

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Advance Fashion Illustration
Course Code:	13-FDM301-2C
Pre-requisite Course:	-----

Course Objectives:

- 1) Illustration is a core medium of expression. In this module student shall learn the finer points of Human anatomy.
- 2) It is intended to interweave the spontaneous drawing skills; proportions and volumes through very rapid sketches. Student will learn various types of illustration techniques with historical perspective.
- 3) They will also learn to imitate great masters to understand their focal point concepts of illustration.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total Mark
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
-	-	8	4	-	-	50	50	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Basic Techniques of Advance Fashion Illustration Fundamental of fashion illustration techniques Advanced sketching exercises for refinement Introduction to new tools and materials for advanced illustration	10	20%
2	Mastering Dynamic Poses and Gesture Advanced exploration of dynamic poses and gestures Emphasis on capturing movement and expression Incorporating storytelling elements into illustrations	10	20%
3	Print Media and Mixed Techniques Exploring unconventional and mixed media in fashion illustration Combining traditional and digital techniques seamlessly Developing a unique artistic voice through experimentation	14	30%
4	Electronic Media and Professional Development Execution of a sophisticated final project showcasing advanced skills Preparation of a professional portfolio with an emphasis on specialization Discussion on career paths and opportunities in advanced fashion illustration	14	30%

Reference Books:

Sr. No.	Books
1	Modern art H.h. Arnason, Elizabeth Mansfield
2	Indian Art (Oxford History of Art) (Paperback) Oxford university press Parthamitter 2001
3	Gardner's Art through the Ages: A Concise Wes... (Paperback) Fred S. Kleiner
4	A History of Far Eastern Art Thames & Hudson Sherman E. Lee
5	Oriental Architecture / 2: China, Korea, Japan (History of World Architecture Mario Bussagli 1989

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Mastery of advanced sketching and rendering techniques in fashion illustration.	2 Understanding
CLO2	Ability to depict dynamic poses, gestures, and unconventional proportions with precision.	1 Remembering
CLO3	Proficiency in using various media, both traditional and digital, for fashion illustration.	1 Remembering
CLO4	Proficiency in using various media, both traditional and digital, for fashion illustration.	3 Applying,
CLO5	Capability to create editorial and conceptual fashion illustrations for storytelling purposes.	4, 5 Evaluate, Analyse
CLO6	Development of a professional portfolio to individual specialization in fashion illustration	6 Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4	M		M					M				
CLO5		M				M				M		H
CLO6	H	H		H		H				H	H	

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Design Project – II Draping Show
Course Code:	13-FDM302-2C
Pre-requisite Course:	-----

Course Objectives:

- 1) The subject is related to Draping.
- 2) When student work for own and other, for that they have to make their product and product identity which they will learn by the subject Fashion Garment.
- 3) To understand how to create types of Designer Wear.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total Mark
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
1	-	6	4	25	-	50	25	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction: Draping definition, Types of Draping, History of Draping, Dress form, Basic Body Block, Dart.	12	25%
2	Tools and Equipment: Basic tools of Martials of Draping. Prepare Muslin for Draping	12	25%
3	Designing a Garment: Evening Gown, Casual Wear, and Traditional, Fusion Wear.	12	25%
4	Making a Garment using Draping Method: Any Five Garments Making a Draping Method Select the Theme / occasions/wear.	12	25%

Text Books:

Sr. No.	Books
1	Visual Design in Dress by Marian L. Devis Prentice Hall, 1980
2	Fashion Design Manual Pamela Steckes Palgrave Macmillon, 1996

Reference Books:

Sr.No.	Books
1	Fashion Design Sue Jenkyn Jones Laurence King, 2005
2	Fashion Design Felicity Everlett EDC publishing, 1987
3	Fashion Forecasting by Kathryn Mckelvey Jennie Munslow, 2008
4	Beyond Design by Sandra J.Keiser & Myrna B.Garner Fairchild publication,2008

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Types & Techniques of Draping Method	2 Understanding
CLO2	To Remember History of Draping	1 Remembering
CLO3	To be able to identify Tools and Materials for Draping.	1 Remembering
CLO4	To Apply Various Technique of Draping.	3 Applying
CLO5	To Analyze the Draping and Flat Pattern Method.	4, 5 Evaluate Analyse
CLO6	To develop Various Garment on Draping Method.	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PS 2
CLO1		M	M	M			M	M	M		M	M
CLO2	L	L			L		L			L	M	M
CLO3	L				L							
CLO4	M		M	M	M							
CLO5	H		H	H	H	H				H	H	M
CLO6	H		H		H					H	M	H

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Advance Pattern Making& Garment Construction
Course Code:	13-FDM303-2C
Pre-requisite Course:	-----

