

SANKALCHAND PATEL UNIVERSITY
VISNAGAR
Faculty of Design



Structure, Teaching Scheme and Syllabus
of
B. Sc. In Fashion Designing &
Management

Program Code: MS102
With effect from: 2023-24

COURSE LEARNING OUTCOME

Programme Name: -B. Sc. FDM

Program Outcome (PO): -

[PO.1]. Design Process Knowledge: To apply the knowledge of elements and Principles of fashion design to create futuristic designs on various domains and develop prototypes using draping, flat pattern making and stitching.

[PO.2]. Fashion and Fabric Theory Knowledge: To Understand Theories & Principles of behind Fabric Construction, Textile Science, History of Art, Textile, Costumes, Fashion theories, Styles, Marketing and Merchandising.

[PO.3]. Design / Development of Solution: To focus on creative approach of developing design and innovative solutions through learned traditional and contemporary technologies.

[PO.4]. Processional Skills: To demonstrate Event Management, Team Work, Leadership, Entrepreneurial and Business Skills.

[PO.5]. Modern Tool Usage: To Understand the applicability of new Technologies related to design development, material choices, manufacturing and distribution of fashion in global market.

[PO.6]. Visual Communication: To Understand visual communication of ideas in the form of artistic fashion illustrations, graphic illustration, styling, fashion photography and visual display of merchandise.

[PO.7]. Environment and Sustainability: To acquire knowledge about the environmental aspects of textiles and Fashion industry and will be able to provide sustainable competitive edge in meeting industrial demands.

[PO.8]. Ethics: To work ethically in all areas of industry related to fashion, textile and apparel.

[PO.9]. Project Management and Finance: To Develop entrepreneurial opportunities for one selves and others by developing product related to garment/fashion related to various industry/ types of people for serving the society effectively.

[PO.10]. Life Long Learning: To be able to Continue the learning process by upgrading themselves with new technologies and requirements related to ever growing design & fashion industry.

Program Specific Outcome (PSO): -

[PSO.1]. Student will be able to attain successful career option globally not only as fashion designers but also as merchandiser, art director film and theatre Costume designer, fashion photographer and stylist.

[PSO.2]. Students will be able to identify the position in various subfields of apparel, fashion and allied industries like e-commerce, retail, branding and Marketing, luxury and high value product markets.

Credits and Course Type Distribution (Semester wise)

Semester	MJ	MN	MDC	SEC	AEC	VAC/ IKS	INT / OJT	RP / DESRT	TOTAL CREDITS
I	8	4	4	2	2	2	-	-	22
II	8	4	4	2	2	2	-	-	22
III	12	-	4	2	2	2	-	-	22
IV	12	4	-	2	2	2	-	-	22
V	12	8	-	2	-	-	-	-	22
VI	12	4	-	-	2	-	4	-	22
VII	12	4	-	-	-	-	-	6	22
VIII	12	4	-	-	-	-	-	6	22
TOTAL	88	32	12	10	10	8	4	12	176

Semester- II

Branch Name:	Faculty of Design
Program Code:	MS102
Course Name:	Evolution of Art & Design
Course Code:	12-FMM206-1C
Pre-requisite Course:	-----

Course Objectives:

- 1) The core objectives of this module are to facilitate you to explore and learn about History of Art and design, Different art and design movements, Modern and contemporary art & design world.
- 2) Understanding of Indian and western aesthetics and its application in art and design.
- 3) Students will build their knowledge about historical perspective of Art and Design and their impact on modern and contemporary design world

