

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



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Course
B. Design- Specialization Fashion Communication
(FC)

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1. PREAMBLE

Fashion Communication is one of the most exciting and cutting-edge avenues seen at the forefront of the fashion and lifestyle industry today. Uniqueness in identity has become an essential part of any brand or venture, with its success contingent on its branding, innovation and appeal. With a multitude of prêt and luxury brands mushrooming in the Indian retail scenario, the importance of Brand Identity and its effective impact and visibility is at par with the focus put on the product i.e. what the brand sells. This is made possible by fashion communication professionals, who excel in extending the design strategy beyond the domain of the product, to include all aspects of communication design.

‘Fashion Communication’ forms the core of the whole business of Fashion by providing a comprehensive platform for all brands to communicate their products, identity and strategy.

This intensive program encompasses integrated course study focusing on areas such as Visual Communications, Fashion Rationale, Advertising, Marketing and Public Relations, Styling & Photography, Graphic Media, Display and Exhibit Design, Fashion Writing and the related fields specific to the fashion and lifestyle industry. Implementing a knowledge, implementation and practice based approach, the students are equipped with a thorough conceptual base and the necessary competencies and skills conducive for proper execution of a project by the exit level.

With lectures taken by industry and fashion experts, classroom projects targeted towards potential outcomes in the industry, internships with real-time exposure to the fashion field and evaluations being done by internal as well as external faculty based on the emerging talent of the student as well as initiative and participation in events and projects, the Fashion Communication students emerge as dynamic professionals qualified to offer the most effective, innovative and financially viable communication solutions for the fashion and lifestyle industry.

The new age media revolution has diversified the way people look at Fashion and Design requiring students to surpass the conventional Design skills and also be proficient at exploring, understanding and strategizing design around the Human Perspective & Social Outcomes. With the ever growing importance of Information & Communication Technology in the field of education, the thinking, visual and design process is undergoing a major shift with technology leading the way into newer and wider and more experimentative horizons.

As new careers options keep opening in the fashion and lifestyle field, the graduates of Fashion Communication have plenty of potential to explore the areas they have interest in without being restricted to one. Versatility and expertise in the areas of Branding, Advertising, Merchandising, Visual Merchandising, Graphic design & Styling, Social Media Marketing, Photography and more helps Fashion Communication graduates find their place in the industry within a niche of their choosing making Fashion Communication one of the most coveted and budding courses.

2. Eligibility criteria for admitting students in first/second/third year in different Specializations of B. Design Program.

Eligibility criteria for admitting students in first/second/third year in different Specializations of B. Design Program.

B. Design- I Year

i. XII th Pass in any Stream – Arts/Commerce/Science/Home Science/ Minimum Competency Vocational Course (MCVC) including National Institute of Open Schooling (NIOS).

ii. Maharashtra State Board of Technical Education (MSBTE)/ State Govt. Technical Education full time diploma of minimum 3 years after Std. X (any stream)

iii. For NRI & Foreign students with equivalence from Association of Indian Universities (AIU), New Delhi

Criteria for selection of students for the 1st year (entry level) college shall conduct aptitude test on the basis of general knowledge, language and creative testing through studio test. On the basis of test performance students may be considered for the provisional admission. The provisional admitted students shall pass 12th standard exam or equivalent as prescribe by university with minimum 45%. Those colleges having less application for the seat may be filled up subjects to availability, however the aptitude test shall be conducted by the concerned college. For reservation criteria the benefits shall be parted as per the Government of Maharashtra and SNTD University Mumbai. In case the applicants are less for a particular college, the seats may be filled up subject to availability & interviews may be conducted.

