backgrounds</li> <li>• Fashion Compositing – Mood boards, Campaign layouts</li> <li>• Color Correction, Filters, Mock-ups for social media</li> </ul>	
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"> <li>1) Create scalable vector graphics suitable for branding and merchandise.</li> <li>2) Understand brand design elements like logos, icons, and packaging.</li> <li>3) Develop branding assets for fashion collections</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Adobe Illustrator (Advanced Tools)</li> <li>• Logo Design – Concepts, Sketch to Vector</li> <li>• Iconography and Vector Illustrations</li> <li>• Fashion Label Packaging, Tags, Stationery</li> <li>• Creating Brand Kits – Color Palette, Typography, Layout</li> </ul>	

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"> <li>1) Use Adobe InDesign for multi-page publishing.</li> <li>2) Design editorial layouts for lookbooks, fashion magazines, and catalogs.</li> <li>3) Understand the digital-to-print process and export standards.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Adobe InDesign (Advanced Functions)</li> <li>• Master Pages, Grids, Columns, and Typography Settings</li> <li>• Magazine &amp; Lookbook Design – Cover, Feature Layout, Article Style</li> <li>• Integration with Photoshop &amp; Illustrator</li> <li>• Print &amp; Digital Publishing Formats (PDF/X, EPUB)</li> </ul>	
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"> <li>1) Design motion-based content using After Effects or Canva animation.</li> <li>2) Create dynamic visuals for fashion reels, teasers, and digital ads.</li> <li>3) Integrate sound, transitions, and visual effects.</li> </ol>	<ul style="list-style-type: none"> <li>• Basics of Adobe After Effects or Canva Pro (Animation Tools)</li> <li>• Kinetic Typography, Transitions, and Effects</li> <li>• Storyboarding for Fashion Films or Reels</li> <li>• Exporting for Social Media Platforms (MP4, GIF)</li> <li>• Motion Graphics in Digital Advertising</li> </ul>	Cr.
Assignments/ Activities towards CCE			
<p>Assignments 1 :</p> <p>Title: <i>Photo Compositing for Fashion Campaign</i></p> <p>Task: Create a high-resolution composite visual for a fashion campaign using advanced retouching and image blending techniques.</p> <p>Objective: Assess technical proficiency in Photoshop for fashion-focused storytelling.</p> <p>Assignments 2 :</p> <p>Title: <i>Design a Brand Identity Kit for a Fashion Label</i></p> <p>Task: Develop a complete brand identity kit including logo, color palette, business card, and tag design for a fictional fashion brand.</p> <p>Objective: Evaluate design thinking and execution using vector-based tools.</p> <p>Assignments 3 :</p> <p>Title: <i>Create a Fashion Lookbook (Multi-page)</i></p> <p>Task: Design a 6–8 page fashion lookbook using InDesign with professional layout, typography, and image integration.</p> <p>Objective: Assess publishing and layout skills tailored to fashion storytelling.</p> <p>Assignments 4 :</p> <p>Title: <i>Fashion Reel or Teaser (15–30 seconds)</i></p> <p>Task: Develop a fashion teaser or social media reel incorporating motion graphics, transitions, and text overlays.</p> <p>Objective: Evaluate creativity, timing, and technical skill in motion content creation.</p>			

## 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*

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"> <li>1. Apply advanced photographic and videographic techniques to create professional-quality visual content.</li> <li>2. Develop and execute complex visual projects from concept to completion, incorporating both photography and videography.</li> <li>3. Utilize advanced editing software and tools to enhance and finalize visual projects.</li> <li>4. Utilize the principles of storytelling into your visual projects to successfully communicate storytelling through photography and videography.</li> </ol>		
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"> <li>1. Analyze advanced camera settings and</li> </ol>	<ul style="list-style-type: none"> <li>• Advanced DSLR/Mirrorless camera settings.</li> <li>• Practical session on manual mode, advanced focusing, and exposure techniques.</li> <li>• Complex lighting setups for different environments.</li> </ul>	

	<p>techniques for various photography types.</p> <ol style="list-style-type: none"> <li>Utilize advanced lighting setups for studio and outdoor photography.</li> <li>Experiment with creative composition techniques.</li> <li>Develop proficiency in using advanced editing tools and software.</li> <li>Create a portfolio of advanced-level photographs.</li> </ol>	<ul style="list-style-type: none"> <li>Studio and outdoor lighting.</li> <li>Innovative composition techniques.</li> <li>Framing and perspective.</li> <li>Advanced features in Adobe Photoshop and Lightroom.</li> <li>Editing and retouching techniques.</li> <li>Preparation of a professional photography portfolio.</li> </ul>	
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"> <li>Utilizing advanced video recording techniques using various types of cameras.</li> <li>Understand and apply advanced lighting setups for video.</li> <li>Develop skills in advanced audio recording and integration.</li> <li>Use advanced video editing software to create polished video projects.</li> <li>Produce a short video project</li> </ol>	<ul style="list-style-type: none"> <li>Lecture on advanced video settings and camera movements.</li> <li>Practical session on using gimbals, drones, and other equipment.</li> <li>Lecture on complex lighting techniques for video production.</li> <li>Practical session on setting up and using various lighting equipment.</li> <li>Lecture on audio recording and synchronization.</li> <li>Practical session on using microphones, audio recorders, and software.</li> <li>Lecture on advanced video editing techniques using Adobe Premiere Pro and After Effects.</li> <li>Practical session on editing, color grading, and special effects.</li> </ul>	

