

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Fundamental of Sketching
Course Code:	14-FDM304-2C
Pre-requisite Course:	-----

Course Objectives:

- 1) Understand proportion and scale: Gain proficiency in maintaining accurate proportions and scale in your sketches, ensuring a realistic representation of subjects.
- 2) Develop basic sketching skills: Learn fundamental techniques such as line weight, shading, and perspective to create accurate and visually appealing sketches.
- 3) Explore various sketching tools: Familiarize yourself with different sketching materials and tools, including pencils, pens, and charcoal, to understand their unique effects on sketches.

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 Fashion Illustration Overview of the course, its objectives, and expectations Brief history of fashion illustration Introduction to different styles and techniques in fashion illustration Basic sketching exercises to warm up	12	25%
2	Garment silhouettes, Planning a Colour story Detail study of human body parts –Man, woman & child. Color Contrast and Attributes: interaction, harmony, psychology, Mood, culture and Expression.	12	25%
3	Normal figure and fashion figures Fashion block figures with all kinds of poses Basic croquis drawing-all sizes. Draping of garments on fashion figures, Define design concept. Stylized croquis	12	25%
4	Classic and innovative fashion details Necklines, collars, sleeves, waistlines, cuffs, Skirts, Trousers, yokes, waistlines, pockets. Technical illustration, Stylized illustrations Illustration of garments- based on any five contemporary themes.	12	25%

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 / 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	To Understand Fundamental Sketching.	2 Understanding
CLO2	To Remember Drawing Proportion.	1 Remembering
CLO3	To define Anatomy and human figure.	1 Remembering
CLO4	To Apply different types of Figures.	3 Applying,
CLO5	To Analyse Study of Illustration and Drawing.	4, 5 Evaluate Analyse
CLO6	To Create Design Wear.	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:	Photography and Editing
Course Code:	14-FDM305-2C
Pre-requisite Course:	-----

Course Objectives:

- Students should have a comprehensive understanding of photography and editing, possessing the skills and knowledge necessary for creative expression and professional applications.

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	
2	-	4	4	25	25	25	25	100

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to Photography Basics of camera operation Understanding composition and framing Types of Photography Portrait, landscape, product, and fashion photography Studio and outdoor shooting techniques	12	25%
2	Lighting Techniques Natural and artificial lighting Introduction to studio lighting setups Post-Processing Fundamentals Overview of photo editing software Basic retouching and color correction	12	25%
3	Advanced Editing Techniques Composite images and image manipulation Special effects and creative editing Digital Asset Management Organizing and archiving photos Metadata and keywording	12	25%
4	Photography Ethics and Copyright Understanding copyright laws Ethical considerations in image creation and editing	12	25%

Reference Books:

Sr. No.	Books
1	The Adobe Photoshop Light room Classic CC Book for Digital Photographers by Scott Kelby
2	The Photographer's Eye: Composition and Design for Better Digital Photos by Michael Freeman

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 operating a camera and understanding photography basics.	2 Understanding
CLO2	Apply different photography techniques for various genres such as portrait, landscape, product, and fashion photography.	1 Remembering
CLO3	Utilize lighting effectively in both studio and outdoor settings	1 Remembering
CLO4	4. Acquire fundamental skills in post-processing and basic photo editing.	3 Applying,
CLO5	Implement advanced photo editing techniques for creative expression.	4, 5 Evaluate, Analyse
CLO6	Understand and adhere to ethical considerations and copyright laws related to photography.	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		H						M	
CLO2		M				L		H				M
CLO3	L			M			M				L	
CLO4									M			
CLO5			M		H					H		H
CLO6		M				H	H		M		M	

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Construction of Men's wear
Course Code:	14-FDM401-2C
Pre-requisite Course:	-----

Course Objectives:

- (1) Students should have the skills and knowledge necessary to construct a variety of men's wear garments, considering both traditional and contemporary construction techniques.
- (2) Acquire proficiency in pattern making specific to men's wear, including drafting basic blocks and manipulating patterns for various garment styles.
- (3) Focus on achieving precise garment fit and mastering tailoring techniques, understanding how to adjust patterns and execute alterations for optimal comfort and style.