THE CET IS NOT COMPULSORY. THE COLLEGE MAY CONDUCT THE SAME AT THEIR LEVEL. IN CASE OF THE COLLEGES NOT FOLLOWING CET CRITERIA THE SELECTION OF THE CANDIDATES SHALL BE GIVEN PREFERENCE FOR THE ACADEMIC RECORD. (Minimum Eligibility 45%)

B. Design- II Year

iv. Three year Diploma, Dress making and Garment Manufacturing or Equivalent recognized by All India Council for Technical Education (AICTE) with Bridge course of 8 credits

v. Five year Diploma in Fine Arts recognized by the State Technical Board with Bridge course of 8 credits

vi. Successful completion of 1st year Degree from National Institute of Fashion Technology (NIFT)

vii. Successful completion of 1st year Degree of any B Design Fashion Or Equivalent Course offered by Indian Universities / Foreign university with equivalence from AIU.

3. If the **BRIDGE COURSE** is suggested details of the same.

The following bridge courses are suggested

- History of Art and Design - 4 Credits Theory 2 Practical 2credits
- Material Studies – 2 Credits Practical.
- Fundamentals of design – 2 Credits Practical.

The prescribed bridge course needs to be completed by the candidate within the period of 60 days from the date of admission.

Admission to such candidate will be given up to 30 days from the commencement of the Semester.

B. Design- III &IV Year

Eligibility for admission to third and fourth year of B. Design will be according to the passing criteria and rules for ATKT as prescribed by University(Controller of Examinations)

For the Institutes who conduct Common Entrance Test

CET Procedure

The Entrance Examination will consist of General Ability Test + Studio Test / Group Discussions + Personal Interview. It is mandatory for all the candidates to give all three tests.

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.

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

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

8. Course Details - All Subject Details

4-Year U.G. Degree Syllabus

B Design – Foundation Course

Semester – I

Subject	Credits	Total Hours	Marks		
Drawing and Sketching	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES:

The learner will be able to-

- 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.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to draw free hand drawing of landscape and portrait using shading /Coloring skill with various mediums	Exploration of mediums – 1. Pencil 2. Colour Pencil 3. Charcoal 4. Water medium Observation skills of natural and manmade objects 1. Formal features 2. Expressive features 3. Symbolic Composition and layout	1) Practice of various types of lines. 2) Shading exercise with different grade pencils and colour pencils. 3) Detailed study of natural forms- (Leaves, Flowers) 5 nature elements to be selected	25
2	To be able to draw objects by developing various motif in different styles and to copy, enlarge or reduce the motifs proportionately	Use of natural elements and convert the same to motifs. Copying and	1) Motif development - 5 nature elements to be selected and converted into design variation like Geometric, abstract,	25

		Enlargement and reduction of motifs or illustrations.	stylized. 2) Copying, Enlargement and reduction of a motif 1: 3, 1:5, 1:8 scale	
3	To be able to render three dimensional objects with one, two, three points perspective.	Object drawing Geometrical shapes Cube, Pyramid, Sphere Perspective drawings: cube and solid studies, Detailed discussion of one, two & three point Perspective.	1) Study of 3-D geometrical objects with different angles 2) Perspective drawings of Square, Cube, Circle, Sphere, Triangle, Pyramid (one, two & three point perspective.)	25
4	To be able to apply textures in drawing. To be able to draw technical and figurative drawings.	Development of texture Practice of line quality improvement and apply it to drawings. Different stages of products, still life, object drawing Introduction of human figurative drawings. Basic measurements and proportion.	1) Collect different texture and rendering 2) To imagine and interpret the various stages involved in making a product, through drawings(any one product)	25

Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments (75 Marks) and Test (25 Marks)

REFERENCE BOOKS:

1. Deshpande R., (2004), "*Colour Pencil*", Jyotsna Prakashan Pune, 1stEdition.
2. Kamath V. (2006) "*Sketching and Drawing*", Jyotsna Prakashan Pune, 2ndEdition.
3. Mulik M. (2004), "*Perspective*", Jyotsna Prakashan Pune, 1stEdition.
4. Narvekar S., Narvekar A., "*Grade Examination-Drawing Made Easy*", Navneet Publication (India) Ltd.
5. Shelar S. (2007), "*Still Life*", Jyotsna Prakashan Pune, 1st Edition.
6. Vaze P., (2002), "*Draw and Paint*", Jyotsna Prakashan Pune, 1stEdition.