	demonstrating advanced videographic skills.		
Module 3	Integrated Photography and Videography Projects		01
	Learning Outcomes	Module Content	
	<ol style="list-style-type: none"> <li>1) Plan and execute integrated projects that combine photography and videography.</li> <li>2) Develop organized visual story line using both media.</li> <li>3) Experiment with various storytelling techniques and formats.</li> <li>4) Manage and direct small production teams.</li> </ol>	<ul style="list-style-type: none"> <li>• Lecture on project planning and visual storytelling.</li> <li>• Workshop on developing project concepts and storyboards. Techniques for professional presentations.</li> <li>• Practical session on combining photographic and videographic techniques.</li> <li>• Project work.</li> <li>• Integrating photo and video content in post-production.</li> <li>• Utilizing software tools for combined projects.</li> <li>• Presentation of integrated projects.</li> </ul>	
Module 4	Practical and Project-Based Applications		01
	Learning Outcomes	Module Content	
	<ol style="list-style-type: none"> <li>1) Apply advanced skills to real-world projects.</li> <li>2) Develop a comprehensive final project that integrates both photography and videography.</li> <li>3) Present a professional portfolio.</li> </ol>	<ul style="list-style-type: none"> <li>• Submission of project proposals.</li> <li>• Refining and planning projects.</li> <li>• Shooting and production.</li> <li>• Group work and collaboration with students.</li> <li>• Practical session on editing and finalizing projects.</li> <li>• Integration of photography and videography elements.</li> <li>• Presentation of final projects.</li> </ul>	

### 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

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"> <li>1. Apply Web Design Fundamentals:</li> <li>2. Develop Basic Web Pages:</li> <li>3. Apply Advanced Design Techniques:</li> <li>4. Implement Interactive Web Solutions:</li> <li>5. Produce Professional Web Projects:</li> <li>6. Apply Best Practices in Web Design:</li> </ol>		
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"> <li>1) Gain a foundational understanding of web design concepts.</li> <li>2) Create basic web pages using HTML and CSS.</li> <li>3) Implement responsive design techniques to ensure accessibility on various devices.</li> </ol>	Introduction to Web Design: <ul style="list-style-type: none"> <li>• Understanding the role of web design in the digital world</li> <li>• Overview of web design principles and best practices</li> </ul> HTML Basics: <ul style="list-style-type: none"> <li>• Structure of HTML documents</li> <li>• Basic HTML tags and elements</li> <li>• Creating and formatting web pages</li> </ul> CSS Basics: <ul style="list-style-type: none"> <li>• Introduction to CSS and its role in web design</li> <li>• Basic CSS syntax and selectors Styling text, layout, and design elements</li> </ul> Responsive Design: <ul style="list-style-type: none"> <li>• Principles of responsive web design</li> <li>• Media queries and flexible grid layouts</li> <li>• Designing for multiple devices</li> </ul>	
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"> <li>1) Apply advanced CSS techniques to enhance website layout and design.</li> <li>2) Use JavaScript to add interactive elements and dynamic content to web pages.</li> </ol>	Advanced CSS: <ul style="list-style-type: none"> <li>• CSS Flexbox and Grid layouts</li> <li>• Advanced styling techniques</li> <li>• CSS animations and transitions</li> </ul> JavaScript Basics: <ul style="list-style-type: none"> <li>• Introduction to JavaScript and its role in web design</li> <li>• Basic JavaScript syntax and functions</li> </ul>	



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

## 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

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. Comprehend consumer behavior in the context of fashion, exploring factors such as demographics, cultural trends. 7. 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"> <li>• Basic concepts of Marketing</li> <li>• Component of fashion , Movement of fashion, Language of fashion</li> <li>• Concept of marketing mix- 4P's (Product, place, Price and promotion)</li> <li>• Product mix , Product life cycle</li> <li>• Fashion Marketing , segmentation, targeting and positioning</li> <li>• Promotion mix in Fashion Marketing</li> </ul>	
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"> <li>• Overview of the Fashion Industry.</li> <li>• Fashion Trends and Forecasting: analyzing fashion trends, concept of fashion cycles.</li> </ul> Understanding Consumer Behavior in Fashion: Study psychological factors influencing fashion consumption, such as motivation, perception, and lifestyle preferences.	
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 manufacturing unit	<ul style="list-style-type: none"> <li>• Definition &amp; basic philosophies of merchandising in apparel companies.</li> <li>• Evolution of merchandising in apparel Industry, role and responsibility of merchandiser &amp; Market knowledge.</li> </ul>	

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"> <li>• Important Terminologies related to Merchandising</li> <li>• 5 R's of Retail Merchandising</li> <li>• Cost Accounting</li> <li>• Pricing &amp; CVP analysis</li> <li>• Sourcing &amp; Documentation</li> </ul>	
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.