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 to Men's Wear Historical evolution Contemporary trends	10	20%
2	Fabric Selection and Analysis Understanding different types of fabrics Fabric properties relevant to men's wear	12	25%
3	Pattern Making for Men's Wear Basic blocks and slopers Adjustments for various body types Garment Construction Techniques Cutting and assembling components Introduction to industrial sewing machines	14	30%
4	Tailoring Principles Hand-sewing techniques Proper fitting and alterations Design Elements in Men's Wear Styling details, Embellishments and accessories	12	25%

Reference Books:

Sr. No.	Books
1	Patternmaking For Fashion Design, 3/e Book by Helen Joseph Armstrong
2	Patternmaking for Menswear by Injoo Kim and Mykyung Uh
3	Classic Tailoring Techniques: A Construction Guide for Women's Wear"
4	Menswear Pattern Cutting by Gareth Kershaw

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 selecting and analyzing appropriate fabrics for men's wear.	2 Understanding
CLO2	Develop and manipulate basic patterns for men's wear, considering various body types	1 Remembering
CLO3	Apply garment construction techniques using industrial sewing machines.	1 Remembering
CLO4	Understand and apply tailoring principles for men's wear.	3 Applying,
CLO5	Integrate design elements to create aesthetically pleasing men's wear garments.	4, 5 Evaluate, Analyse
CLO5	Showcase a final garment project that reflects creativity, technical skill, and adherence to design principles.	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			H							M	
CLO2		M				L	L					
CLO3			H		M					H		M
CLO4	H			M				M			M	
CLO5		M			L				L			L
CLO6				H	H	H			H	M	H	

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Design Project III
Course Code:	14-FDE212-1C
Pre-requisite Course:	-----

Course Objectives:

- 1) Research and analysis: Conduct thorough research to gather relevant information and analyse existing solutions or precedents in the chosen design domain.
- 2) Embrace an iterative approach, continuously refining and evolving the design based on feedback, testing, and analysis.
- 3) Students will learn the Types of Portfolios.

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 Design Project: Basic Project Presentation. Types of Projects.	12	25%
2	Types Of Portfolios: Varies Types of Portfolios and Making by Manual own Portfolio. Fashion - Inertial – Graphic portfolio	12	25%
3	Collection of Designing Project; Fashion – Graphic – Inertial	12	25%
4	Prepare Digital Portfolio: According to Theme and Area	12	25%

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 Level	Taxonomy
CLO1	To Understand Design Pattern.	2 Understanding	
CLO2	To Remember of Design Concept.	1 Remembering	
CLO3	To define Types of Sleeves, Neckline, Collar, Skirt.	1 Remembering	
CLO4	To Apply different types of Techniques.	3 Applying	
CLO5	To Analyse and Study the Methods of Digital Portfolio.	4, 5 Evaluate	Analyse
CLO6	To Create new Design by CAD.	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:	Events & Models
Subject Code:	14-FDE213-1C
Pre-requisite Course:	Understanding colour wheel, Illustration.

Course Objectives:

- (1) Develop skills in organizing and managing fashion events, including coordinating logistics, scheduling, and handling unforeseen challenges.
- (2) Understand the role of photography and media in fashion events, coordinating with photographers and ensuring the event is effectively captured and promoted.
- (3) Acquire skills in marketing and promoting fashion events, including utilizing social media, creating promotional materials, and building partnerships with relevant stakeholders.

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 to Fashion event Types of fashion events (runway shows, exhibitions, etc.) Planning and organizing fashion events Runway choreography and stage management	12	25%
2	Fashion Photography and Posing Basics of fashion photography Posing techniques for models Collaboration between designers and photographers	12	25%
3	Fashion Models Understanding different types of models (runway, commercial, editorial, etc.) Make audio and video by student for runway fashion	12	25%
4	Fashion Marketing and Promotion Strategies for marketing fashion events Building a brand presence Social media and digital marketing for fashion	12	25%

Reference Books:

Sr. No.	Books
1	Dressing the Past by Margarita Gleba; Cherine Munkholt; Marie-Louise Nosch
2	Fashion History by Akiko Fukai; Kyoto Fukushima Bunka Kenkyu Zaidan Staff (Contribution by)
3	What People Wore When by Melissa Leventon
4	Fashion Fads Through American History by Jennifer Grayer Moore

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the Fashion Industry	2 Understanding
CLO2	Event Planning and Organization	1 Remembering
CLO3	Learning pose and aesthetics	1 Remembering
CLO4	Photography and Posing Skills	3 Applying,
CLO5	Marketing and Promotion	4, 5 EvaluateAnalyse
CLO5	Create photography on collection	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:	Advance Visual Merchandising- II
Course Code:	14-AEC114-2C
Pre-requisite Course:	-----

Course Objectives:

- Students should have a comprehensive understanding of visual merchandising principles and practical skills to create impactful and strategic displays in retail environments.