4-Year U.G. Degree Syllabus
B Design – Foundation Course
Semester – I

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	
Environment Studies	4	60	25	-	75	-	100
Theory			Internal		External		Total

OBJECTIVES:

The learner will be able to -

- 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.

CONTENT:

Block No	Objectives	Topic/Content Analysis	Assignments	% of weightage Marks
1	To be able to create awareness about physical environment and its components.	<p>The Multidisciplinary Nature of Environmental Studies</p> <p>Unit 1- Definition, Scope and Importance, Need for public awareness</p> <p>Natural Resources</p> <p>Unit 1- Renewable and Non- Renewable Resources</p> <p>Unit 2- Natural Resources and Associated Problems-</p> <p>a) Forest Resources: Use and Over- exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.</p> <p>b) Water Resources: Use and Over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems</p> <p>c) Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.</p> <p>d) Food Resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilization- pesticide problems, water logging, salinity, case studies</p> <p>e) Energy Resources: Growing energy needs, renewable and non- renewable energy sources, use of alternate energy sources, case studies</p>	Group Discussions And Test	25

		<p>f) Land Resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.</p> <p>Unit 3- Role of individual in conservation of natural resources Unit 4- Equitable use of resources for sustainable lifestyles</p>		
2	To be able to create awareness of natural resources and their types.	<p>Ecosystems</p> <p>Unit 1- Concept of ecosystem Unit 2- Structure and function of ecosystem Unit 3- Producers, consumers and Decomposers Unit 4- Energy flow in the ecosystem Unit 5- Ecological succession Unit 6- Food chains, food webs and ecological pyramids. Unit 7- Introduction , types, characteristics features, structure and function of the following ecosystem- a) Forest ecosystem b) Grassland Ecosystem c) Desert ecosystem d) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)</p> <p>Biodiversity and its conservation Unit 1- Introduction- Definition: genetic, species and ecosystem diversity. Unit 2- Bio-geographical classification of India Unit 3- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values Unit 4- India as a mega-diversity nation Unit 5- Hot-spots of biodiversity Unit 6- Threats to bio-diversity: habitat loss, poaching of wildlife, man-wildlife conflicts Unit 7- Endangered and endemic species of India Unit 8- Conservation of bio-diversity: In-Situ and Ex-situ conservation of biodiversity</p>	Group Discussions And Test	25
3	To be able to create awareness of ecology and its components.	<p>Environmental Pollution</p> <p>Unit 1- Definition, Causes, effects and control measures of – a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards Unit 2- Solid waste management: Causes, effects and control measures of urban and industrial waste Unit 3- Role of individual in prevention of pollution Unit 4- Pollution case studies Unit 5- Disaster Management: floods, earthquake, cyclone and</p>	Group Discussions And Test	25

	<p>landslides</p> <p>Social Issues and the Environment</p> <p>Unit 1- From Unsustainable to Sustainable development</p> <p>Unit 2- Urban problems related to energy</p> <p>Unit 3- Water conservation, rain water harvesting , watershed management</p> <p>Unit 4- Re-settlement and rehabilitation of people; its problems and concerns. Case studies</p> <p>Unit 5- Environmental ethics: Issues and possible solutions</p> <p>Unit 6- Climate changes, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies</p> <p>Unit 7-Wasteland reclamation</p> <p>Unit 8- Consumerism and waste products</p> <p>Unit 9- Environment Protection Act</p> <p>Unit 10-Air (Prevention and Control of Pollution) Act</p> <p>Unit 11- Water(Prevention and Control of Pollution) Act</p> <p>Unit 12- Wildlife Protection Act</p> <p>Unit 13- Forest Conservation Act</p> <p>Unit 14- Issues involved in enforcement of environmental legislation</p> <p>Unit 15- Public awareness</p>			
4	<p>To be able to create awareness of human activities on ecology ant need to conserve the resources</p>	<p>Human Population and the Environment</p> <p>Unit 1- Population growth, variation among nation</p> <p>Unit 2- Population explosion- Family Welfare Program</p> <p>Unit 3- Environment and Human Health</p> <p>Unit 4- Human Rights</p> <p>Unit 5- Value Education</p> <p>Unit 6- HIV/AIDS</p> <p>Unit 7- Women and Child Welfare</p> <p>Unit 8- Role of Information Technology in Environment and Human health</p> <p>Unit 9- Case Studies</p> <p>Visit to local area to document environmental assets-</p> <p>a) rivers/forest/grassland/hill/mountain</p> <p>b) Local Pollution site- Urban/Rural/Industrial/ Agricultural</p> <p>c) Study of common plants/insects/birds</p> <p>d) Study of simple ecosystems- ponds, rivers, hill slope etc.</p>	<p>Group Discussions And Test</p>	25