Code 30444221	Course Name Calligraphy (Practical)	Crs 02
Course Outcome	After going through the course, learners will be able to 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"> <li>1) Understand the history and evolution of calligraphy.</li> <li>2) Learn about calligraphy tools, materials, and basic techniques.</li> <li>3) Develop control over strokes, angles, and spacing.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Calligraphy – History, Importance, and Evolution</li> <li>• Tools and Materials – Nib pens, brushes, ink, paper types</li> <li>• Basic Strokes Practice – Pressure control, thin and thick lines</li> <li>• Lowercase Alphabet Forms – Basic Roman or Italic script</li> <li>• Practice Drills – Rhythm, spacing, and alignment</li> <li>• Introduction to composition layout and spacing</li> </ul>	
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"> <li>1) Apply advanced techniques in decorative letterforms.</li> <li>2) Design creative projects integrating calligraphy with other visual elements.</li> <li>3) Experiment with modern and mixed media calligraphy.</li> </ol>	<ul style="list-style-type: none"> <li>• Uppercase Letterforms – Traditional and Decorative styles</li> <li>• Composition Techniques – Word arrangement, balance, spacing</li> <li>• Decorative Styles – Flourishes, borders, color exploration</li> <li>• Introduction to Modern Calligraphy – Brush pens and freestyle scripts</li> <li>• Application of Calligraphy in Design – Posters, greeting cards, logos</li> <li>• Portfolio Preparation and Presentation Techniques</li> </ul>	
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

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"> <li>1. Apply the foundational elements and principles of graphic design.</li> <li>2. Apply visual grammar to create compelling communication pieces for fashion-related concepts.</li> <li>3. Use typography, layout, and digital tools effectively in the design process.</li> <li>4. Conceptualize and execute fashion communication materials such as mood boards and posters.</li> </ol>		
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"> <li>1) Identify and apply the fundamental elements and principles of design.</li> <li>2) Understand visual grammar for fashion-oriented design.</li> <li>3) Develop aesthetic compositions through manual and digital methods.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Graphic Design in Fashion Communication</li> <li>• Elements of Design – Line, Shape, Color, Texture, Space, Form, Value</li> <li>• Principles of Design – Balance, Contrast, Alignment, Hierarchy, Proximity, Repetition, Unity</li> <li>• Color Theory – Color Wheel, Harmony, Psychology of Color in Fashion</li> <li>• Composition Techniques – Grid systems, Rule of thirds, Visual balance</li> </ul>	

		<ul style="list-style-type: none"> <li>Visual Mapping – Translating fashion inspiration into design</li> </ul>	
Module 2	Typography, Layout, and Digital Composition		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1) Understand type anatomy and classifications.</li> <li>2) Design visual compositions using layout, grids, and typography.</li> <li>3) Apply basic digital tools in creating communication materials for fashion.</li> </ol>	<ul style="list-style-type: none"> <li>Introduction to Typography – Anatomy, Classifications, Fonts &amp; Styles</li> <li>Type Hierarchy – Headings, Subheadings, Body Text</li> <li>Layout and Composition – Alignment, White Space, Visual Flow</li> <li>Introduction to Graphic Design Software (e.g., Adobe Illustrator/Photoshop/Canva)</li> <li>Visual Storytelling – Poster, Brochure, Social Media Visuals</li> <li>Output Formats – File Types, Print vs Digital, Export Settings</li> </ul>	
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

Course code 31344201	Course Name Advertising I (Pr)		Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Analyze Advertising and Branding Concepts:</li> <li>2. Develop and Implement Advertising Strategies:</li> <li>3. Apply Practical Knowledge Through Case Studies:</li> <li>4. Produce Professional-Level Advertising and Branding Documents:</li> </ol>		
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 <ol style="list-style-type: none"> <li>1. Apply the fundamentals of advertising and branding.</li> <li>2. Analyze the historical evolution and key milestones in advertising.</li> <li>3. Evaluate the impact of branding on consumer behavior and market positioning.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Advertising: Definitions and Objectives</li> <li>• Evolution of Advertising: Key Milestones</li> <li>• Basics of Branding: Definitions and Importance</li> <li>• Case Study Analysis: Historical Campaigns</li> <li>• Impact of Advertising and Branding on Consumer Behavior</li> </ul>	
Module 2	Advertising Strategies and Media Planning		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>1. Develop comprehensive advertising strategies for different media platforms.</li> <li>2. Apply the principles of media planning and buying.</li> <li>3. Analyze case studies to identify effective media strategies.</li> </ol>	<ul style="list-style-type: none"> <li>• Advertising Strategies: Traditional vs. Digital</li> <li>• Media Planning and Buying: Concepts and Processes</li> <li>• Case Study Analysis: Multi-Platform Campaigns</li> <li>• Budget Allocation and ROI Measurement</li> <li>• Emerging Trends in Media Planning</li> </ul>	
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

