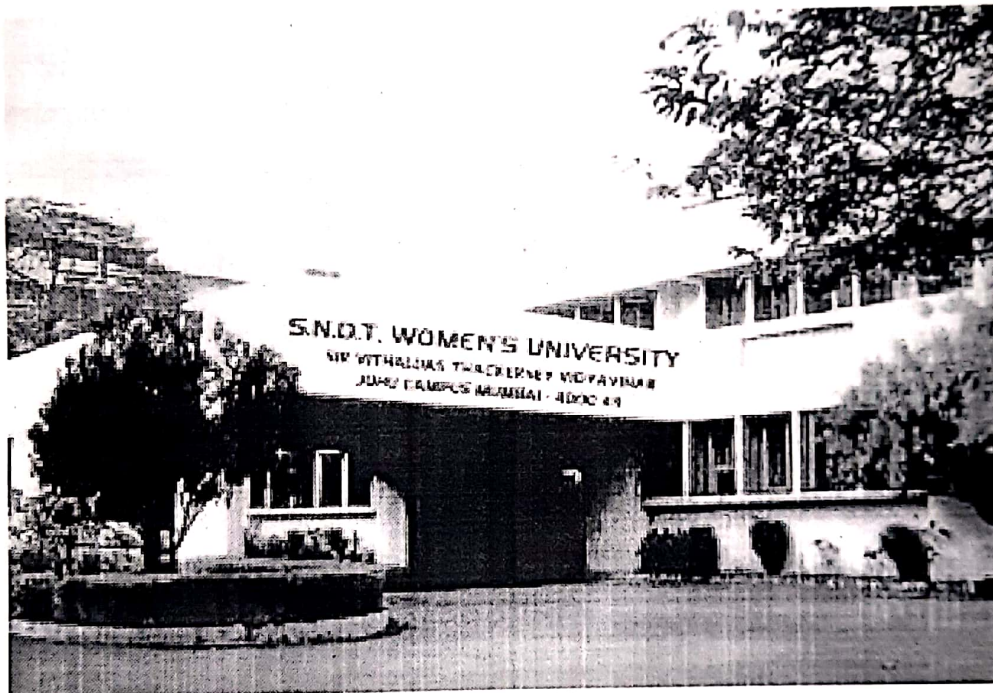


SNDT Women's University
(sndt.ac.in)
Syllabus for Degree
of
Bachelor of Design
(FACULTY OF INTERDISCIPLINARY)



Revised 2020-2021

Approved in ADHOC Board of Studies Meeting held on 16th September 2019

Approved in Academic Council Meeting dated 18th and 19th June, 2020

Dr. M. M. Hundekar, Chairperson B. Design/M. Design

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Satyam Fashion Institute
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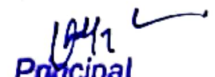
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Course

**B. Design- Specialization Fashion Communication
(FC)**



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4. Exam Pattern:

Proposed evaluation pattern for new modular structure syllabus						
Theory Subject						
Credit	Credit	Internal	Internal	External	External	Total
TH	PR	TH	PR	TH	PR	
4	0	25	-	75	-	100
2	2	25	25	50		100
		25+25=50				
Practical Subjects						
0	4	100-Continuous assessment		-	-	100
0	4- University Exam	-	25	-	75	100

* B Design Examination Schedule for College level Sem I , II, III, IV
University Exam for V, VI, VII & VIII.

- All Practical subject exams except University level examination will have continuous assessment.
- University level Theory and Practical Examination will be as per the table given above.


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5. Required Infrastructures

• Computer Lab (30 Student)

- 6 to 8 GB ram
- Latest Mother board and processor
- Graphic Cards
- HDMI port
- Lan Port
- 18 to 21 inches LED monitor
- Internet OR Wi-Fi (Minimum 20 MPPS)
- Color Printer
- All lenience of Software (Adobe Suite , CorelDraw, Audio Editing, Video Editing, 3D Max, and Other relevant Software's)
- Projectors
- Speakers
- Latest Laptop with all lenience Software

• ICT inbuilt Class Room

- 30 Chairs and Tables
- Projector
- Sound Systems
- Wi-Fi Connection for ICT
- Laptop Latest Laptop with all lenience Software

• Art Room

- 30 Chairs and Tables
- Projector
- Sound Systems
- Wi-Fi Connection for ICT
- Laptop Latest Laptop with all lenience Software
- Display Boards

• Photography Studio

- 2 DSLR cameras with deferent lance
- Backdrops
- Lights
- Filters
- MacBook Pro with all lenience Software
- Makeup kit

• Other

- Place for Visual Merchandising Displays
- All reference books and relevant books
- Library with internet OR Wi-Fi and Computers
- Place for all creative works (Workshop)

6. QUALIFICATION REQUIRED FOR B. DESIGN – FASHION COMMUNICATION

Sr. No	Post Name	Qualification
1.	Fashion Communication and CAD CAM Design	<p>*M. Sc. Fashion Design + Diploma In Multimedia OR DACA (Diploma in Advanced Computing Art) OR Equivalent</p> <p>*M. Sc. In Fashion Communication OR M. Design with related industry Experience of Minimum 5 years required.</p> <p>*Consideration of selection on the basis of industry experience certificate and practical exam to evaluate skill sets.</p>
2.	Fashion Communication and Graphics & Advertising	<p>*M. Sc. Fashion Design + Diploma in Graphic Design OR Diploma In Multimedia OR DACA (Diploma in Advanced Computing Art) OR Advertising, OR Equivalent</p> <p>*M. Design with Communication OR M. Design with related industry Experience of Minimum 5 years required.</p> <p>*Consideration of selection on the basis of industry experience certificate and practical exam to evaluate skill sets.</p>
3.	Fashion Communication and Publication	<p>*M. Sc. Fashion Design + Diploma In Mass media Communication OR Equivalent</p> <p>*M. Design with Communication OR M. Design with related industry Experience of Minimum 5 years required.</p> <p>*Consideration of selection on the basis of industry experience certificate and practical exam to evaluate skill sets.</p>