Evaluation pattern –

Internal Assessment: Test and Field Work- To Be Converted In To 25
External Assessment: Final Exam - 75 Marks.

REFERENCES:

1. Agarwal, K.C. (2001), "Environmental Biology", Nidi Publi.Ltd. Bikaner.
2. Brunner R.C. (1989), "*Hazardous Waste Incineration*", McGraw Hill Inc.480p.
3. Clark R.S, "*Marine Pollution*", Clanderson Press Oxford (TP).
4. Cunningham, W.P.Cooper (2001), "*Environmental Encyclopedia*", Jaico Publ. House, Mumbai, 1196p M.T
5. De A.K, "*Environmental Chemistry*", WileelyEastem Ltd.
6. "*Down to Earth*", Center for Science and Environment ®.
7. Erach. B., "*The Biodiversity of India*", Mapin Publishing Pvt.Ltd, Ahmedabad- 380013, India.
8. Gleick, H.P (1993), "*Water in crisis*", Pacifics Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press.473p

4-Year U.G. Degree Syllabus
B Design – Foundation Course
Semester – I

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	
Fundamentals of Design	4	90	25	25	50	-	100
Theory and Practical			Internal	External	Total		

OBJECTIVES:

- The learner will be able to -
- 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

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weight age Marks
1	To be able to apply elements of design justifying psychological, formal and symbolic qualities.	Study & Exploration of Elements of Design – Point, Line, Form, Space Color, Tone, Texture.	Students will develop 3 collages incorporating all the elements of design. They will explain the mood and concepts of those collages. They will reason out the use of elements to create the mood.	25
2	To be able to apply line and shape in creating optical illusion in apparel.	Line – i) Directing ii) Dividing	Develop the given rendered figure showing directing and dividing lines with its psychological effects.	25

		Shape – i) Geometric ii) Natural iii) Non-objective iv) Silhouettes i.	Develop the given rendered figure using line creating optical illusion	
3	To be able to apply colour, texture in print form specifically required in apparel.	Texture – i. Visual ii. Tactile iii. Audible Colour – ii. Colour wheel iii. Value iv. Intensity v. Hue vi. Colour scale Colour schemes	Develop 3 Prints with the help of Natural shape, Geometric shape & Abstract shape. Use the colour schemes for rendering .	25
4	To be able to apply the principles of design in apparel design.	Study & Exploration of principles of design – Unity, harmony, balance, emphasis/ dominance, rhythm, proportion	Students will select one image related to fashion figure. They will re-render the figure incorporating all the principles of design. Total 3 figures are expected.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Everlett F. (1987), "*Fashion Design*", EDC publishing.
2. Jones. S.J.(2005), "*Fashion Design*", Laurence King.MarianL.Devis (1980), "*Visual Design in Dress*", Prentice Hall.
3. Mckelvey K.(2008), "*Fashion Forecasting*", Jennie Munslow.
4. Steckes P. (1996), "*Fashion Design Manual*", Palgrave Macmillon.

4-Year U.G. Degree Syllabus
B Design – Foundation Course
Semester - I

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	
Communication Skills	4	90	25	25	50	-	100
Theory and Practical			Internal		External		Total

OBJECTIVE: -

The learner will be able to

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.