### Course Name Fashion Communication Syllabus 2024-25 Semester IV (22Credits)

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"> <li>1. Apply Advanced Design Principles:</li> <li>2. Execute Digital Imaging and Manipulation:</li> <li>3. Develop Comprehensive Branding and Typography:</li> <li>4. Create Interactive and Motion Designs</li> <li>5. Demonstrate Professional Practice:</li> </ol>		
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"> <li>1. Apply advanced design principles such as hierarchy, rhythm, and contrast to create visually compelling projects.</li> <li>2. Critically evaluate and critique design works through theoretical frameworks.</li> <li>3. Develop a distinctive visual style and approach in advanced design projects.</li> </ol>	Introduction to Advanced Design Principles <ul style="list-style-type: none"> <li>○ Overview of Design Principles:</li> <li>○ Understanding Their Application:</li> </ul> Design Theory and Analysis <ul style="list-style-type: none"> <li>○ Historical Perspectives:</li> <li>○ Contemporary Design Theories:</li> </ul> Advanced Techniques in Design Application <ul style="list-style-type: none"> <li>○ Hierarchical Structures</li> <li>○ Dynamic Contrast and Color Theory</li> </ul> Rhythm and Movement Critique and Evaluation of Design Works <ul style="list-style-type: none"> <li>○ Analytical Frameworks</li> <li>○ Case Studies and Practical Analysis</li> </ul> Developing a Personal Design Style <ul style="list-style-type: none"> <li>○ Exploration and Experimentation</li> <li>○ Portfolio Development</li> </ul> Project and Application <ul style="list-style-type: none"> <li>○ Design Analysis Report</li> <li>● Creative Redesign Project</li> </ul>	



Module 2	Digital Imaging and Manipulation		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Utilize advanced techniques in digital imaging and photo manipulation with current software.</li> <li>2. Create and integrate complex digital elements to form cohesive visual compositions.</li> <li>3. Enhance storytelling through effective digital manipulation and effects.</li> </ol>	<p>Introduction to Digital Imaging</p> <ul style="list-style-type: none"> <li>• Basics of Digital Imaging: <ul style="list-style-type: none"> <li>◦ Understanding pixel-based vs. vector-based images</li> <li>◦ Resolution and file formats (JPEG, PNG, TIFF, RAW, etc.)</li> </ul> </li> <li>• Overview of Digital Tools: <ul style="list-style-type: none"> <li>◦ Introduction to industry-standard software (e.g., Adobe Photoshop, GIMP)</li> <li>◦ Basic interface and toolsets</li> </ul> </li> </ul> <p>Advanced Photo Manipulation Techniques</p> <p>Compositing:</p> <ul style="list-style-type: none"> <li>◦ Techniques for combining multiple images seamlessly</li> <li>◦ Layer management and blending modes</li> <li>◦ Retouching and Restoration: <ul style="list-style-type: none"> <li>◦ Advanced retouching techniques (skin smoothing, blemish removal)</li> <li>◦ Restoring and repairing damaged or old photos</li> </ul> </li> </ul> <p>Special Effects:</p> <ul style="list-style-type: none"> <li>◦ Creating realistic and artistic effects (e.g., light effects, shadows, textures)</li> <li>◦ Use of filters and plugins for advanced manipulation</li> </ul> <p>Color Correction and Enhancement</p> <ul style="list-style-type: none"> <li>• Color Theory in Digital Imaging: <ul style="list-style-type: none"> <li>◦ Advanced color correction techniques (e.g., curves, levels, color balance)</li> <li>◦ Adjusting saturation, brightness, and contrast</li> </ul> </li> <li>• Enhancing Images: <ul style="list-style-type: none"> <li>◦ Techniques for improving image quality and visual impact</li> <li>◦ Use of adjustment layers and masking</li> </ul> </li> </ul> <p>Integration of Digital Elements</p> <ul style="list-style-type: none"> <li>• Layering Techniques: <ul style="list-style-type: none"> <li>◦ Working with multiple layers and layer effects</li> <li>◦ Creating depth and dimension through layering</li> </ul> </li> <li>• Blending and Masking:</li> </ul>	