7. Course Structure

Bachelor of Design										
Foundation										
SEMESTER I										
Sr. No.	Subject	TC	Th C	Pr C	Hours	Internal		External		Total
						Th	Pr	Th	Pr	
1011	Drawing And Sketching (C)	4	-	4	120	100 marks continuous evaluation				100
1012	Environmental Studies (C)	4	4	-	60	25	-	75	-	100
1013	Fundamental Of Design (B)	4	2	2	90	25	25	50	-	100
						25+25=50				
1014	Communication Skills (B)	4	2	2	90	25	25	50	-	100
						25+25=50				
1015	History Of Art & Design (B)	4	2	2	90	25	25	50	-	100
						25+25=50				
	TOTAL	20								500
SEMESTER II										
Sr. No.	Subject	TC	Th C	Pr C	Hours	Internal		External		Total
						Th	Pr	Th	Pr	
2011	Technical Drawing-Foundation (C)	4	-	4	120	100 marks continuous evaluation				100
2012	Advance Design (B)	4	2	2	90	25	25	50	-	100
						25+25=50				
2013	Material Studies (C)	4	-	4	120	100 marks continuous evaluation				100
2014	Computers Application In Data Management And Presentation (C)	4	-	4	120	100 marks continuous evaluation				100
2015	Art Appreciation (B)	4	2	2	90	25	25	50	-	100
						25+25=50				
	TOTAL	20								500


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Fashion Communication										
Bachelor of Design										
SEMESTER III										
Sr. N	Subject	TC	Th. C	Pr. C	Hours	Internal		External		Total
						TH	PR	TH	PR	
3211	Fashion Marketing And Merchandising ©	4	4		60	25		75		100
3212	Fundamentals of Fashion (A)	4	2	2	90	25	25	50		100
						25+25=50				
3213	Computer Application In Fashion Communication(A)	4		4	120	100 marks continuous evaluation				100
3214	Photography (B)	4		4	120	100 marks continuous evaluation				100
3215	Introduction To Fashion Accessories And Women's Studies ©	4	2	2	90	25	25	50		100
						25+25=50				
SEMESTER IV										
Sr. No.	Subject	TC	Th. C	Pr. C	Hours	Internal		External		Total
						TH	PR	TH	PR	
4211	Principal of Management ©	4	4		60	25	-	75	-	100
4212	Perspective Drawing and Typography (A)	4		4	120	100 marks continuous evaluation				100
4213	Graphic Design- Foundation (A)	4		4	120	100 marks continuous evaluation				100
4214	Visual Merchandising (A)	4	2	2	90	25	25	50		100
						25+25=50				
4215	Writing Skills (A)	4		4	120	100 marks continuous evaluation				100
SEMESTER V										
Sr. No.	Subject	TC	Th. C	Pr. C	Hours	Internal		External		Total
						TH	PR	TH	PR	
5211	Craft Documents	4		4	120	-	25	-	75	100
5212	Advertising Basic (A)	4	2	2	90	25	25	50		100
						25+25=50				
5213	Design Process (A)	4	2	2	90	25	25	50		100
						25+25=50				
5214	Media Planning and Event Management (A)	4	2	2	90	25	25	50		100
						25+25=50				
5215	Fashion Styling and fashion Photography (A)	4		4	120	-	25	-	75	100

SEMESTER VI										
Sr. No.	Subject	TC	Th. C	Pr. C	Hours	Internal		External		Total
						TH	PR	TH	PR	
6211	Creative Advertising (A)	4	2	2	90	25	25	50		100
						25+25=50				
6212	Exhibition And Display Design (A)	4		4	120	-	25	-	75	100
6213	Fashion Forecasting (A)	4	4		60	25	-	75	-	100
6214	Creative Writing (A)	4	2	2	90	25	25	50	-	100
						25+25=50				
6215	Introduction to media and Communication (B)	4	2	2	90	25	25	50	-	100
						25+25=50				
SEMESTER VII										
Sr. No.	Subject	TC	Th. C	Pr. C	Hours	Internal		External		Total
						TH	PR	TH	PR	
7211	Introduction to Entrepreneurship And IPR (C)	4	4		60	25		75		100
7212	Advertising Project (Industry Base) (A)	4		4	120	-	25	-	75	100
7213	Introduction to light and sound (A)	4		4	120	-	25	-	75	100
7214	Fashion Journalism And PR (A)	4	4		60	25		75		100
7215	Social media and Digital Marketing	4	2	2	90	25	25	-	50	100
						25+25=50				
SEMESTER VIII										
Sr. No.	Subject	TC	Th. C	Pr. C	Hours	Internal		External		Total
						TH	PR	TH	PR	
	Elective (Any Two) from 4-7					TH	PR	TH	PR	
8211	Graphic Design Advance(A)	4		4	120	-	25	-	75	100
8212	Portfolio and Internship (B)	4		4	120		100	-	-	100
8213	Luxury Brand Management (C)	4	2	2	90	25	25	50	-	100
						25+25=50				
8214	Visual Merchandising (A)	4		4	120	-	25	-	75	100
8215	Publication Design (A)	4	2	2	90	25	25	-	50	100
						25+25=50				
8216	Creative Advertising (A)	4	2	2	90	25	25	50		100
						25+25=50				
8217	Fashion Styling and Photography (A)	4		4	120	-	25	-	75	100