Satyam Fashion Institute (College Code 302)
Affiliated to S.N.D.T. Women's University, Mumbai

Name of Program: P.G. Diploma in Fashion Design

Program Code: 104

Program Outcomes

After successful completion of the program, the graduates will be able

1. To recognize the skills necessary as a professional in the fashion industry by developing the abilities to solve the real time problems in field.

2. To prepare students to deliver on specific assignments related to design development, design production management, fashion history, apparel quality management, fabric designing, printing, fashion merchandising, textile science, marketing and fashion forecasting

3. To enable students for evaluating and developing design solutions by conducting market research and to understand as well as analyze the needs of specific markets.

4. To illustrate designing skills with the ability to conceptualize ideas as Merchandiser, Designers Coordinators & Entrepreneur in the garment Industry at global level.

Program Specific Outcomes

At the end of program the student should

PSO1- be able to understand the fashion Design field, the designing tools, skills and the way to create their own designs.

PSO2- be able to understand the History of Fashion and Design and its effect on the contemporary practices.

PSO3- be able to meet the fashion design industry standards.

Course Outcomes

P.G. Diploma in Fashion Design (Semester-I)

Course Code	Course Name	Course Outcomes
1001	Textile Science	1) To have through knowledge of fabrics this would help them to execute professional duties effectively.
1002	Elements of Design – I	1) To develop an understanding of the Elements of Design & explore various mediums
1003	Fashion Illustration-I	1) To understand the importance of Anatomical Studies as the basis of fashion illustration. 2) To realize the need for understanding, clarity and confidence in drawing of the human body as a mode of visual communication in fashion

		3) To develop the ability to anticipate strategies and plan design activities within the context of market forces & consumer aspirations.
1004	Fashion Studies	1) Develop an understanding of Aesthetic aspects – Identification with reference to products and environment. 2) Nature of Aesthetic experience and its effects on the body and mind. 3) Develop an understanding of the Elements and Principles of Design with reference to Apparel 4) Familiarize with different types of design details 5) Identify apparel categories and their guidelines 6) Understand market influences on Fashion Designers, Fashion centers and brands.
1005	Pattern Making I	1) Understanding of human body 2) Familiarization with tools of pattern making 3) Understanding the terminology of pattern making 4) Draft Basic Bodice Blocks 5) Dart Manipulation and its assignments 6) Sleeve, collar, Skirt block and its variations
1006	Garment construction I	1) Developing skill and dexterity in proper machine handling and operating Enabling students to gain basic standard of professional sewing by undertaking a variety of exercises and projects.
1007	Computer	1) To introduce the basic principles of computer hardware and software and to familiarise with core elements of DOS/Windows and basic applications in the areas of word-processing, spreadsheet operations, and presentation with computers. 2) To familiarise students with the scope and utility of the Internet

P.G. Diploma in Fashion Design (Semester-II)

2001	Principle of Fashion Marketing	1) To familiarize with marketing mechanisms that affects and governs fashion Trade
2002	Fashion Merchandising	1) To make students understand the basic concepts of merchandising and its importance in the Apparel industry.
2003	Fashion Illustration-II	1) To realize the requirement for illustration skills as an essential tool of visual communication for the industry 2) To develop skills in Fashion Model Drawing and rendering
2004	Pattern Making II	This area of instruction should enable students to understand concepts in pattern making develop garments
2005	Garment Construction-2	1) Developing skill and dexterity in proper machine handling and operating 2) Enabling students to gain basic standard of professional sewing by undertaking a variety of exercises and projects
2006	Textile Design & Surface Ornamentation	1) The student should have a fair idea of the various kinds of surface ornamentations in textile to effectively utilize the same in one's profession.
2007	Computer Aided Design	1) CAD has found its way into all major disciplines that have got anything to do with designing or drafting techniques. 2) This course focuses on the usage of computer graphics in achieving the results for Fashion Designing. 3) The objective is to expose professionals in the field of fashion to computer aided designing techniques, and their application in the industry.

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56, A/14 & 15, Sector-62
NOIDA.- 201305

P.G. Diploma in Fashion Design (Semester-III)

3001	Design of Fashion History	1) Exploration of important development from industrial revolution to digital age in history of decorative arts, interiors, furniture, textiles, product and graphic design.
3002	Operations Research and Fashion Forecasting	1) To introduce to tools and techniques of operations research. 2) To apply these in making optimal managerial decisions in the context of retail operations.
3003	Customer Service and CRM	1) Providing the students with techniques for high quality and professional service and also familiarizing them with the importance of customer relationship management.
3004	Visual Merchandising	1) Understanding of architectural tools required for store planning 2) Exposure to variety of material used in industry 3) Understanding advance features of Adobe Photoshop & Illustrator 4) Usage of Lighting
3005	Apparel Quality Management	1) This course will make the students to understand different manufacturing departments, their functions and the different methods of sewing garments, their classification and applications. This course will also expose Pre-production activities and delve into garment breakdown with machine and attachment details. This course will further enable the students to the growing importance of quality in today's world in general and apparel industry in specific, and its relevance to apparel production and merchandising.
3006	Internship	1) To follow the process in the industry and submit a report and give a presentation of the same.

P.G. Diploma in Fashion Design (Semester-IV)

4001	Range Development	1) The student should be able to present a professional collection in front of industry people.
4002	Brand Management	1) The aim of this is to develop an application for integrative approach of various functional areas of merchandise sourcing and logistics and to familiarize the students with a basic supply chain management system.
4003	Portfolio Development	1) To enable students develop a comprehensive portfolio showcasing their professional competencies and skills.
4004	Business Economics and Statistics	1) To introduce economic concepts relevant to modern business management. 2) To perform various forms of economic analysis extracting useful information from economic data. 3) To develop the analytical skills of the students and familiarize them with the statistical methods.
4005	Trend Research And Forecasting	1) The aim of this course is to cover retail and trend research, and design development to carry forward into product development and make a presentation of fashion ranges for specific markets.

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56, A[14 & 15, Sector-62
NOIDA -201305

Satyam Fashion Institute (College Code 302)
Affiliated to S.N.D.T. Women's University, Mumbai

Name of Program: **B.A. (Mass Media)**

Program Code: **131**

Program Outcomes

After successful completion of the program, the graduates will be able

1 To develop a critical understanding about media as a discipline and also media as an instrument for Social Change.
2 To communicate effectively across various platforms of Media. At the end of the course they will get expertise and experience with extensive training and media exposure through Media Visits & internships.
3 To understand various areas of Media and they will become familiar with the working process of Media Houses.
4 To Pursue career in Print Journalism, Photo Journalism, Television Journalism, Production and Writing, Web Journalism, Radio production, Ad & PR etc.

Program Specific Outcomes

At the end of program the student should

1 PSO1- To be able to apply the techniques of reporting, writing and designing skills in print media, Broadcast and Digital media.
2 PSO2-To be able to work on the various editing software and hardware used in the media organisations.
3 PSO3-To be able to apply different research techniques and strategies on a wide cross sections of Media Industry.
4 PSO4-To be able to handle managerial aspects of Print, Electronic & Digital Media.