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	
2	-	-	2	25	25	-	-	50

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	08	25%
2	Retail Space Planning Design Principles of effective retail space layout Analyzing store layouts and customer flow Creating mood boards for store design projects	08	25%
3	Window Displays and In-Store Presentations Importance of captivating window displays Techniques for designing eye-catching window displays Creating in-store presentations to enhance customer experience	08	25%
4	Visual Merchandising Props and Signage Using props effectively in visual merchandising Designing and creating signage for promotional messaging Hands-on project: Crafting props and signage for a given theme	08	25%

Reference Books:

Sr. No.	Books
1	Rob Thompson- Manufacturing processes for design
2	professionals- Thames & Hudson-2007
3	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	Students will demonstrate a comprehensive understanding of visual merchandising concepts, including its history	2 Understanding
CLO2	To Remember Various Themes.	1 Remembering
CLO3	To be able to identify space layout of store.	1 Remembering
CLO4	To Applying Various Window Display Techniques.	3 Applying,
CLO5	To Analyzevarious props in Visual Merchandising.	4, 5Evaluate, Analyse
CLO5	To Develop Mood boards for store 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										M	
CLO2		M					L					
CLO3			H		M							M
CLO4				M				M				
CLO5		M			L				L			L
CLO6				H	H	H			H	M	H	

H: High, M: Medium, L: Low

Branch Name:	Bachelor of Design (Fashion Design)
Program Code:	FD102
Course Name:	Design Process II
Course Code:	14-SEC122-2C
Pre-requisite Course:	-----

Course Objectives:

- 1) Design thinking application: Apply design thinking methodologies to generate innovative solutions, integrating empathy, ideation, and prototyping into the design process.
- 2) User testing and feedback incorporation: Implement user testing methods to gather feedback on design prototypes and iteratively incorporate insights into the final solutions.
- 3) Explore a variety of materials and their properties to inform design decisions, considering functionality, aesthetics, and sustainability.

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	Technical Drawing and Specification Introduction to technical drawing in fashion design Creating detailed Product specifications	08	25%
2	Product making and Prototype Basics of product construction Creating prototypes and mock-ups Refining and adjusting product based on prototypes	08	25%
3	Garment Construction Techniques Sewing techniques and garment construction Finishing details and embellishments Quality control and attention to craftsmanship	08	25%
4	Final Collection and Presentation Execution of a final fashion design collection Presentation techniques for showcasing designs Peer review, critique, and reflection on the design process	08	25%

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 Project Making.	2 Understanding
CLO2	To Remember of Design Concept.	1 Remembering
CLO3	To develop understanding of prototype.	1 Remembering
CLO4	To Applying Different types of prototypes.	3 Applying,
CLO5	To Analyse and Study of Fashion design collection.	4, 5 Evaluate Analyse
CLO6	To create product.	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:	Application in Design and Fashion
Course Code:	14-VAC005-1C
Pre-requisite Course:	-----

Course Objectives:

- 1) The subject is related to CAD/CAM
- 2) The student work for Various Types of Designing Software.
- 3) To Understand how to Create Types of Design in Digital 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	
-	-	4	2	-	-	25	25	50

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction: Computer Application in Fashion CAD/CAD – Corel Draw – Photoshop.	06	20%
2	Explain the working styles of tools: Corel Draw – Photoshop.	06	20%
3	Explain Menu Bar: Corel Draw and Photoshop.	09	30%
4	How To Create Illustration: Using Computer Application.	09	30%

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 of Computer Application.	2 Understanding
CLO2	To Remember History of CAD	1 Remembering
CLO3	To be able to identify Tools of Designing Software.	1 Remembering
CLO4	To Applying Various Technique of Illustration.	3 Applying,
CLO5	To Analyze the Corel, Draw and Photoshop Software.	4, 5 Evaluate, Analyse
CLO6	To develop Various Garment on Digital Illustration.	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	PSO 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

H: High, M: Medium, L: Low