		<ul style="list-style-type: none"> <li>○ Advanced masking techniques for precise control</li> <li>○ Blending elements to create cohesive compositions</li> </ul> <p>Digital Art and Creative Techniques</p> <ul style="list-style-type: none"> <li>• Digital Painting and Illustration: <ul style="list-style-type: none"> <li>○ Tools and techniques for digital painting</li> <li>○ Creating and using custom brushes and textures</li> </ul> </li> <li>• 3D Elements and Integration: <ul style="list-style-type: none"> <li>○ Introduction to integrating 3D elements into 2D designs</li> <li>○ Basic 3D modeling and rendering concepts</li> </ul> </li> </ul> <p>Practical Application and Project</p> <ul style="list-style-type: none"> <li>• Advanced Digital Manipulation Project: <ul style="list-style-type: none"> <li>○ Creating a complex digital artwork that demonstrates advanced manipulation techniques</li> </ul> </li> <li>• Incorporation of multiple images, special effects, and enhancements</li> </ul>	
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"> <li>1. Implement advanced typographic techniques in diverse design contexts.</li> <li>2. Develop and articulate comprehensive branding strategies and brand identities.</li> <li>3. Create a cohesive visual brand identity that communicates effectively and professionally.</li> </ol>	<p>Advanced Typography</p> <ul style="list-style-type: none"> <li>• Typography Principles: <ul style="list-style-type: none"> <li>○ Detailed exploration of type anatomy (serif, sans-serif, script, etc.)</li> <li>○ Advanced typographic terminology and concepts</li> </ul> </li> <li>• Type Pairing and Hierarchy: <ul style="list-style-type: none"> <li>○ Techniques for effective type pairing and creating visual hierarchy</li> <li>○ Using type to convey tone and personality</li> </ul> </li> <li>• Typographic Layouts: <ul style="list-style-type: none"> <li>○ Designing with grids and aligning type effectively</li> <li>○ Advanced typographic layouts for print and digital media</li> </ul> </li> </ul> <p>2. Branding Fundamentals</p> <ul style="list-style-type: none"> <li>• Understanding Brand Identity: <ul style="list-style-type: none"> <li>○ Components of a brand identity (logo, typography, color palette, etc.)</li> </ul> </li> </ul>	

		<ul style="list-style-type: none"> <li>○ Role of brand identity in business and communication</li> <li>• Brand Strategy: <ul style="list-style-type: none"> <li>○ Developing a brand strategy that aligns with business goals</li> <li>○ Researching and defining target audience and market position</li> </ul> </li> </ul> <p>3. Logo Design and Development</p> <ul style="list-style-type: none"> <li>• Logo Design Principles: <ul style="list-style-type: none"> <li>○ Creating effective logos that are simple, memorable, and versatile</li> <li>○ Techniques for designing logos across various mediums and sizes</li> </ul> </li> <li>• Branding Guidelines: <ul style="list-style-type: none"> <li>○ Developing a comprehensive set of branding guidelines</li> <li>○ Ensuring consistency in logo usage, color schemes, and typography</li> </ul> </li> </ul> <p>4. Creating Brand Collateral</p> <ul style="list-style-type: none"> <li>• Stationery Design: <ul style="list-style-type: none"> <li>○ Designing business cards, letterheads, and envelopes</li> <li>○ Maintaining brand consistency across all stationery</li> </ul> </li> <li>• Marketing Materials: <ul style="list-style-type: none"> <li>○ Designing brochures, flyers, and digital ads</li> <li>○ Applying branding elements to promotional materials</li> </ul> </li> </ul> <p>5. Case Studies and Application</p> <ul style="list-style-type: none"> <li>• Case Studies: <ul style="list-style-type: none"> <li>○ Analyzing successful branding campaigns and their design elements</li> <li>○ Understanding the application of typography and branding principles in real-world scenarios</li> </ul> </li> <li>• Practical Application: <ul style="list-style-type: none"> <li>○ Developing a complete brand identity for a fictional or real company</li> <li>○ Designing a logo, typography guidelines, and a set of branded materials</li> </ul> </li> </ul>	
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		6. Project and Presentation <ul style="list-style-type: none"> <li>Comprehensive Brand Identity Project:             <ul style="list-style-type: none"> <li>Designing a full brand identity, including logo, typography, color palette, and collateral</li> </ul> </li> <li>Creating a brand presentation that outlines design choices and strategy</li> </ul>	
Module 4	Interactive and Motion Design		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> <li>Gain proficiency in interactive design and motion graphics for web and multimedia applications.</li> <li>Design engaging user experiences with advanced interactive elements and animations.</li> <li>Apply motion graphics techniques to enhance visual communication in digital platforms.</li> </ol>	Introduction to Interactive Design <ul style="list-style-type: none"> <li>Fundamentals of Interaction Design:             <ul style="list-style-type: none"> <li>Principles of user experience (UX) and user interface (UI) design</li> <li>Understanding user-centered design and usability</li> </ul> </li> <li>Interactive Design Tools:             <ul style="list-style-type: none"> <li>Overview of popular tools and software (e.g., Adobe XD, Figma, Sketch)</li> <li>Basics of wireframing and prototyping</li> </ul> </li> </ul> 2. Advanced User Interface (UI) Design <ul style="list-style-type: none"> <li>UI Design Principles:             <ul style="list-style-type: none"> <li>Designing intuitive and engaging user interfaces</li> <li>Techniques for effective navigation, layout, and information hierarchy</li> </ul> </li> <li>Interactive Elements:             <ul style="list-style-type: none"> <li>Designing buttons, forms, and interactive controls</li> <li>Creating responsive designs for different devices and screen sizes</li> </ul> </li> </ul> 3. Motion Design Fundamentals <ul style="list-style-type: none"> <li>Principles of Motion Design:             <ul style="list-style-type: none"> <li>Key principles of animation (e.g., timing, easing, and motion paths)</li> <li>Understanding the role of motion in enhancing user experience</li> </ul> </li> <li>Motion Design Tools:             <ul style="list-style-type: none"> <li>Introduction to software for motion graphics (e.g., Adobe After Effects, Principle, Lottie)</li> </ul> </li> </ul>	