Course Outcomes

Bachelor of Arts (Mass Media), FIRST YEAR: SEMESTER -1

Course Code	Course Name	Course Outcomes
1001	Effective Communication Skills	1. Provide an understanding about the basics of effective communication. 2. Learn the principles of reading, writing and oral communication. 3. To enable students with effective writing skills
1002	Fundamentals of Mass	1. To learn the characteristics and forms of mass communication. 2. Understand scope, need and role of mass communication in any society.

		Communication	3. Examine the relationship of media and society.
1003		Contemporary World History	1. Get acquainted with contemporary developments in India as well as in the World. 2. Understand the inter-relationship between significant historical movements and role of media therein. 3. Explore ideologies that have shaped the contemporary world.
1004		Introduction to Sociology	1. Be familiar with social stratification and various units of the society. 2. Understand contemporary social issues. 3. Recognize role of sociology in communication and vice versa.
1005		Traditional Media	1. Recognize role of performing arts and its association with mass media. 2. Understand nuances of performance and stage craft. 3. Explore diverse means of communication across India in terms of saying, songs, riddles, storytelling traditions, folk arts and so on. 4. To impart practical training in working of theatre and stage management.

Bachelor of Arts (Mass Media), FIRST YEAR: SEMESTER -2

2001	Environment Studies	1. To become aware about the importance, current situation and role of natural resources in human life. 2. To realize the need and importance of environmental concerns. 3. To create a pro–environmental attitude and a behavioral pattern which is based on creating sustainable lifestyles. 4. To achieve a total behavioral change by becoming aware about challenges facing human civilization. 5. To gain understanding about concept, types of various ecosystems, biodiversity, and need of conservation and social challenges for environment sustainability.
2002	Indian Political and Economic Systems	1. To get acquainted with interdisciplinary approach towards political science and economics and its significance for media studies. 2. To understand interrelationship between Indian Political System and Indian Economy and their influence on media and society at large.
2003	Introduction to Psychology	1. To get acquainted with role of psychology in human behaviors. 2. To understand interrelationship between variables related to personality, behavior and media.
2004	Events Management	1. To acquaint themselves with the fundamentals of Management by managing an event. 2. To acquire event management skills by being member of a group and learning about self and others.
2005	Introduction to Computers	1. To gain basic knowledge of computers. 2. To undertake applications of computers in other subjects. 3. To do research work and obtain information for presentations through internet. 4. To prepare documentation & PowerPoint presentations.

Bachelor of Arts (Mass Media), SECOND YEAR: SEMESTER -3

3001	Introduction to Print Media	1. To gain basic knowledge of small and big print media. 2. To know evolution of print media over the period of time. 3. To be able to recognize differences of print media vis-à-vis electronic media.
3002	Basics of Advertising	1. To gain basic understanding of advertising as mode of communication. 2. To know evolution of advertising media over the period of time.

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56, A/14 & 15, Sector-62
NOIDA -201305

		3. To be able to recognize process and product of advertising production.
3003	Fundamentals of Public Relations	1. To gain basic knowledge of small and big print media. 2. To know evolution of print media over the period of time. 3. To be able to recognize differences of print media vis-à-vis electronic media.
3004	Visual Communication and Photography	1. To gain understanding of visuals in media. 2. To be able to create visuals using camera. 3. To be able to recognize elements of visuals in media production.
3005	Introduction to Cinema	1. To help the students to become critical viewers of films other than full length features. 2. Understanding Cinema as mode of mass communication 3. To get exposed to different forms of Cinema and be able to examine its relationship with society.

Bachelor of Arts (Mass Media), SECOND YEAR: SEMESTER -4

4001	Introduction to Broadcast Media	1. To gain basic knowledge of broadcasting as form of communication. 2. To know evolution of broadcast media over the period of time. 3. To be able to understand electronic media production processes. 4. To examine forms of broadcast media productions.
4002	Integrated Marketing Communication	1. To gain basic knowledge of marketing communication. 2. To know evolution of marketing communication with evolution of media vehicles. 3. To be able to examine IMC campaigns.
4003	Introduction to New Media	1. To gain basic knowledge of new media processes. 2. To know evolution of marketing communication with evolution of media vehicles. 3. To be able to examine IMC campaigns.
4004	Women and Media	1. To know relationship between women and media. 2. To able to examine presence/absence of women from mainstream media. 3. To understand usage of media by women as communicator as well as audiences.
4005	Writing for Media	1. To gain basic knowledge of writing for media. 2. To able to examine different forms of writing in media. 3. To understand role of language in communicating meaning.

Bachelor of Arts (Mass Media), THIRD YEAR: SEMESTER -5

FOR SPECIALIZATION – ADVERTISING & PR

5101	Introduction to Research	1. To know process of scientific knowledge creation. 2. To able to execute small research project in order to enable them for further study. 3. To understand formulation, collection and processing of information.
5102	Advertising & Marketing	1. To know relationship between advertising and marketing. 2. To understand usage of media for marketing and advertising purposes.
5103	Branding	1. To know concept and importance of branding in advertising practice. 2. To able to examine presence/absence of brands and its role in marketing. 3. To understand role of media in branding of people, products, services, ideas.
5104	Consumer Behaviour	1. To know concept of consumer. 2. To able to examine role of consumer behavior on media and media on

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56, A/14 & 15, Ssctor-62
NOIDA -201305

5105	Media Planning & Scheduling	consumer behaviour. 1. To able to understand role of media planning in advertising. 2. To examine how media scheduling impact brand visibility and audience reach. 3. To understand usage of media vehicle for planning and scheduling by advertisers.

Bachelor of Arts (Mass Media), THIRD YEAR: SEMESTER -6

FOR SPECIALIZATION – ADVERTISING & PR

6101	Advertising and Society	1. Understand the impact of Mass Media on Society in general. 2. Learn the positive and negative impact of Advertising on customs, festivals and local flavor.
6102	Advertising Agencies	1. Understand the difference between the working of an Advertising Agency and an Advertising Department. 2. Get a deep insight into the working of an Advertising Agency.
6103	Customer Relationship Management	1. To know relationship between women and media. 2. To able to examine presence/absence of women from mainstream media. 3. To understand usage of media by women as communicator as well as audiences.
6104	Laws and Ethics in Advertising	1. Understand the importance of adhering to ethics in advertising. 2. Know the various Acts like MRTP Act, AAAI code of conduct in advertising.
6105	Internship	1. Offer a hands-on opportunity to work in their desired field. 2. Understand practical application of theoretical and classroom learning in the field. 3. Gain real life working experience. 4. Employable to gauge their skills with the industry requirements.