CONTENT

Block No.	Objectives	Topic/Content Analysis	Assignments	Marks
1	Extract relevant and useful information for a specific purpose after listening.	Listening skills 1. Understanding of main idea. 2. Specific factual information 3. Recognizing opinions/attitudes and purpose of a speaker 4. Abstract formation of verbal speech	To listen to a specific conversation and then write the summary of the same for main idea factual information, and abstract- Two speech analysis.	25
2	Apply perception for reading with sensitivity and drawing conclusions and differentiate between key ideas and supporting details in reading.	Reading Skills 1. Reading for main ideas, 2. Reading for details 3. Understanding inferences and implied meaning 4. Recognizing a writer's opinions, attitudes and purpose.	To read a short passage, take notes on a short lecture and then write a summary including main idea, inference, writer's opinion and attitude and abstract.	25
3	Examine a text and comment on different aspects of it.	Writing Skills 1. Construct an argument based on a critical analysis of the text. 2. Develop that argument in essay format by : - Limiting the topic	To write on a particular topic, to explain a preference, to give a description, to explain what student might do in a given situation, or to compare and	25

		<ul style="list-style-type: none"> - Formulating a clear thesis - Developing well-constructed paragraphs - Integrating textual support through quotation, paraphrase and summary - Editing for unity, coherence, organization, and thoroughness. 	contrast one idea or option with another and give a preference. The essay should be four to five paragraphs long (app.300 words)-2 assignments	
4	Express the ideas and opinions in an effective way.	Speaking Skills <ol style="list-style-type: none"> 1. Answering a range of questions. 2. To speak at length on a given topic 3. To express and justify opinions. 4. To analyze and discuss the issues. 	To give a topic to students for debate and give 30 minutes to respond to a topic on which they may speak about their views.-3 assignments	25

EVALUATION PATTERN –

Internal Assessment: Class Assignments and Class Test –To Be Converted into 25 marks (Theory 25, Practical 25)
 External Assessment: Final Exam - 50Marks. (Theory).

REFERENCE BOOKS:

1. Dr. Lougheed Lin,(2013),” *Barron’s IELTS*”, Barron’s education, Canada, 2nd Edition.
2. Educational Testing Service, (2012), “*Official Guide to the TOEFL Test*”, The McGraw- hill companies.inc, fourth edition.
3. Dahama O.P. & O.P. Bhatnagar, (2014) “*Education & Communication for Development*”, Oxford & Ibh Publications, 2nd Edition.
4. Dr. Rodrigue, “*Business communication*”.
5. Mohan K. & Banerjee M., 2009, “*Developing Communication Skills*”, MacMillan India Ltd., Delhi

4-Year U.G. Degree Syllabus
B Design – Foundation Course
Semester – I

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	
History of Arts and Design	4	90					100
			25	25	50	-	
Theory and Practical			Internal	External	Total		

OBJECTIVE:

The learner will be able to -

- 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..

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weightage Marks
1	To be able to explain the developments of Art, culture and its influence in the Society	Art in India during Prehistoric period, Indus valley/Harappa civilization	To Prepare presentation on the arts those were present during prehistoric and Indus valley civilization.(can be a group activity, one person will study one art in-depth)	5
2	To be able to explain the tradition and perspective of Indian culture	Historic period: (Before Mughal era) Different dynasties and their sculpture, painting and traditions.	1. To Prepare presentation on the arts those were present during historic period before Mughal era 2. To Prepare presentation on sculptures, painting, traditions and renowned architecture monuments (can be a group activity, one person will study one art in-depth)	25
3	To be able analyze the traditional and	Phase of miniature paintings: (Before British era) Mughal painting. Rajput painting,	To develop one design related to any miniature painting and to Prepare presentation on miniature painting art of any given	25

	cultural painting	Rajasthan painting, Mewar, Bundi, Jaipur and Pahari painting.	category.	
4	To be able to express about the contemporary art of modern India	Modern Indian art.	1. To Prepare presentation on any one modern art. 2. To develop a product using one type of contemporary art.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory).