		<ul style="list-style-type: none"> <li>○ Basics of creating animations and transitions</li> </ul> <p>4. Advanced Motion Graphics Techniques</p> <ul style="list-style-type: none"> <li>• Animating UI Elements: <ul style="list-style-type: none"> <li>○ Techniques for animating user interface components</li> <li>○ Creating engaging microinteractions and transitions</li> </ul> </li> <li>• Storytelling through Motion: <ul style="list-style-type: none"> <li>○ Using motion graphics to tell a story or convey a message</li> <li>○ Integrating motion design with interactive elements</li> </ul> </li> </ul> <p>5. Interactive and Motion Design Integration</p> <ul style="list-style-type: none"> <li>• Creating Interactive Prototypes: <ul style="list-style-type: none"> <li>○ Designing interactive prototypes that incorporate motion and animation</li> <li>○ Testing and refining interactive and motion design elements</li> </ul> </li> <li>• Responsive and Adaptive Design: <ul style="list-style-type: none"> <li>○ Ensuring consistency and usability across various devices and screen sizes</li> <li>○ Techniques for creating adaptive layouts and interactions</li> </ul> </li> </ul> <p>6. Practical Application and Project</p> <ul style="list-style-type: none"> <li>• Interactive Motion Design Project: <ul style="list-style-type: none"> <li>○ Developing an interactive prototype with integrated motion graphics</li> <li>○ Applying principles of UI design, motion graphics, and user experience</li> </ul> </li> <li>• Presentation and Review: <ul style="list-style-type: none"> <li>○ Presenting the interactive motion design project, focusing on design choices and user experience</li> </ul> </li> <li>• Receiving and providing critique based on technical execution and design effectiveness</li> </ul>	
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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 advanced photo manipulation techniques, including compositing, retouching, and special effects.</p> <p>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.</p> <p>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.</p>

## 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.

Code 40144222	Course Name Visual Merchandising (Pr)	Credits 04
Course Outcome	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> <li>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.</li> <li>2. Define and grasp key terms and principal involved in the components of visual merchandising.</li> <li>3. Obtain a broad understanding of display and be able to employ strategies for attractive and profitable display decisions within retailing.</li> <li>4. Acquire knowledge about the role of VM in a retail store and the influence of VM on behaviour of shoppers</li> </ol>	

Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to Visual merchandising and display basics		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Identify the fundamentals and importance of visual merchandising used in the retail industry.</li> <li>2. Recognize the contribution of elements of display in visual merchandise.</li> <li>3. Examine the retail shopping patterns and its effect on visual merchandising.</li> </ol>	<ul style="list-style-type: none"> <li>• Meaning of Visual Merchandising, scope of VM.</li> <li>• Impulse of VM</li> <li>• Types of VM</li> <li>• Art of VM</li> <li>• Visual Merchandising strategies</li> <li>• Purpose of VM</li> <li>• Important of VM</li> <li>• VM Success factors</li> <li>• Principle of VM <ul style="list-style-type: none"> <li>○ Error to avoid VM</li> </ul> </li> </ul>	
Module 2	Store exterior and window display types		01
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1. Examine the importance of display as a tool for the success of store exterior and window display of fashion brands.</li> <li>2. Inspect elements of store exteriors and window displays influence customer perception and behavior.</li> </ol>	<ul style="list-style-type: none"> <li>• Application of principles of design in visual merchandising</li> <li>• Good Store Design &amp; Store Environments</li> <li>• Merchandise Presentation for attention of customers</li> <li>• Methods of display</li> <li>• Display themes and settings</li> <li>• Elements of Merchandise</li> <li>• Promotional signs</li> <li>• Floor Signages</li> <li>• Types of Entrance</li> <li>• Types of Window display – location within the store with respect to brand study</li> <li>• Theme based displays</li> <li>• Seasonal displays</li> </ul>	
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"> <li>3. Evaluate the effectiveness of store interior designs.</li> <li>4. Construct visual themes, using color psychology, lighting techniques, and signage effectively.</li> </ol>	<ul style="list-style-type: none"> <li>• Lighting &amp; Colours</li> <li>• Types of Store Fixtures</li> <li>• Store layout Variations</li> <li>• Types of Space</li> <li>• Types of Props</li> <li>• Types of Mannequins</li> <li>• Alternative to Mannequins.</li> <li>• Elements for successful displays</li> </ul>	