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Prehistoric era to the modern world : Introduction to the history of Art and design from Prehistoric era to the modern world	12	25%
2	European art and design movements: Early and High Renaissance, Mannerism, Baroque, Neoclassical, Romanticism, Realism, Impressionism, Post- Impressionism, Fauvism and Expressionism.	12	25%
3	Modern and contemporary art & design world: Modern and contemporary art & design world, Cubism, Futurism, Dada and Surrealism, Post modernism And DE constructivism.	12	25%
4	Indian Schools: Indian Schools of arts and Crafts, Rajput and Mughal Empire. Indian and western aesthetics Understanding of Indian and western aesthetics, Aesthetics and its application in art and design.	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 / 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	To Understand Indian culture.	2 Understanding
CLO2	To Remember of Mauryan Emperor	1 Remembering
CLO3	To define Types of Indian.Ethics and Philosophy	1 Remembering
CLO4	To Applying Different types of Emotion	3 Applying,
CLO5	To Analyse Study of Indian Culture.	4, 5 Evaluate, Analyse
CLO6	To Create Ethics and Philosophy	6 Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
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:	FACULTY OF DESIGN
Program Code:	MS102
Course Name:	Fashion Art & Design-II
Course Code:	12-FMM207-1C
Pre-requisite Course:	Basic Drawing & Shading Techniques, Basic Colour Combination

Course Objectives:

- 1) An integral part of Fashion Design is acquiring rendering skills
- 2) Makes the Design to present ideas in the most appropriate and effective way through the foundation of Drawing & Sketching. .
- 3) This Course helps students to understand the types of Textures and colour Combination.

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		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
-	-	8	4	-	-	-	-	18	50	18	50	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Croque exercise 8" Flash figure ,10" Flash figure and 12" Flash figure	12	25%
2	Face /croque Female face (pencil) Female face (colored), ¾ side view , Side pose female and Back pose female Male face(pencil) Male face (colored), Mechanical male croqui , Front pose male, Back pose male and Side pose male Baby face (pencil) Baby face (colored) and Children front pose	12	25%
3	Features Hands/ legs, Necklines , Collars, Sleeves, Pockets, Yoke, Cuffs Waistline	12	25%
4	Garments study Fabric texture Traditional saree, Cocktail saree, Chaniya choli and Suits Theme garments Female, Male and Children	12	25%

Reference Books:

Sr. No.	Books
1	Grade Examination - Drawing Made Easy Subodh Narvekar Avdhut Narvekar Navneet publication (India) Ltd.
2	Sketching and Drawing Vasudev Kamath – Jyotsna Prakashan Pune ,2nd Edition,2006
3	Still Life Sanjay Shelar Jyotsna Prakashan Pune ,1st Edition,2007
4	Perspective Milind Mulik Jyotsna Prakashan Pune ,1st Edition,2006
5	Colour Pencil Rahul Deshpande, Gopal Nandurkar Jyotsna Prakashan Pune ,1st Edition,2004
6	Draw and Paint Pundalik Vaze – Jyotsna Prakashan Pune ,1st Edition,2002
7	Figure study made easy Aditya Chaari Grace Publication, Mumbai 2005
8	Anatomy and Drawing Victor Perard Grace Publication, Mumbai 2000

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 of Illustration.	2 Understanding
CLO2	To Remember types of Face Features	1 Remembering
CLO3	To define Pencil and Colour Shading.	1 Remembering
CLO4	To Applying Different types of Texture in Different Garment.	3 Applying,
CLO5	To Analyze Garment Study.	4, 5 Evaluate, Analyze
CLO6	To Develop Theme Wear Garment.	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
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:	Faculty of Design (FD)
Program Code:	MS102
Course Name:	Embroidery and Surface Embellishment
Course Code:	12-FME208-1C
Pre-requisite Course:	Technique of Tracing Motif, Various types of Hand Embroidery, Hand Painting , Hand Printing, Surface Ornamentation with Embroidery

Course Objectives:

- 1) To teach the basic hand embroidery techniques.
- 2) Surface designing and other ornamentation techniques.
- 3) To introduce the students to various traditional embroidery techniques of India.

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		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction : Transferring and tracing designs	12	25%
2	Types of work : Appliqué Work quilting etc.	12	25%
3	Using different Martial making sample: Lace Work ,Mirror Work ,Bed Work, Metal Thread Embroidery, White Work, Smocking	12	25%
4	Making sample : Batik, Stencil ,Screen and Block Printing	12	25%

Reference Books:

Sr. No.	Books
1	Lemon, Jane (2004). Metal Thread Embroidery.
2	The Art of Embroidery: Inspirational Stitches, Textures and Surfaces by Francoise.
3	The Embroiderer's Handbook by Margie Bau.