Bachelor of Arts (Mass Media), THIRD YEAR: SEMESTER -5

FOR SPECIALIZATION – JOURNALISM

5201	Introduction to Research	1. To know process of scientific knowledge creation. 2. To able to execute small research project in order to enable them for further study. 3. To understand formulation, collection and processing of information.
5202	Political and Economic Reporting	1. To understand governance, and role of media in governance. 2. To be able to comprehend how economic and political structures need to be understood to report about their affairs.
5203	Newspaper Editing Layout & Design	1. To know relationship between women and media. 2. To able to examine presence/absence of women from mainstream media. 3. To understand usage of media by women as communicator as well as audiences.
5204	Journalism for Social Change	1. To know relationship between journalism and social change. 2. To understand role and nature of journalism required to bring about social change. 3. To examine case studies and people associated with journalism for social change.

| 5205 | Magazines and Journals | 1. To understand evolution of magazines as print media and their relationship with its audiences. |

Bachelor of Arts (Mass Media), THIRD YEAR: SEMESTER -6

FOR SPECIALIZATION – JOURNALISM

6201	News Media Organization & Management	1. Understand functioning of a newspaper from management perspective. 2. Develop a set of skills to problem-solve in a newsroom. 3. Learn about all departments of a newspaper company and how they interact to achieve company goals. 4. Know what is involved in strategic planning and decision-making as far as newspaper organization is concerned.
6202	Web and Electronic Journalism	a. To acquaint to all aspects of the electronic media & Web Journalism. b. To discern what is the definition of news according to electronic media & Web Portals. c. To learn how facts are gathered and checked; news writing and television/radio/web language. d. To understand how to edit/telecast the news with the help of latest systems.
6203	Press Laws and Ethics	1. To know laws that govern press in India. 2. To able to examine ethical issues in media practice. 3. To understand importance of laws and ethics in media production.
6204	Indian Regional Journalism	1. To know relationship between regional and national media in India. 2. To able to examine need and presence/absence of regional journalism in the country. 3. To understand usage of regional media in India.
6205	Internship	1. Offer a hands-on opportunity to work in their desired field. 2. Understand practical application of theoretical and classroom learning in the field. 3. Gain real life working experience. 4. Employable to gauge their skills with the industry requirements.

Bachelor of Arts (Mass Media), THIRD YEAR: SEMESTER -5

FOR SPECIALIZATION – ANIMATION

5301	Introduction to Research	1. To know process of scientific knowledge creation. 2. To able to execute small research project in order to enable them for further study. 3. To understand formulation, collection and processing of information.
5302	Introduction to Animation	1. To know evolution of animation as an industry and role of technology in that evolution. 2. To understand role, scope and importance of animation in media production.
5303	Basics of Art & Drawing	1. To know fundamental concepts of drawing and art and paining. 2. To be able to implement concepts for creating drawings using varied techniques.
5304	2D and 3D Animation	1. To know perspectives in animation forming 2D and 3D projects. 2. To understand techniques of animation and execute them in form of a project.
5305	Animation Scripting	1. To understand concepts and commands to execute animation scripting. 2. To be able to execute animation project using scripting.

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56, A[14 & 15, Sector-62
NOIDA -201305

Bachelor of Arts (Mass Media), THIRD YEAR: SEMESTER -6

FOR SPECIALIZATION – ANIMATION

6301	Advanced web designing	1. To know programming to create web-based content. 2. To design web pages keeping design and technology parameters in mind.
6302	3D Animation	1. Basic working methods for 3D modeling and animation. 2. Understand how to convey movement through analog and digital means.
6303	SFX in Animation	1. To make students learn the techniques and uses of special effects in video editing.
6304	Audio-Video Editing (project)	1. To enable students to dramatically enhance their productions with professional special effects, with professional audio and video editing applications, soundtracks and more. 2. To develop editing methodologies.
6305	Internship	1. Offer a hands-on opportunity to work in their desired field. 2. Understand practical application of theoretical and classroom learning in the field. 3. Gain real life working experience. 4. Employable to gauge their skills with the industry requirements.

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Insitute
C-56, A[14 & 15, Sector-62
VOIDA -201305

Satyam Fashion Institute (College Code 302)
Affiliated to S.N.D.T. Women's University, Mumbai

Name of Program: B. Design, Program Code:115

(Fashion Design, Fashion Communication, Lifestyle Accessories & Textile Design)

Program Outcomes

After successful completion of the program, the graduates will be able

1. To develop the understanding of Art and Design, its history, way to appreciate it, computer application and software handling, environmental awareness and communication skills.
2. To develop the skills of drawing, rendering and texturing, illustration and product development with the use of several materials and techniques.
3. To develop the understanding of Fashion, techniques, different related skills, forecasting, and range development.
4. To develop the understanding of Textile, its production and respective product development.
5. To develop the skill about the communication of fashion through different media like journalism, events, promotions, and management.

Program Specific Outcomes

At the end of program the student should

PSO1- be able to understand about Art and Design and get knowledge about the History of Art and Design, way of its appreciation, enhance the skill of drawing and sketching, and understand the concept of perspective, shading, coloring, rendering and texturing.

PSO2- be able to create exclusively designed products with the help of different methods and materials including communication skills and be aware about the environment.

PSO3- be able to visually represent their designs by illustrations, photographs, graphics and visual display of merchandise.

PSO4- be able to convert their designs into a garment using appropriate construction techniques, understand the garment manufacturing process and procedures, current fashion trends, advanced industrial specialty machines and terminology in the apparel construction process.

PSO5- be able to draw, render, Lifestyle Accessories' product development through different techniques and materials.

PSO6- be able to understand and research about the crafts, product development with reference of the same. Study new trends, market opportunities, fashion forecast and range development.

PSO7- be able to understand about yarn, fibres, different kinds of fabrics, its compositions, weaving and their creative use in different sectors along with the knowledge of different computer softwares, so that they can communicate their ideas and express project concepts using foundational visual, oral, and written presentation skills, including the use of appropriate industry vocabulary.

PSO8- be able to select fabrics for creating garments or other related products with the understanding of different embroidery techniques to create 2D and 3D effects, andapply comprehensive textile design skills to design textiles through painting, weaving, screen printing, and demonstrate basic skills in drawing, repeat creation, and colour application, and most importantly students are able to discuss global and cultural issues

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56, A[14 & 15, Sector-62
NOIDA-201305

affecting the textile/surface design industry.

PSO9- be able to integrate fashion through research and practice, communicate a unified image to the customers by creating unique identity and communication strategies for brands and companies.

PSO10- be able to communicate fashion through various media formats like journalism (print, electronic and new media), events and promotions (public relations and advertising) to different audiences.

Course Outcomes

Bachelor of Design - Foundation Course (Semester-I)

Course Code	Course Name	Course Outcomes
1001	Drawing and Sketching	1. Draw landscape, portrait using shading/coloring technique with specified tools, techniques and mediums. 2. Sketch motifs as an interpretation of natural, geometrical objects and further convert them into abstract and stylized form. 3. Draw various technical steps involved in product development process. 4. Draw Object, perspective, still life and human figurative drawings.
1002	Environment Studies	1. Build awareness about physical environment and its components. 2. Gain Knowledge of natural resources and their types. 3. Develop the concept of ecology and its components.
1003	Fundamentals of Design	1. Apply the elements of design in apparel design. 2. Apply a principles of design in apparel design. 3. Justify the psychological, formal and symbolic qualities of elements and principle of design
1004	Communication Skills	1. Apply communication skills in different linguistic functions 2. Apply the skills related to listening reading, writing, and speaking 3. Effectively use the business communication skills.
1005	History of Arts and Design	1. Express the influence of art & culture on the society as well as on fashion. 2. Express the contemporary art and its influence on fashion.