	5. Demonstrate the importance of maintaining a balance between product display and customer circulation.	<ul style="list-style-type: none"> <li>• Mannequins and other human forms</li> <li>• Fixtures, Props, Lights</li> <li>• Materials used in window display of Visual Merchandising</li> <li>• Familiar symbols</li> <li>• Sale ideas</li> </ul>	
Module 4	Display techniques- Attention getting devices		01
	<b>Learning Outcomes</b> After learning the module, learners will be able to 4. Outline the steps in the display planning. 5. Illustrate original design concepts that utilize design elements. 6. Create effective planning strategies to maximize consumer interest and sales.	<b>Module Content</b> <ul style="list-style-type: none"> <li>• Merchandise Displays types</li> <li>• Point of Sales</li> <li>• Interior display Types</li> <li>• Drapers &amp; Hangers</li> <li>• Types of Pin Up Techniques</li> <li>• Visual Communication</li> <li>• Fashion accessories</li> <li>• Home fashion hard goods display</li> <li>• Graphic and signage</li> <li>• Visual merchandise planning</li> <li>• Store planning and design</li> <li>• Point of purchase display</li> <li>• Assessing metrics- foot traffic, sales conversion rates, and customer feedback to make informed decisions for improvement.</li> <li>• Case Studies</li> </ul>	
Assignments/ Activities towards CCE			
Assignment 1: PowerPoint presentation on principles of design used in visual merchandising Assignment 2: Presentation on Themes and setting for windows and interiors of a store with respect to brand study. Assignment 3: Creating the elements of display on CAD Software. Execution of visual presentation on CAD Software. 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.			



## 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.

ode 40144213	Course Name Principles of Management		Crs 04
Course Outcome	After going through the course, learners will be able to 6. Apply fundamental concepts of management in the context of fashion and design industries 7. 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"> <li>• Definition, Nature, Purpose and Importance of Management</li> <li>• Evolution of Management Thought</li> <li>• Management: Science, Art or Profession</li> <li>• Social Responsibility and Ethics in Management</li> </ul>	
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"> <li>• Types and Levels of Organization</li> <li>• Managerial Roles and Functions</li> <li>• Process of Management: Planning, Organizing, Leading and Controlling</li> </ul>	
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"> <li>• Planning: Types, Steps and Strategic Importance</li> <li>• Decision-Making: Evaluation, Alternatives and Selection</li> <li>• Organizational Structures in Fashion</li> <li>• Delegation of Work and Decentralization</li> </ul>	

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"> <li>• Motivation and Leadership Theories</li> <li>• Communication in Organizations</li> <li>• Introduction to Financial Management: Functions, Goals, Sources</li> <li>• Break-even Analysis and Profitability</li> <li>• Ethics and Corporate Social Responsibility in Fashion</li> </ul>	
Assignments/ Activities towards CCE			
4. Case Study Analysis: SWOT analysis of two diverse organizations (one fashion-related) 5. 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

<b>code</b> 40444222	<b>Course Name</b> <b>Social Media Management (Practical)</b>		<b>Crs</b> <b>02</b>
<b>Course Outcome</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Gain in-depth knowledge of social media platforms and their relevance in the fashion industry.</li> <li>2. Plan and execute engaging content strategies for fashion brands.</li> <li>3. Analyze performance metrics and apply tools for campaign optimization.</li> <li>4. Create visual and written content suited for various social media formats</li> </ol>		
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>

Module 1	Social Media Platforms & Content Creation		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 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"><li>• Overview of Social Media Platforms – Instagram, Facebook, Pinterest, LinkedIn, TikTok, YouTube</li><li>• Audience Behavior &amp; Platform Algorithms</li><li>• Brand Voice &amp; Tone – Fashion Context</li><li>• Content Types – Static posts, Reels, Stories, Carousels</li><li>• Tools for Content Creation – Canva, Adobe Express, InShot</li><li>• Post Scheduling Tools – Meta Business Suite, Buffer, Later</li></ul>	
Module 2	Campaign Planning, Analytics & Strategy		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 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"><li>• Social Media Campaign Structure – Objectives, KPIs, Timeline</li><li>• Campaign Themes – Product Launch, Fashion Week, Festive Collections</li><li>• Influencer Marketing &amp; Collaborations</li><li>• Analytics Tools – Instagram Insights, Facebook Business Suite</li><li>• Key Metrics – Reach, Engagement, Impressions, Click-Through Rate</li><li>• Strategy Refinement Based on Insights</li></ul>	
Assignments/ Activities towards CCE			
Assignments 1			
Title: Social Media Grid for a Fashion Brand (7-Day Plan)			
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.			
Assignments 2			
Title: Mini Social Media Campaign Plan			
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.			