LAB/Practical

Sr. No.	Books
1	Students should be taken to Art Museums Visit to understand Traditional Embroidery & Surface Ornamentation Process.
2	Expert talk from Artisans of Handicraft can be arranged for students to understand Embroidery & Printing Related Art.

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

CLO	Description	Bloom's Taxonomy Level
CLO1	To interpret Transferring & Tracing Technique.	2 Understanding
CLO2	To identify Appliqué & Quilting Methods.	1 Remembering
CLO3	To memorize Surface Ornamentation & Printing Techniques.	1 Remembering
CLO4	To Apply Embroidery & Printing Techniques on Fabric or Article.	3 Applying
CLO5	To Examine Surface Ornamentation Techniques & Justify Design According to Embroidery & Printing Method.	4, 5 Analyse, Evaluate
CLO6	To Build a new Design according to Embroidery & Printing.	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1	M	L	M			M		M			H	
CLO2				L		L						
CLO3		L			L							
CLO4	H	H		M	H			H				
CLO5			H			H		H	H			
CLO6			H			H			H	H	H	M

H: High, M: Medium, L: Low

Branch Name:	Faculty of Design
Program Code:	MS102
Course Name:	Marketing & Mass Communication
Course Code:	12-FME209-1C
Pre-requisite Course:	Marketing and Communication

Course Objectives:

- 1) To facilitate understanding of the conceptual framework of marketing.
- 2) To understand the role and functions of marketing within an organization, learn key marketing concepts, theories and techniques for practical studies.
- 3) To develop managerial skills in the students' and to develop aesthetic, intellectual and technological abilities through this subject and also subject that integrates theory and practice for designers and merchandise.

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		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	4	4	09	25	09	25	09	25	09	25	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction: Meaning of Market, Types of Market, Origin of Marketing, Marketing, Definition, Nature and Scope, Concepts, Significance. Types of Marketing, Telemarketing, E-marketing, Service marketing, Rural marketing, Role and functions of marketing manager	12	25%
2	Product and Pricing decisions: Product Concept, Product market strategies, Product mix, Development of new product stages including marketing test product, Product life cycle, Pricing decision: What is price? - Objectives of pricing, Significance of Price factor,	12	25%
3	Photography- Types of photography - Advantage – Disadvantage - Purpose of modelling Props in styling- Different types of props- Use of Props - Space of props- Music instruments- Sports instruments Adapting for Magazine- Process of adapting magazine	12	25%
4	Media- Types of Media- Radio- Television- News paper – Magazine- Internet – Activity of media- Role of media in Industry -Importance of Media in Industry	12	25%

Reference Books:

Sr. No.	Books
1	Fashion Design Felicity Everlett EDC publishing, 1987
2	Fashion Forecasting by Kathryn Mckelvey Jennie Munslow , 2008
3	Fundamentals of Marketing Management by Prof. S.A. Sherlekar and R. Krishnamurthy, Himalaya Publication house, Mumbai.
4	Marketing Management by Philip Kotler, Pearson prentice Hall, New Delhi

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

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Mass Communication	2 Understanding
CLO2	To Remember of Marketing	1 Remembering
CLO3	To define Types of Media.	1 Remembering
CLO4	To Applying Different types of Photography	3 Applying,
CLO5	To Analyse Advertisement and Media Study.	4, 5 Evaluate, Analyse
CLO6	To Develop Marketing and Communication	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
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:	Faculty of Design
Program Code:	MS102
Course Name:	Design Entrepreneurship, Innovation & Start-ups
Course Code:	12-MDC210-1C
Pre-requisite Course:	Basic Entrepreneurship, Innovation

Course Objectives:

- 1) Describe the principles and functions of management
- 2) Describe leadership styles and behavioural patterns
- 3) Describe the structure and functions of media organizations
- 4) Explain the importance of revenue generation for media organization in print, radio, TV & online

