

Branch Name:	Faculty of Design
Program Code:	MS102
Course Name:	Basics of Design
Course Code:	21-FMM103-1C
Pre-requisite Course:	

Course Objectives:

- To introduce students to the fundamental concepts and vocabulary of design.
- To develop an understanding of elements and principles of design through practical exercises.
- To explore color theory and its application in fashion and textile design.
- To enhance creativity, observation, and visual communication skills through design projects

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	Design 1. Understanding Design 2. Types of Design-Structural and Decorative Design 3. Aesthetics in Design	6	25%
2	Introduction 1.Elements of Design 2.Principles of Design	6	25%
3	Elements of Designs 1. Line: Types, Relevance in Design, Illusion and Psychology 2. Colour: Introduction to Colour. a. Properties of Colour: Hue, Value and Intensity. b. Colour Wheel c. Colour Categories : Primary, Secondary, Tertiary and Intermediate Colours d. Warm and Cool Colours, Neutrals. Additive and Subtractive e.Theory Vocabulary of Colour. f. Colour Harmonies 3. Texture : Relevance to Design, Visual and Tactile Qualities 4. Shape, Form and Space : Relation of Shape and Form to a. Space b. Types of Shapes, Relevance to Design c. Shape: Application in Fashion 5. Pattern: Relevance in Design	6	25%
4	Principles of Design 1. Proportion: Relevance to Design Size and Space Relationship 2. Comparing Mass to Void	6	25%

	3. Balance: Types of Balance Importance in Design 4. Rhythm: Relevance to Design, Types of Rhythm 5. Emphasis: Importance of Emphasis in Design 6. Harmony / Unity: Unity in a composition or design		
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Reference Books:

Sr. No.	Books
1	Indian Design Tradition, National Institute of Design, 2005.
2	The Art of Color, John Wiley & Sons, 1970
3	The Fundamentals of Fashion Design, Bloomsbury Publishing, 2017.

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Identify and explain the fundamental elements and principles of design.	1 Remembering
CLO2	Demonstrate an understanding of visual composition through the effective use of design elements.	2 Understanding
CLO3	Apply principles of design to create balanced, harmonious, and aesthetically appealing compositions.	3 Applying
CLO4	Analyze and utilize color theory, color harmonies, and psychological effects of color in design projects.	4,5 Evaluate, Analyse
CLO5	Develop creative design solutions by integrating elements, principles, and color concepts.	6, Creative
CLO6	Create and present original design compositions and fashion-related visual projects that effectively communicate design ideas.	3, Applying

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	
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