Course Objectives:

- 1) To Learn How to Create Pattern Making.
- 2) Students will learn the detailed process of Pattern making an object.
- 3) Students will learn the types of Method of garment construction.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				Total (Mark)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
1	-	6	4	25	-	50	25	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to Pattern Making: Basic patterns of drafting and draping method. Basic Body Block on Dress Form.	12	25%
2	Tools and Equipment: State various types of measuring tools, drafting tools, marking tools, cutting tools, Sewing tools.	12	25%
3	Drafting method: Terms of pattern, know about the abbreviated form, Fitting Problems.	12	25%
4	Designing and Stitching: Basic sleeve and its types Basic skirt and its types Basic Collar and its Types. Basic Neck Line and Its Types.	12	25%

Reference Books:

Sr. No.	Books
1	Rob Thompson- Manufacturing processes for design professionals- Thames & Hudson-2007.
2	Advanced garment construction guid by M. Sumithra

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Design Pattern Making.	2 Understanding
CLO2	To Remember of Design Concept.	1 Remembering
CLO3	To define Types of Sleeves, Neckline, Collar, Skirt.	1 Remembering
CLO4	To Applying Different types of Garments.	3 Applying,
CLO5	To Analyse Study of Method of Pattern Making.	4, 5 Evaluate Analyse
CLO6	To Create New Design use Pattern making.	6 Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4	M		M					M				
CLO5		M				M				M		H
CLO6	H	H		H		H				H	H	

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD201
Subject Name:	Advance Visual Merchandising-I
Subject Code:	13-MDC212-2C
Pre-requisite Course:	-----

Course Objectives:

- (1) Understand the role of lighting, color, and signage in influencing customer perception and behaviour within a retail space.
- (2) Develop a comprehensive understanding of the principles and objectives of visual merchandising in the retail environment.
- (3) Master the art of creating visually appealing and cohesive merchandise displays that align with brand identity.

Teaching and Examination Scheme:

Teaching Scheme(Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total Mark
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to Visual Merchandising Definition and importance of visual merchandising in Fashion Historical overview and evolution of visual merchandising Role of visual merchandising in enhancing brand identity	12	25%
2	Retail Space Analysis Understanding store layout Identifying key merchandising areas Retail Space Planning and Design Principles of effective retail Space layout Analyzing store layouts and customer flow	12	25%
3	Visual Merchandising for Different Retail Formats Specialty stores vs. departmental stores Online visual merchandising considerations	12	25%
4	Visual Merchandising Project Management Planning and executing large-scale campaigns Collaborating with cross-functional teams Customer Psychology in Merchandising Understanding customer behavior Creating immersive shopping experiences	12	25%

Reference Books:

Sr. No.	Books
1	Visual Merchandising, third edition: Windows and in-store displays for retail by Tony Morgan
2	Visual Merchandising for Fashion (Basics Fashion Management) by Sarah Bailey and Jonathan Baker
3	Visual Merchandising and Display by Martin M Pegler
4	Visual Merchandising 2nd edition by Tony Morgan

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Students will demonstrate a comprehensive understanding of visual merchandising concepts, including its history	2 Understanding
CLO2	To Remember Basic Making of design brief and concepts	1 Remembering
CLO3	To be able to identify Tools and Materials for Drawing	1 Remembering
CLO4	To Apply Various Types of themes and model making & working drawings	3 Applying
CLO5	To Remember Various Theme.	4, 5 Evaluate Analyse
CLO5	Creating display for upcoming festival	6 Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1	L			H							M	
CLO2		M				L	L					
CLO3			M		M					H		M
CLO4	H			M				M			M	
CLO5		M			L	M			L			L
CLO6				H	H				H	M	H	

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Fashion Styling
Course Code:	13-AEC108-2C
Pre-requisite Course:	Drawing, Illustration Art

Course Objectives:

- (1) Demonstrate a deep understanding of fashion styling principles, including color theory, proportion, and silhouette enhancement.
- (2) Master the art of storytelling through fashion, understanding how to convey a narrative or theme in styling projects.
- (3) Collaborate within a team environment, understanding the role of a fashion stylist in the broader context of the fashion industry.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	25	25	-	-	50

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to Fashion Styling Historical overview of fashion styling Fashion Industry Overview	06	20%
2	Understanding the role of a fashion stylist Key principles and elements of styling Wardrobe selection and curation Styling for different body types	09	30%
3	Retail Styling In-store and window display styling, Fashion psychology and its impact on styling	06	20%
4	Final Project and Critique Students will work on a comprehensive styling project Presentation and critique of final projects Reflection on personal growth and development in styling	09	30%

Reference Books:

Sr. No.	Books
1	The Fashion Book -Author: Phaidon Editors
2	The Fashion Stylist's Handbook -Author: Danielle Griffiths
3	Fashion Stylist: A How-to Guide Author: Marisa Santoro

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Introduction to Fashion Styling	2 Understanding
CLO2	Visual Communication	1 Remembering
CLO3	Introduction to Design and Society, Design and Sustainability and Design Industry.	1 Remembering
CLO4	Class participation and engagement	3 Applying,
CLO5	Final project presentation and critique	4, 5 Evaluate, Analyse
CLO6	Group activity for fashion styling	6 Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Design Process-I
Course Code:	13-SEC110-2C
Pre-requisite Course:	-----

Course Objectives:

- (1) Understand the fundamental principles of design thinking and its application in problem-solving
- (2) Explore various design tools and software to enhance the visualization and communication of design concepts.
- (3) Gain insights into the ethical considerations and societal impacts of design decisions.

Teaching and Examination Scheme:

Teaching Scheme(Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Mark)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
-	-	4	2	-	-	25	25	50

Subject Contents:

Sr No.	Topic	Total Hours	Weight age (%)
1	Introduction to Fashion Design Process Overview Introduction to the design thinking process in fashion	06	20%
2	Research and Inspiration Techniques for fashion research and trend analysis Exploration of historical and cultural influences Creating mood boards and concept development	06	20%
3	Developing Design Concepts Idea and brainstorming for fashion concepts Sketching and creating design boards Refining and selecting design ideas for development	09	30%
4	Material Selection and Textile Exploration Understanding different fabrics and materials Fabric manipulation techniques Incorporating texture into design concepts	09	30%

Reference Books:

Sr. No.	Books
1	Rob Thompson- Manufacturing processes for design professionals- Thames & Hudson-2007.
2	VISITS: Material markets, Plywood Industry, Metal workshop.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Design Pocess	2 Understanding
CLO2	To Remember of Design Concept.	1 Remembering
CLO3	To define Types of Projection.	1 Remembering
CLO4	To Applying Different types of Portfolio.	3 Applying,
CLO5	To Analyse Study of design project and how to make.	4, 5 Evaluate, Analyse
CLO6	To Create Project	6 Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1	M		M		M					M		
CLO2	L	L		L		L			L		M	M
CLO3	L	L	L				L			L	L	
CLO4	M		M					M				
CLO5		M				M				M		H
CLO6	H	H		H		H				H	H	

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Surface Techniques and embroidery
Course Code:	13-IKS004-2C
Pre-requisite Course:	Drawing, Illustration Art

Course Objectives:

- (1) Students should possess a versatile skill set in embroidery techniques, an understanding of design principles, and the ability to apply these skills creatively in personalized projects.
- (2) Master foundational surface techniques, including fabric manipulation, embellishment, and texture creation.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Mark)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
-	-	4	2	-	-	25	25	50

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to Surface Techniques Understanding the historical significance of surface techniques in textile art. Exploring various traditional and contemporary surface design methods. Identifying different materials used in surface techniques.	06	20%
2	Basic Embroidery Stitches Learning fundamental embroidery stitches such as running stitch, satin stitch, and backstitch. Practicing precision and consistency in executing basic stitches. Applying basic stitches to create simple patterns and textures.	06	20%
3	Advanced Embroidery Techniques Introducing more complex embroidery stitches like chain stitch, French knots, and feather stitch. Experimenting with the combination of stitches to create intricate designs. Developing skills in thread and color selection for enhanced visual impact	09	30%
4	Surface Embellishments & Fabric Manipulation Exploring bead work, sequins, and other embellishments to enhance surface textures. Understanding the use of surface embellishments in various cultural and contemporary contexts. Studying techniques such as pleating, smocking, and shibori for manipulating fabric surfaces.	09	30%

Reference Books:

Sr. No.	Books
1	Creative Stitches for Contemporary Embroidery by Sharon Boggon
2	Mary Thomas's Dictionary of Embroidery Stitches (2018),
3	The Embroidery Stitch Bible by Betty Barnden

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Demonstrate proficiency in a variety of embroidery stitches and surface design techniques.	2 Understanding
CLO2	Apply learned techniques creatively to develop original and aesthetically pleasing textile art.	1 Remembering
CLO3	Understand the historical and cultural context of surface techniques and embroidery.	1 Remembering
CLO4	Experiment with mixed media applications to create unique and personalized textile artworks	3 Applying,
CLO5	Innovation of Designing and Applying to Different Field.	4, 5 Evaluate, Analyse
CLO6	Create Innovation and Many Types of Art and Design.	6 Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PSO 1	PSO 2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H: High, M: Medium, L: Low