Bachelor of Design - Foundation Course (Semester-II)

Course Code	Course Name	Course Outcomes
2001	Technical Drawing	1. Draw technical drawing of design as specified. 2. Analyze technical and figurative drawing.
2002	Advance Design	1. Describe and apply various color theories in design. 2. Depict and identify colour characteristic in relation with color psychology. 3. Relate Elements and Principles of design in developing a product in respect with specific theme.
2003	Material Studies	1. Use and apply the different materials that create different approaches and feelings in the product. 2. Relate various materials and explore them to enhance and reward various products.
2004	Computers Application In Data Management And	1. Use the basic principles of computer hardware, software & other devices of computers. 2. Use word processor, spreadsheets and presentation

	Presentation	
2005	Art Appreciation	1. Distinguish various Indian art and performing art forms in terms of its characteristics and features. 2. To be able to discuss the application of art forms in design.

Bachelor of Design - Fashion Design (Semester-III)

Course Code	Course Name	Course Outcomes
3101	Fundamentals of Illustration & Design Concept	1. Use the skill of draw to render garment on croquet 2. Apply the Concept Of Design Process In product development 3. Illustrate basic garments. 4. Identify famous fashion illustrators for their individual style and demonstrate individual stylized drawing inspired from them
3102	Introduction to Pattern Making (Flat and Draping)	1. Create drafting patterns for foundation for kids and adult's styles using flat pattern and draping method. 2. Draft flat patterns as well as on dress form for foundation styles in upper torso and skirts.
3103	Introduction to Textiles	1. Recognize specified fibers, yarns, weaves. Knits types, preparatory process and finishing process. 2. Apply the textiles in apparel in respect with function and aesthetics. Show that textile forms the core of fashion that demands its appropriate application in technical and aesthetic form.
3104	History of fashion (Indian and Western) and Women's Studies	1. Trace the birth, evolution, decline, revival and most recent developments in Indian and western fashion. 2. Decode the fashion styles in accordance with specific era. 3. Interpret the demographic profile of women in India & the present situation in the status of women.
3105	Marketing and Merchandising	1. Apply concepts of marketing in fashion business. 2. Identify role of merchandiser and merchandising in garment industry.

Bachelor of Design - Fashion Design (Semester-IV)

Course Code	Course Name	Course Outcomes
4101	Basic Fashion Illustration & Design Concept	1. Illustrate the male fashion figure & rendering with different color mediums. 2. Demonstrate and render fashion garment components categories /styles designs. 3. Apply the design process to develop women's wear collection.
4102	Basic Pattern Making (Flat and Draping)	1. Draft components such as sleeves, collars-and style lines in women's wear using standard measurement, and using flat-pattern and draping methods. 2. Create patterns and designs manipulating fabric using flat pattern and draping technique to draft chudidar and salwar.
4103	Introduction to Garment Construction	1. Demonstrate sewing and construction skills using hand and machine stitches for different components of garments like seams and seam finishes, pocket, plackets, openings and fasteners. 2. Stich the specified components of garments in men's and women's apparel as per industry requirements.
4104	Computer Aided Rendering Technique In Fashion	1. Use Raster Graphics software as a tool to represent and create visuals, using image editing and object creation. 2. Explain and use manipulation of Raster Graphics software.
4105	Principles Of Management	1. Explain the basic management concepts, applications & processes. 2. Explain the application in decision making , motivation terms such as leadership and

Sfi

communication for effective fashion business

Bachelor of Design - Fashion Design (Semester-V)

Course Code	Course Name	Course Outcomes
5101	Advance Fashion Illustration & Design Concept	1. Illustrate the kids fashion figures. 2. Render different fabrics and garments using different techniques. 3. Draw different apparel categories and components of garments in the form of flat drawings. 4. Illustrate kids & men's wear by implementing design development process
5102	Advance Pattern Making (Flat, Drape and Grading)	1. Create and produce advance patterns by flat and draping method for women's wear. 2. Prepare patterns by grading methods and layout and marker planning by manual and computerized methods used in Industry.
5103	Basic Garment Construction	1. Construct and demonstrate actual garments for women' wear with standard and customized measurement. 2. Construct and demonstrate various types of torso, salwar and Churidar.
5104	Craft Research And Design	1. Document the craft, its process and promotional activities. 2. Assist the crafts community to promote their craft for diversified consumers using visual communication techniques.
5105	Indian Textiles and Embroideries	1. Explain the history and characteristic feature of the traditional textile crafts and embroideries of India. 2. Apply the regional embroidery techniques & traditional textile crafts for various products current fashion.

Bachelor of Design - Fashion Design (Semester-VI)

Course Code	Course Name	Course Outcomes
6101	Computer Application In Fashion(2D)	1. Apply and demonstrate various type of textile weaves with the use of computer software. 2. Practice garment rendering using various tools for digital fabric, texture, Pattern of fabric and accessories creation in using CAD application. 3. Use fashion software that is specifically used in digital garment development by industry.
6102	Industry Research Project	1. Describe the industry processes and identify the various departments in fashion industry. 2. Apply the research process to improve the industry processing's to obtain maximum profit.
6103	Advance Garment Construction	1. Construct garments with various specified style lines for specified garments of Men's and Women's Wear. 2. Create designs for customized clothing and mass category.
6104	Fashion Forecasting	1. Apply forecasting techniques to determine market demand to effectively interpret the same in design process. 2. Discuss the latest trends & technologies that affect the fashion forecast.
6105	Dyeing And Printing & Surface Ornamentation	1. Practice various specified surface ornamentation techniques on textiles as a value addition in the process of designing. 2. Implement various dyeing and printing techniques used specifically for various fabrics. 3. Differentiate various techniques of surface ornamentation which can be used as per the specific requirement of the end product.

Bachelor of Design - Fashion Design (Semester-VII)

Course Code	Course Name	Course Outcomes
7101	Creative Pattern Making	1. Read & implement pattern according to the design by applying the flat pattern making and draping principles to develop creative garments.
7103	Range Development	1. Develop the range of Men's Wear / Women's Wear/Kid's Wear using design process guidelines, in the form of digital presentation.
7104	Quality Assurance Management	1. Explain the importance of quality at designing, merchandising, delivery and retailing point. 2. Identify the complexity of managing quality in apparel manufacturing from fiber, fabric to apparel.
7102	Fashion Styling and Costume Designing	1. Study, identify and analyze various fashion eras that influence today's fashion. 2. Explore different ISM's applied in different eras of history in clothing. 3. Depict the same to evaluate and understand costume design for contemporary movies and drama.
7105	Introduction to entrepreneurship and IPR	1. Apply the skills of Entrepreneurship in Small Business Management. 2. Explain the importance, process and tools of IPR in regards with fashion industry.