## Références

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

<b>code</b> 40444223	<b>Course Name</b> <b>Digital Marketing</b>		<b>Crs</b> <b>02</b>
<b>Course Outcome</b>	After going through the course, learners will be able to <ol style="list-style-type: none"> <li>1. Gain in-depth knowledge, core concepts and tools of digital marketing relevant to the fashion industry.</li> <li>2. Plan and execute basic digital marketing campaigns.</li> <li>3. Create ad content and SEO-friendly content tailored for fashion audiences.</li> <li>4. Analyze campaign performance using digital metrics and tools.</li> </ol>		
<b>Sr. No.</b>	<b>Module Outcomes</b>	<b>Course Contents</b>	<b>Cr.</b>
<b>Module 1</b>	<b>Digital Marketing Foundations &amp; Fashion Content Creation</b>		<b>01</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) Gain knowledge of digital marketing ecosystem in the fashion context.</li> <li>2) Create engaging, SEO-optimized content for websites and social platforms.</li> <li>3) Learn how to use tools like Google Trends, Canva, and Meta Business Suite.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Digital Marketing – Definition, Scope, Relevance to Fashion</li> <li>• Owned, Paid, and Earned Media Channels</li> <li>• Fashion-Focused SEO Basics – Keywords, Tags, Meta Descriptions</li> <li>• Content Types – Blogs, Social Media Posts, Videos, Ads</li> <li>• Visual Tools – Canva, Adobe Express for Fashion Creatives</li> <li>• Email Marketing Basics – Mailchimp, Newsletters for Brands</li> <li>•</li> </ul>	
<b>01Module 2</b>	<b>Campaign Planning, Paid Ads &amp; Performance Analytics</b>		<b>01</b>
	<p><b>Learning Outcomes</b></p> <p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> <li>1) Plan and execute a basic digital marketing campaign using Google and Meta platforms.</li> <li>2) Define budget allocation, audience targeting, and ad design.</li> <li>3) Analyze campaign performance using Google Analytics and Meta Insights.</li> </ol>	<p><b>Module Content</b></p> <ul style="list-style-type: none"> <li>• Campaign Creation – Objective, Target Audience, Message</li> <li>• Basics of Google Ads &amp; Meta (Facebook + Instagram) Ads</li> <li>• Budgeting &amp; Bidding Basics for Fashion Ads</li> <li>• Ad Design Principles – CTAs, Headlines, Aesthetics</li> <li>• Introduction to Analytics – Google Analytics, Meta Insights</li> <li>• Understanding KPIs – CTR, Engagement Rate, CPC, ROI</li> <li>•</li> </ul>	
<b>Assignments/ Activities towards CCE</b>			

### **Assignments 1**

**Title:** *Create a Digital Content Kit for a Fashion Brand*

**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.

### **Assignments 2**

**Title:** *Design a Mini Paid Ad Campaign for a Fashion Product*

**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.

### **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

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"> <li>1. Define and understand the human-centric Design Thinking process</li> <li>2. Develop and test low-fidelity prototypes for fashion communication solutions</li> </ol>		
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"> <li>1) Build user personas and empathy maps for design research</li> <li>2) Apply Design Thinking to brand storytelling, digital strategy, packaging, and social impact.</li> </ol>	<ul style="list-style-type: none"> <li>• Introduction to Design Thinking: Origins, importance, and process</li> <li>• Role in Communication</li> <li>• The 5-stage framework: Empathize, Define, Ideate, Prototype, Test</li> <li>• Empathy mapping and user personas, challenges faced</li> <li>• Defining the problem</li> <li>• Ideation techniques: brainstorming, SCAMPER, mind mapping</li> <li>• Case studies from fashion brands, and digital storytelling presentations</li> </ul>	
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"> <li>1) Apply Design Thinking methodology to industry-relevant communication challenges.</li> <li>2) Enable creative problem-solving through empathetic observation and user insight.</li> </ol>	<ul style="list-style-type: none"> <li>• Prototyping: Introduction and process</li> <li>• Sketching, storyboarding, mock-ups</li> <li>• Feedback loops: testing, observation, iteration</li> <li>• Design Thinking for branding, packaging, campaigns, and editorial content</li> <li>• Social impact through communication</li> <li>• Visual storytelling and communication strategy</li> <li>• Final pitch and storytelling: presenting the design solution. GDs &amp; Brainstorming</li> </ul>	

Assignments/ Activities towards CCE
6. Choose a communication problem (e.g., sustainable fashion awareness), brainstorm 20+ ideas, and map them visually 7. 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.

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"> <li>1. Identify Indian crafts to understanding community dynamics</li> <li>2. Develop and facilitate community engagement through field research on selected craft</li> <li>3. Communicate effectively with diverse stakeholders, including artisans, community members, and potential consumers</li> <li>4. Develop and implement community engagement project that promotes Indian crafts</li> </ol>		
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"> <li>1) Define different types of Indian crafts according to regional diversity</li> <li>2) Identify one craft and summarize the regional diversity in selected craft tradition</li> </ol>	<ul style="list-style-type: none"> <li>• Overview of Indian crafts and their historical context</li> <li>• Understanding the role of selected craft in community livelihoods</li> <li>• Conduct a field visit to a local craft community, spend time in the community to observe and document the craft-making process.</li> <li>• Develop understanding of the materials, tools, techniques, and steps involved.</li> </ul>	



		<ul style="list-style-type: none"> <li>• Conduct interviews with artisans to gather their stories, experiences, and challenges.</li> <li>• Capture photographs and videos to visually document the craft.</li> </ul>	
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"> <li>1) Summarize the collected data into a comprehensive documentation</li> <li>2) Demonstrate the experience based on gained insights and suggest potential improvements through documentary</li> </ol>	<ul style="list-style-type: none"> <li>• Comprehensive documentation of a specific craft, including its history, techniques, and cultural significance</li> <li>• Analyze the process including challenges, success and observations on community dynamics. Student presentation of project findings in form of documentary</li> </ul>	
Assignments/ Activities towards CCE			
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. 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.			

## 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.