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
3	-	2	4	18	50	09	25	-	-	09	25	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	[Media Organisation - Structure and Functions] :1. Media Organisation: Meaning, Structure and Importance2. Ownership Patterns of Media Organisations3. Cross Media Ownership and Conglomerates: Case Studies of Times Group and Reliance Communication4. FDI in Indian Media and Entertainment Industry.	12	25%
2	[Management - Functions and Principles] :1. Management: Definition, Need and Principles2. Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination3. Management: Responsibility, Authority and Accountability4. Leadership: Importance, Needs and Types.	12	25%
3	[Managing Media Organisations and Start Ups] :1. Establishing a Media Organization or Start Up: Steps Involved2. Human Resource Management: Roles and Responsibilities3. Methods of Revenue Generation by Media Organizations and Start Ups4. Managing Cost and Revenue Relationship.	12	25%
4	[Media Marketing and Entrepreneurship] L: 121. Marketing Media Products2. Media Business: Innovation and Entrepreneurship 3. Media Entrepreneurship and its Challenges4. Emerging Trends in Entertainment and Media Industry	12	25%

Reference Books:

Sr. No.	Books
1	Albarran , A. B., Chan-Olmsted, S. M., & Wirth, M. O. (2006). Handbook of Media Management and Economics. Mahwah, NJ: L. Erlbaum Associates
2	Alexander, A. (2004). Media Economics: Theory and Practice. Mahwah, NJ: Lawrence Erlbaum
3	Doyle, G. (2011). Understanding Media Economics. London: Sage Publication
4	Herrick, D. F. (2003). Media Management in the age of Giants: Business Dynamics of Journalism. Ames: Iowa State Press.
5	Kotler, P. (2003). Marketing Management. Upper Saddle River, New Jersey's: Prentice Hall.
6	Mass Media in India 1994-95. (1995). New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India
7	www.media-studies.ca/articles/resonance and the global village
8	www.studentpulse.com/articles/61/understanding-
9	www.un-documents.net/macbride-report
10	www.media-alliance.org/article/many voices, one world

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 Entrepreneurship	2 Understanding
CLO2	To Remember Management Roles and Responsibilities	1 Remembering
CLO3	To Remember Ownership Patterns	1 Remembering
CLO4	To Applying leadership styles and behavioural patterns	3 Applying,
CLO5	To Analyze Management	4, 5 Evaluate, Analyze
CLO6	To Develop Media Organisations and Start Ups	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
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:	FACULTY OF DESIGN
Program Code:	MS102
Course Name:	Design Thinking Ability
Course Code:	12-AEC104-1C
Pre-requisite Course:	Basic Designing

Course Objectives:

- 1) This course aims to bring together the principles of different streams so as to solve contemporary environmental problems.
- 2) To intends to inculcate the environmental values translating into pro-conservation actions.

Teaching Scheme (Hours per week):

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-		2	09	25	09	25	-	-			50

Syllabus:

Sr.No.	Content	Total Hours	Weightage (%)
1	Introduction to Design Thinking 1. Understanding the Design Thinking Process 2. Empathy in Fashion Design: User-Centered Approach 3. Ideation Techniques and Brainstorming 4. Prototyping and Iterative Design	10	20%
2	Creative Problem Solving in Fashion 1. Identifying Design Challenges in the Fashion Industry 2. Applying Design Thinking to Solve Real-world Fashion Problems 3. Case Studies: Successful Applications of Design Thinking in Fashion Design	10	20%
3	Developing a Design Mindset 1. Cultivating Creativity and Innovation 2. Overcoming Design Blocks and Enhancing Design Confidence 3. Embracing Failure as a Catalyst for Innovation	14	30%
4	Enhancing Visual and Spatial Abilities 1. Sketching and Illustration Techniques 2. Spatial Visualization in Fashion Design 3. How to Solve Mind Blocking.	14	30%

Reference Books:

Sr. No.	Books
1	Drake/ Spoone/Greenwald —Retail Fashion Promotion and Advertising
2	Gini Stephens Frings — Fashion- from concept to consumer Pearson Education
3	Jarnow, J and KG Dickenson, — Inside the Fashion Business Prentice Hall, 1997
4	Jerligan Easterling —Fashion Merchandising and Marketing Pearson Education

