

Branch Name	Master of Design (Fashion Design)
Branch Code	FD201
Course Name:	Fundamentals of Design & Illustration
Course Code	2FD2010105
Pre-requisite Course:	-----

Course Objectives:

1. To understand the principles and elements of design and their application in fashion design development.
2. To develop creative visualization and conceptualization skills for generating and communicating design ideas.
3. To acquire proficiency in fashion figure drawing and garment illustration using appropriate rendering techniques.
4. To apply colour theories, textures, and presentation techniques to effectively communicate fashion concepts and design solutions

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	-	-	-	-	10	25	10	25	50

Subject Content:

Sr.No	Topic	Total Hours	Weightage (%)
1	Introduction to Design Fundamentals • Elements of design: line, shape, form, color, texture, and space. • Principles of design: balance, rhythm, harmony, contrast, and emphasis. • Visual composition and arrangement of design elements. • Application of design principles in fashion design.	6	25%
2	Basics of Fashion Illustration • Introduction to fashion illustration and its role in fashion design. • Proportions of fashion figures and body structure. • Basic fashion figure drawing techniques. • Developing different poses for fashion illustration.	6	25%
3	Garment Illustration Techniques • Drawing different types of garments on fashion figures. • Illustrating folds, drapes, and garment silhouettes. • Understanding fabric fall and garment structure in illustrations. • Illustrating details such as collars, sleeves, and trims.	6	25%
4	Module 4: Colour and Rendering Techniques • Introduction to colour theory in fashion illustration. • Techniques of colouring using pencils, markers, and watercolours. • Rendering different fabric textures in illustrations. • Creating shading and highlights for depth.	6	25%

Reference Books:

S.No	Books
1	Elements of Fashion and Apparel Design – Sumathi G. J., New Age International Publishers, 2022.
2	Fashion Illustration and Design – Rohit Manglik, EduGorilla Publication, 2024. (Fashion sketching, rendering, mood boards, and design visualization.)
3	Fashion Illustration and Designing – Rohit Manglik, EduGorilla Publication, 2024. (Fashion figure drawing, garment rendering, and collection development.)

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

CLO	Description	Bloom Taxonomy Level
CLO1	Explain the fundamental elements and principles of design.	4,5 Evaluate, Analyse
CLO2	Demonstrate basic fashion figure drawing and body proportions.	3 Applying
CLO3	Illustrate garments and fashion details on fashion figures.	1 Remembering
CLO4	Apply colour and rendering techniques in fashion illustrations.	2 Understanding
CLO5	Develop creative fashion illustrations based on design concepts.	3, 6 Applying, Creative

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes (PO's)										Program Specific Outcomes (PSO)	
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
CLO 1	L			H							M	
CLO 2		M				L	L					
CLO 3			M		M					H		M
CLO 4	H							M			M	
CLO 5		M			L	M			L			L
CLO 6				H	H				H	M	H	

H: High, M: Medium, L: Low