Bachelor of Design - Fashion Design (Semester-VIII)

Course Code	Course Name	Course Outcomes
8106	Graduating Show	1. Implement the design process to develop a design collection that is in sync with the fashion industry. 2. Showcase design collection which is aesthetically appealing and commercially viable as per that industry requirement.
8107	Internship	1. Inculcate fashion knowledge to gain expertise and proficiency in respective field under the guidance of various fashion industries and experts.
8111	Men's Wear (elective)	1. Evaluate the requirement of domestics as well as international brands through research for men's garments. 2. Apply the same in developing a range for men's wear based on market research.
8112	Women's Wear (elective)	1. Evaluate the requirement of domestics as well as international brands through research for women's garments. 2. Apply the same in developing a range for women's wear based on market research.
8113	Kids Wear (elective)	1. Evaluate the requirement of domestics as well as international brands through research for Kid's garments 2. Apply the same in developing a range for kid's wear based on market research.
8114	Fabric Styling for Apparels (elective)	1. Able to style the fabric using the given creative surface development technique, as required by the theme or inspiration. 2. Evaluate various techniques used in Domestic as well as International brands that can be effectively demonstrated in styling.
8105	Retail and Visual Merchandising	1. Enumerate the Importance of visual merchandising in fashion industry through elements and theories for store display. 2. Present SWOT analysis based on the listed factors.

Bachelor of Design -Life Style & Accessories (Semester-III)

Course Code	Course Name	Course Outcomes

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56,A/14 & 15, Ssctor-62
NOIDA -201305

Course Code	Course Name	Course Outcomes
3302	Technical Drawing and AUTOCAD (Basics)	1 To help students to gain the knowledge and understanding of the techniques, principles and the methods for the technical drawings and its representations. 2 To enable students to acquire the strength of drafting and measurements.
3304	Industrial Machinery & Tools and Product Development	1 Topic will help students to learn, understand, and gain and to develop skills directly relevant to the product design industry. 2 To enable students to understand the materials, elementary technique in the process of Lifestyle accessory product development. 3 To enable students to learn the usage of wide range of equipment in the design of innovative furniture concept. 4 To know and understand the tools used in the industry for mass production. 5 To enable students to explore a wide range of equipment in the design of innovative Furniture concept 6 To Understand the tools used in the furniture industry for mass production
3303	Computer application III	1 To enable students to understand various tools of Corel Draw software 2 To enable students to be able to operate and use appropriate technique of designing and lay-outing for designing. 3 To used it effectively in making presentation.
3301	History of Design and Visual Dictionary	1 To enable students to learn and understand the development of Fine arts and its influence in other forms of art and design. 2 To know revolution in Art world and influence in the society. 3 To equip the students with the necessary knowledge of Lifestyle product terminology, its relevant meaning & skills of interpretation, culminating in to a visual dictionary of Lifestyle Design as a reference. 4 Students accomplish the task with the use of computer to create visual dictionary.
3305	Material Studies	1 To enable students to learn and understand the development of Fine arts and its influence in other forms of art and design. 2 To know revolution in Art world and influence in the society. 3 To make students understand the relevance and importance of the materials in designing of Lifestyle products. 4 To help to gain hands-on experience with exploring different ways of manipulating materials. 5 Development of a product range using Clay, POP and Ceramics material.

Bachelor of Design -Life Style & Accessories (Semester-IV)

Course Code	Course Name	Course Outcomes
4301	Technical Drawing and Product Illustration	1. To enable students to understand the aspects of product illustration and it's utility in the designing of lifestyle products. Also to learn the function analysis and new concepts related to it. 2 .To understand the division of space to accommodate on 2 dimensional paper. 3. To enable student to develop skills of making forms with technical drawings on the 3D Max software and to rationalize the difference with manual work. 4. To make students to be familiar with developing 3D drawings as used in the industry and to learn its usage and application in professional scenario. 5. To understand manual product illustration using various artistic material (Pencil color, water color, dry pastel etc.)

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56, A/14 & 15, Sector-62
NOIDA-201305

4302	Craft Cluster Documentation I	1 To revive, preserve and support declining indigenous knowledge, resources and skills. 2 To enable students to know to update artistic technologies. 3 To help to create a sustainable source of raw materials. 4 To act as facilitator in assisting the crafts community to understand the ever changing markets. 5 To awaken the creativity of a community through sensitive design intervention.
4303	Computer Application -IV	1 To help to develop skills related to designing curves through the software 2D & 3D. 2 To enable to learn Auto CAD and able to adapt its usage in the design development for Lifestyle products. 3 To Learn Animation for modeling, animation and rendering techniques.
4304	Materials Studies and Product Development	1 To know the value of geometry in art and design 2 To learn and understand the relevance and importance of the materials in design communication. 3 To gain hands-on experience with exploring different ways of manipulating materials.
4305	Global Cultural Analysis and Product Development	1. To understand the aspects and influences of global culture on lifestyles products and to learn to interpret it in the process of development of designs. 2. To learn the influence of religion and caste and culture in the development of variation in lifestyle products.

Bachelor of Design -Life Style & Accessories (Semester-V)

Course Code	Course Name	Course Outcomes
5301	Material Studies and Product Development (Fashion Accessories-Home décor and Lighting Prod.)	1. To familiarize students with different man-made wood and acrylic materials, their properties and use of them in making of objects those are part of the garment. 2. To understand pricing and sourcing of materials. 3. To understand the various tools and machinery used in accessory making. 4. To understand relevance and importance of the materials in design communication. 5. To gain hands-on experience with exploring different ways of manipulating materials.
5302	Surface Ornamentation and Product Development (Fashion Accessories-Costume Jewellery and Watches)	1 To understand the different types of surface ornamentation designs and techniques and to use them effectively in designing. 2 To know the various methods of surface ornamentation & to select the appropriate method of ornamentation for a specific product. 3 To familiarize students with different leather materials, their properties and use of them in making of objects which are part of the garment as co-ordinates. 4 To understand pricing and sourcing materials. 5 To understand the various tools and machinery used in accessory making.

5303	Computer Application-V	1 To equip the students with the knowledge on elements and principles of Interior Design and to make them aware of various services in an interior space designing. 2 To train in the selection of appropriate materials for different surfaces to learn different project work related to CAD.
5305	Fashion Forecasting	1. To learn to explore different sources of forecasting and to compare and contrast current trends in accessories, interior spaces and products found in local target markets. 2. To produce a presentation board illustrating current trends from a specific location.
5304	Marketing and Merchandising	1. To enable student to understand the marketplace and approach towards marketing in terms of consumers demand and most selling demand of the market for the specific product. 2. To recognize the growing customer centered approach towards business activities in various products and to learn to study this demand. 3. To study the details of merchandising in close connection with fashion and life of a product at its development and processing.