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

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Basic Thinking Ability.	2 Understanding
CLO2	To Remember of Design Area.	1 Remembering
CLO3	To Define Types of Think out of box.	1 Remembering
CLO4	To Applying Different types of Emotion	3 Applying,
CLO5	To Analyze Study of Design Thinking.	4, 5 Evaluate, Analyze
CLO6	To Create New Design Development.	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
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:	Faculty of Design
Program Code:	MS102
Course Name:	Technical Drawing - II
Course Code:	12-SEC105-1C
Pre-requisite Course:	-----

Course Objectives:

- 1) Ability to quickly visualize ideas, to do visual design explorations.
- 2) To create compelling visuals of ideas before they come to reality for every stakeholder's proper understanding.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
-	-	4	2	-	-	-	-	09	25	09	25	50

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Geometry and Surface Development Construction of geometric solids Tessellations and surface development.	12	25%
2	Plan and Elevations (Working Drawing) Development of basic plan and elevations of a room	12	25%
3	Basic Garment and Pattern Drafting (Working Drawing) Basic Pattern Drafting on sheet (women's wear)	12	25%
4	Digital Representation of Working Drawing. Technical Representation through Auto-CAD & Corel Draw Digital Rendering Digital rendering through Auto-CAD/CorelDraw/Photoshop	12	25%

Reference Books:

Sr. No.	Books
1	Rendowjee: architectural drawing, a visual compodum of types and methods.
2	Gill: rendering with pen and ink
3	N.d.bhatt; engineering drawing

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 Design.	2 Understanding
CLO2	To Understand Computer Software.	1 Remembering
CLO3	To Remember Basic plan and elevation of a room.	1 Remembering
CLO4	To presentation of Digital Representation.	3 Applying,
CLO5	To Evaluate Digital Rendering and Analyse.	4, 5 Evaluate, Analyse

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1		M									M	
CLO2	M			H								M
CLO3	M		M								H	
CLO4						H		M				M
CLO5								H		M		

H: High, M: Medium, L: Low

Branch Name:	Faculty of Design
Program Code:	MS102
Course Name:	UHV-II
Course Code:	12-VAC002-1C
Pre-requisite Course:	---

Course Objectives:

- 1) To train the student for Development of a holistic perspective based on self-exploration about themselves (human being), family, society and nature/existence.
- 2) To understand (or develop clarity) the harmony in the human being, family, society and nature/existence.
- 3) To strengthen self-reflection.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	-	2	09	25	09	25	-	-	-	-	50

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Case studies of typical holistic technologies, management models and production systems 6. Vision for the Holistic alternatives, UHVs for entrepreneurship. Strategy for transition from the present state to Universal Human Order: (a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers (b) At the level of society: as mutually enriching institutions and organizations – Right understanding and dilemmas of professional ethics in today's world.	12	25%
2	Holistic perception of harmony at all levels of existence: Include practice sessions to discuss human being as cause of imbalance in nature (film “Home” can be used), pollution, depletion of resources and role of technology etc.	12	25%
3	Understanding the harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals. Visualizing a universal harmonious order in society- Undivided Society, Universal Human Order- from family to world family.	12	25%
4	Understanding the harmony: in the Nature and its Equanimity, Respect for all, Nature as Teacher .Interconnectedness and mutual fulfilment among the four orders of nature- recyclability and self-regulation in nature. Understanding Existence as Co-existence of mutually interacting units in all- pervasive space. Holistic perception of harmony at all levels of existence.	12	25%

Reference Books:

Sr. No.	Books
1	Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amarkantak, 1999.
2	Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2004.
3	The Story of Stuff (Book).
4	Small is Beautiful - E. F Schumacher

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

CLO	Description	Bloom's Taxonomy Level
CLO1	To Understand Universal Human Values	2 Understanding
CLO2	To Remember of Natural Acceptance" and Experiential Validation	1 Remembering
CLO3	To Define Types of human-human relationship	1 Remembering
CLO4	To Applying harmony in the Nature and its Equanimity	3 Applying,
CLO5	To Analyzenature- recyclability and self-regulation in nature	4, 5 Evaluate, Analyze
CLO6	To Develop Holistic perception of harmony at all levels of existence.	6 Creating

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
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