Bachelor of Design -Life Style & Accessories (Semester-VI)

Course Code	Course Name	Course Outcomes
6301	Surface Techniques and Product Development (Lifestyle Product –Bags, Belts, Millinery etc.)	1 To enable student to understand different types of surface ornamentation designs and techniques to use it and to learn its applications and to implement it effectively in designing. 2 To know the various methods of surface ornamentation & to select the appropriate method of ornamentation for a specific product.
6304	Introduction to recycling	1 To help students to understand the concepts and principles of recycling and also to learn the importance and approach to eco-friendly concept. 2 To enable students to understand the utility of materials in the concept to save environment and to learn the process of recycling of various materials and distinguish renewable and non-renewable material to save environment. . 3 To help to understand the eco-friendly and global vision concept.
6302	Construction Technique and Product Development (Lifestyle Product-Footwear)	1 To help students to familiarize with different leather materials, their properties and issues related to its development. 2 To understand Global concept in leather procuring, processing, pricing and sourcing. To learn the process of finishing of leather and its different types. 3 To learn to understand the various tools and machinery involved in the product development of leather accessory making. 4 To develop the keen knowledge and understanding of the Leather Industry – National and International concepts and procedures.

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Insitute
C-56,A/14 & 15, Sector-62
NOIDA -201305

6305	Term Project – Home Furnishing	1. To familiarize students with the concept of design process starting with research for inspiration gathering, understating the basics of design, illustrations, rendering, sourcing and the preparation of final collection of products. 2. To enable students to understand different leather materials, their properties and use of them in designing and final product development for footwear. 3. To learn to calculate the pricing and sourcing of materials. 4. To understand the various tools and machinery used in footwear Industry.
6303	Lifestyle – Research / product photography	1 To enable students to understand the concept of photography in designing and to know and learn the role of photography in product designing. 2 To understand the photographic skill required in gathering inspiration and to present the product look appealing to the buying public.

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56, A[14 & 15, Sector-62
NOIDA -201305

Bachelor of Design -Life Style & Accessories (Semester-VII)

Course Code	Course Name	Course Outcomes
7301	Creative Product Development	1. To familiarize students with various materials and combinations, their properties and use of them in making different fashion accessories 2. To understand the process of development of accessory in different materials, it's pricing and sourcing and finishing aspects as the point of view of commercial sale. 3. To acquire the knowledge of to understand the various tools and machinery used in accessory making.
7302	Product Packaging	1. To develop the skill for visualizing and creating lifestyle products. 2. To make an understanding between lifestyle design products and accessories. 3. The program gradually evolved to address the spectrum of Accessories and Lifestyle products and strong industry orientation of student learning. 4. Orientation to India as well as global in the context of fashion, trends, consumer and market. 5. Development of packaging for any selected product using design methodology.
7303	Visual Merchandising and Retail Management	1. To understand the growing significance of visual merchandising in fashion retail and how the store visual merchandising affects the store performance. 2. To study the theories and components of visual merchandising and their application to store display. 3. To understand the meaning and concept of retail and the changing trends and developments in retail industry. 4. To study the strategic components of retail industry, trend towards customer centricity and orientation.
7304	Quality Management, Export Documentation and IPR	1. To enable students to understand the importance of quality control measures and to know its importance. 2. To understand the meaning, scope and application of apparel related export management. 3. To develop an ability to decide export pricing, export finance, export marketing, shipment procedure and export promotions. 4. To sensitize students to the relevance of intellectual property in Lifestyle product business by providing an overview of practical aspects of leveraging the creative and inventive output of the human mind by use of the legal tools of the IPR system in the context of fashion industry.
7305	Internship	1. Inculcate knowledge to gain expertise and proficiency in respective field under the guidance of various industry experts.

Bachelor of Design -Life Style & Accessories (Semester-VIII)

Course Code	Course Name	Course Outcomes
8302	Branding and Creative Advertising	1. To enable students to learn the concept of brand management its strategies development and its position in the market dealing with respect to various products. 2. To enable students to acquire and learn the concepts of advertising, media options, camping planning and brief creations through practical projects and

Course Code	Course Name	Course Outcomes
8305	Graduation Show	1. Students able to organize the design process according to the collection. 2. Students able to relates the harmony among pieces in the collection. 3. Students able to shows all acquired knowledge and skills with presentation techniques. 4. Determines appropriate music and choreography for the concept for the visual presentation on the ramp.
8303	Graduation Collection	1. Students able to determine the collection theme. 2. Students able to determine the collection style. 3. Students able to design collection according to the industry demand based on different customer profiles. 4. Students able to establish the product design and accessories. 5. Students able to design the products based on the latest forecast and trends.
8304	Graduation Report / Documentation	1. Students will be able to work in the industry under the guidance of industry mentor to empower them with skills required in the industry. 2. They will learn to make products as per the industry demand using the latest technology. 3. They will able to design collection under the supervision of industry mentors. 4. They will able to learn documentation and presentation skills with the development of their presentation and portfolio skills. 5. Students will be skilled with the art of creating questionnaires and conducting client survey that empowers them in understanding client requisites and mindset. 6. Team work skill will be enhanced by performing designing and research operations in team.
8301	Space Management	1. To familiarize the students about the essence and importance of efficient space planning Utilizing all the elements to create superior space

Bachelor of Design -Textile Design (Semester-III)

Course Code	Course Name	Course Outcomes
3401	Introduction To Fiber And Yarns	1. Describe the textile industry as the primary material source for the apparel, interior furnishings and industrial products industries. 2. Explain the properties of fibers to yarn and its manufacturing techniques. 3. Describe various methods of textile construction like weaving, knitting Lacing, Braiding, Netting and Non-Woven. 4. Describe textile finishing processes and their effects on fabrics.
3405	Design Process & Woman's Studies	1. Explain the design concept to develop the creative vision in textile design. 2. Examine and evaluate aesthetics in textile design. 3. Explain the demographic profile of women in India and the present situation and changes in status of women.
3402	Traditional Indian Textiles	1. Explain and appreciate the traditional textile crafts of India. 2. Distinguish between different motifs, color and weaving techniques used in traditional textiles along with their significance. 3. Explain and practice traditional Indian embroideries with types of motifs, stitches, colours and materials.
3403	Fashion Studies	1. Compare the profiles of fashion & textile industry by its functional areas of business. 2. Explain the basic fashion terminology used for describing the fashion

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56,A[14 & 15, Sector-62
NOIDA -201305

		business 3. Compare the global fashion centers by fashion categories, mass production, pret and couture.
3404	Textile Design - Foundation	1. Use the principles of design to create textile designs for apparel & fabrics. 2. Create textile designs through the use of various techniques such as traditional or contemporary styles. 3. Enhance and interpret elements of design in the form of creative textile design.

Bachelor of Design - Textile Design (Semester-IV)

Course Code	Course Name	Course Outcomes
4404	Computer Aided Rendering Technique In Textiles	1. Study and employ Raster Graphics software as a tool to represent and create visuals, using image editing and object creation. 2. Use and manipulate the tools of Raster Graphics software.
4401	Introduction to Weaving And Testing	1. Describe the basic construction of woven fabrics using graphical method. 2. Explain various weaves and identify their characteristics into fabric. 3. Examine the quality tests for suitability of fibers and fabrics end use such as cover factor, drapability, fabric thickness, weight of the fabric, color fastness test.
4402	Surface Exploration Techniques	1. Differentiate the types of surface ornamentation techniques using sewing machine and implement them to create a commercially viable textile product. 2. Use the various techniques of surface ornamentation using yarn craft & create the appropriate method of ornamentation for a product of specific use. 3. Create a product based on the theme using previously learned surface ornamentation techniques.
4403	Fabric Development	1. Classify the types of loom and its principles of operation. 2. Create different types of elementary and decorative weaves on loom and on computer aided textile design software. 3. Decorate the fabric on loom with various weaving techniques.
4405	Principles Of Management	1. Explain the management concepts, its application and processes. 2. Describe the organizational structure of fashion industry. 3. Establish self-development skills such as decision making, motivation, leadership and communication for effective fashion business.

Bachelor of Design -Textile Design (Semester-V)

Course Code	Course Name	Course Outcomes
5401	Introduction to Dyeing And Printing	1. Differentiate types of dyes and pigments used for fabrics and its properties of textile coloration. 2. Recognize the phenomenon of dye penetration and its effects on textile performance. 3. Prepare the various types of prints samples by the different printing methods.
5402	Fabric Illustration	1. Identify various types of fabrics and illustrate them. 2. Practice replica of the available fabric swatch with different rendering techniques. 3. Create collection of rendered fabrics swatches with specific end use.
5403	Dobby Weaving	1. Identify the dobby mechanism and designing techniques used for fabric manufacturing. 2. Analyze and identify various types of complex dobby woven fabrics.

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56,A/14 & 15, Sector-62
NOIDA -201305

		3. Design dobby fabrics on computer aided textile design software.
5404	Craft Documentation	1. Document the craft, its process and promotional activities. 2. Assist the crafts community to promote their craft for diversified consumers using visual communication techniques.
5405	Marketing And Merchandising	1. Identify concepts of marketing that can be applied in apparel industry 2. Study the fundamentals of merchandising and the role of merchandiser in apparel industry.

Bachelor of Design -Textile Design (Semester-VI)

Course Code	Course Name	Course Outcomes
6401	Knits For Apparel & Home Furnishing	1. Identify the knitted fabric and its formation techniques. 2. Recognize the various knit structures and identifying their characteristics. 3. Examine the quality parameters of knitted fabric for a specific end use. 4. Design fabric for home furnishing and apparel on the flat knitting machine.
6402	Fabric Development And Computerized Embroidery	1. Identify the various techniques of embroideries and create design on computer aided software. 2. Create and design embroidery with the help of computer aided software. 3. Get proficiency in designing various styles of embroidery on specific fabric for a specific product. 4. Design an embroidered fabric based on theme and clients requirement.
6405	Innovation In Textile Studies	1. Relate various uses of industrial textiles. 2. Identify innovations in the textiles and their uses in diverse fields. 3. Review the eco-friendly textiles for fashion industry that can be used for product development.
6403	Quality Management	1. Identify the complexity of apparel manufacturing from fiber to fabric. 2. Examine product quality parameters used for textile and apply industry 3. Discuss the importance of quality at production, designing, merchandising, delivery and retailing stages.
6404	Campus to Corporate (IPR)	1. Discuss the relevance of intellectual property in fashion business. 2. Provide an overview of practical aspects of leveraging the creative and inventive output of the human mind. 3. Achieve the skills to use the legal tools of the IPR system in the context of fashion industry.

Bachelor of Design -Textile Design (Semester-VII)

Course Code	Course Name	Course Outcomes
7401	Jacquard Weaving	1. Identify various types of woven jacquard fabrics that are used in the industry. 2. Describe the jacquard mechanism and designing techniques. 3. Design jacquard fabrics using computer aided textile design software.
7402	Computer Aided Textile Design	1. Identify and create types of plaids and strips using computer aided textile design software. 2. Create fabric designs that can be used for apparel and home furnishings. 3. Create print designs and its placements for various fabrics for the apparel. 4. Formulate textile mapping and illustration that can be displayed through presentation.
7403	Design Project	1. Explore the requirements and demands of domestic brands through research for apparel and home textiles 2. Create a product range suitable to the selected domestic brand with the help of design process.

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56, A/ 14 & 15, Sector-62
NOIDA -201305

Course Code	Course Name	Course Outcomes
7404	Forecasting	1. Impart knowledge of how Forecasting process is important in the fashion as well as Textile industry. 2. Identify and study the changes in the forecast that can be utilized in making a product. 3. Utilize forecast for developing a design collection for Home Textiles.
7405	Introduction to Entrepreneurship	1. Employ the basic knowledge and skills in the areas of Entrepreneurship and Small Business Management. 2. Achieve skills to Set up own enterprise and manage it successfully in the post quota regime.

Bachelor of Design -Textile Design (Semester-VIII)

Course Code	Course Name	Course Outcomes
8411	Floor Coverings (Elective)	1. Identify various types of floor coverings and techniques used for home furnishings. 2. Enhance the skills for developing floor coverings with contemporary designs.
8412	Knit Design (Elective)	1. Create designs with computerized knitting design software. 2. Analyze and compare the types and behavior of knitted active and performance wear. 3. Develop the product range based on the knitted fabric for global market.
8413	Woven Design (Elective)	1. Recognize the present trends and develop the woven fabrics for home textiles and apparels. 2. Impart the knowledge to develop range for home textile & apparel categories.
8414	Print Design (Elective)	1. Achieve and develop creative skills required in print development. 2. Create a collection for women's apparel and home furnishing by innovating appropriate print based on a theme.
8405	Design Collection	1. Apply the design process to develop a design collection that syncs with Fashion & Textile industry. 2. Showcase the collection which is aesthetically appealing and commercially viable as per the industry requirement. 3. Create a range suitable to the selected Textile Apparel and Home furnishing brand.
8406	Retail and Visual Merchandising	1. Appraise the Importance of visual merchandising in fashion industry through elements and theories for store display. 2. Perceive the meaning and concept of retail and the changing trends and developments in retail industry 3. Recognize and study the significance of brands and customer centricity in fashion business.
8407	Portfolio And Internship	1. Apply the textile knowledge to acquire expertise and proficiency in respective field under the guidance of various Fashion & Textile industries.

Bachelor of Design – Fashion Communication (Semester-III)

Course Code	Course Name	Course Outcomes
3205	Introduction to Fashion Accessories and Women's	1. Explain the types and categories of fashion accessories from the Stone Age to the modern age. 2. Analyze the national and international influences on fashion accessories in the present scenario.

	Studies	3. Design the prototypes of the fashion accessories with the help of given raw material. 4. Interpret the demographic profile of women in India & the present situation in the status of women.
3201	Computer Application In Fashion Communication	1. Use Raster Graphics software as a tool to represent and create visuals, using image editing and object creation. 2. Use the Vector based software for developing fashion digital illustration rendering , page layout for magazine and cover page designing.
3202	Fashion Fundamentals - Foundation	1. Recognize the basic fashion terminology, fashion categories and the working of the fashion industry. 2. Compare the influences of various designers and fashion revolutions with respect to social, cultural and psychological aspects on the fashion industry in different decades. 3. Recognize the major fashion centers globally and their importance.
3203	Photography	1. Compose photographs by implementing the study of elements of design, principles of design, camera control, light exposure, image composition, and image editing and exposure technique. 2. Implement the vector software skills to enhance photographs at professional level.
3204	Typography	1. Explain and implement typographical principles, Tracking, Kerning and creative font communication. 2. Implement the terminology of fonts for vintage and inspirational typography to create typefaces on a theme. 3. Implement typography skills to create print advertisement.

Bachelor of Design – Fashion Communication (Semester-IV)

Course Code	Course Name	Course Outcomes
4205	Fashion Marketing And Merchandising	1. Study the concepts of marketing that can be applied in apparel industry. 2. Recognize the fundamentals of merchandising, the role of merchandiser, buying and selling activities in apparel industry.
4202	Fashion Fundamentals- Basic	1. Identify various theories, movements and factors affecting fashion 2. Compare the fashion markets with respect to Fashion centers, global market and the study of national and international designers / brands.
4201	Technical Drawing – Basic	1. Draw Line, 2D/3D Drawing, Geometric Shapes, Geometric Construction, lettering, Orthogonal Projections, Isometric Projections, Perspective with proper dimension and scale. 2. Plan and produce a Technical drawing to communicate their ideas 3. Identify the standards & conventions used in technical drawing.
4203	Visual Merchandising	1. Identify the fundamentals and importance of visual presentation / merchandising used in retail industry to present a merchandise. 2. Recognize the contribution of elements of display in visual merchandise 3. Examine the retail shopping patterns and its effect on visual merchandising.
4204	Design Process	1. Solve design problems with lateral thinking process. 2. Identify inspirations and create products keeping in mind the market / consumer research. 3. Implement the design process for communicating fashion ideas effectively and develop corporate products.

Bachelor of Design – Fashion Communication (Semester-V)

Course Code	Course Name	Course Outcomes
5201	Fashion Styling, Photography and Video	1. Explain the importance of fashion styling and the role of photography and videography. 2. Be technically competent to cater to demands of fashion styling. 3. Analyze photographic and video graphic images.
5205	Fashion Advertising	1. Distinguish each level of fashion advertising in the industry. 2. Identify the primary and secondary research that advertiser's use in planning. 3. Implement the basic principles of design that is imperative in advertising campaign.
5203	Graphic Design - Foundation	1. Create high quality brand promotion stationary and packaging material using image editing and object creation / manipulation capabilities of relevant software and tools & techniques. 2. Differentiate the various printing process and methods with their uses for design industry.
5202	Craft Documentation	1. Document the craft, its process and promotional activities. 2. Assist the crafts community to promote their craft for diversified consumers using visual communication techniques.
5204	Writing Skills	1. Implement technical skills, innovative and creative writing skills to practice writing effectively. 2. Acquire the various aspects of writing for magazines, advertising, marketing and business communication.

Bachelor of Design – Fashion Communication (Semester-VI)

Course Code	Course Name	Course Outcomes
6201	Creative Advertising	1. Identify the tools and techniques of creativity in advertising. 2. Analyze effective advertising that help build and sustain brands.
6202	Exhibition and Display Design	1. To demonstrate / draw 3D design, exhibition layouts and window display along with window dressing for effective promotion of fashion merchandise.
6205	Principle of Management	1. Procure the skills in understanding the basic management concepts, applications & processes. 2. Establish self-development skills such as decision making, motivation, leadership and communication for effective fashion business.
6203	Fashion Forecasting	1. Interpret the application of forecasting techniques to determine market demands. 2. Study the latest trends & technologies that affect the fashion forecast. 3. Identify the fashion forecast that can be used for implementing in fashion communication.
6204	Fashion Journalism and Public Relation	1. Develop the skills required to become highly articulate and aware as a fashion commentator. 2. Learn a critical understanding of range of academic and cultural writing. 3. Develop knowledge about press release, how the concept to be conceived and further developed and the same through press dockets for media.

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56, A/14 & 15, Sector-62
NOIDA -201305

Bachelor of Design – Fashion Communication (Semester-VII)

Course Code	Course Name	Course Outcomes
7201	Introduction To Light And Sound	1. Specialize in photography of Studio Portraits of models, Products, & Still Life professionally. 2. Handle studio equipment's, lights, accessories, lighting instruments and lighting systems. 3. Recognize the basic sound portion and audio technology with components of sound systems & their application in theater. 4. Emphasis on computer aided sound editing and light setting in the concert or fashion show.
7202	Media Planning & Event Management	1. Recognize the role of media and its effective implementation in Fashion industry. 2. Explain media and its professions. 3. Implement the relevance of Event Management to fashion promotion. 4. Identify the relevance of Fashion Styling and Choreography for various types of shows, shoots, exhibitions.
7203	Advertising Project	Enhance insights into the entire advertising planning, strategy and implementation to build and promote brands
7204	Creative Writing	1. Inculcate creative writing and further improve their ability using different writing styles. 2. Utilize the skill to commit learnt theory into practice.
7205	Introduction to Entrepreneurship	1. Employ the basic knowledge and skills in the areas of Entrepreneurship and Small Business Management 2. Utilize skills to Set up own enterprise and manage it successfully in the post quota regime

Bachelor of Design – Fashion Communication (Semester-VIII)

Course Code	Course Name	Course Outcomes
8211	Creative Advertising (Elective)	1. Implement communication skills into integrated marketing. 2. Develop effective media planning for marketing & communication. 3. Solve marketing and communication problem by developing strategic thinking
8212	Visual Merchandising (Elective)	1. Analyze the uses of different fashion software that deals with garment development using digital fabric, Texture, Pattern of fabric and Accessories creation in Rich peace or relevant software. 2. Suggest the creative visual merchandising options for selected outlet
8213	Publication Design – (Elective)	1. Create the fashion publication in the form of magazine impact of marketing objectives, research and technology on publication design
8214	Fashion Styling and Photography (A) (Elective)	1. Prepare a source book which includes the references for the garment, styling, lights arrangement and different poses. 2. Identify an appropriate theme for the thematic photo-shoot. 3. Analyze references in terms of garment, styling, lights arrangement and poses.
8205	Graphic Design - Basic	1. Incorporate the ability to represent and create graphical layouts, illustration and publications using image editing and graphic creation of relevant software. 2. Gain the skills of using different Graphics design and lay outing for publication.

QAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Institute
C-56, A[14 & 15, Ssctor-62
NOIDA -201305

Sfi

| 8206 | Fashion And Luxury Brand Management | 1. Cultivate integrative approach of various functional areas of merchandise sourcing and logistics.
2. Familiarize the students with a basic supply chain management system. |
| 8207 | Portfolio And Internship | 1. Prepare Catalog for academic work with the rule and principles of portfolio-development with computer aided design as reference for the industry / further education.
2. Apply fashion knowledge to gain expertise and proficiency in respective field under the guidance of various fashion industries. |

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Principal
Satyam Fashion Insitute
C-56, A[14 & 15, Ssctor-62
NOIDA -201305