REFERENCE BOOKS:

1. Adams S. (1996), *“Art & Craft Movements”*, Quintent Publication Ltd.1st Edition.
2. Alkazi R., *“Ancient Indian Costumes Vol I and II”*, McGraw Hill.
3. Geczy A. &Karamines V. (2012), *“Fashion & Art”*, Bloomsbury Publications.
4. Miller F (2000), *“Art & Fashion”*, Thames & Hudson.
5. Pipes A. (2008), *“Foundation of art & design”*, Laurence King Pub. Ltd.
6. Ragan M., *“Understanding Art”*, McGraw Hill.
7. Ragan M., *“Exploring Art”*, McGraw Hill.
8. Tomory E., *“History Indian and western art”*, McGraw Hill.

4-Year Degree Under Graduate (UG) Syllabus

B Design – Foundation Course

Semester - II

Subject	Credits	Total Hours	Marks		
Technical Drawing	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES:

The learner will be able to -

- 1) Draw technical drawing of design as specified.
- 2) Analyze technical and figurative drawing.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignment	% of weight age Marks
1	To be able to describe the terminologies, conventions, principles and techniques concerning technical drawing and drafting.	Introduction of Technical Drawing. Concept of drafting and geometrical nomenclature	Draw different types of line using Technical Drawing instruments.	25
2	To be able to divide the different geometrical shapes technically..	Construction Exercises	Assignment on construction exercise.	25
3	To be able to express shape division proportionately. To be able to convert 3 dimensional shapes into 2 dimensional shapes and vice versa.	- Proportion Systems. - Geometrical study of the environment Geometrical Construction – Division of lines and Angles, Arcs and Continuous Curve, Tangents, Conic Sections, Regular Polygon, Spirals, Proportion Systems.	1 Geometrical Construction. (Divide a circle in 12 parts Conversion of 3D into 2D (Front view, Top View and Side View of One object.) Conversion of 2D into 3D (Construct 3 D Image from 3	25

		2 Dimensional Figures and 3 Dimensional figures	views of one object)	
4	To be able to interpret analytical drawing.	Analytical Drawing <input type="checkbox"/> Continuous wire frame structure <input type="checkbox"/> Sectional view <input type="checkbox"/> Exploded view	To select an image and to develop the analytical drawing for the same.	25

Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments (75 Marks) and Class test (25 Marks)

REFERENCE BOOKS:

1. Anne A. & Julian S. (1994), *“Fashion Drawing The Basic Principles”*, B.T. Basford ,London.
2. Basia S.(2010), *“Technical Drawing for Fashion”*, Laurence King Pub., U.K.
3. Gordon R. (2008), *“Perspective Drawing: A Designer’s Method”*, Fairchild Books Pub.
4. Zeshu T. (2009), *“Fashion Design Techniques”*, Page One Pub. Pvt. Ltd., Singapore

4-Year Degree Under Graduate (UG) Syllabus

B. Design. Foundation Course

Semester – II

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	
Advance Design	4	90	25	25	50	-	100
Theory and Practical			Internal		External		Total

OBJECTIVES:

The learner will be able to -

- 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.

CONTENT:

Block No.	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to identify different texture and its visual effects through the application in design. And also to apply the gained knowledge to interpret certain moods in apparel design.	Expressive qualities of Design Elements Line – i. Psychological effects of line ii. Optical Illusion Shape – i. Psychological ii. visual effects	Two 6X6 inches composition of geometrical shape using textures. one with pencil and one with color.	25
2	Interpretation of mood created by the texture. And to know the formal qualities of the colors by making students aware of the psychological and visual effects of various colors through diff. color combinations.	Texture – iii. Psychological effects of line iv. Optical Illusion Colour – Colour psychology Visual effects	Two 8X8 inches composition using warm and cool color schemes One nature drawing showing value and color	25
3	To be able to describe color philosophy and use	Color compositions and philosophy of colors.	Application of color Compositions	25

	them according to various moods, color harmony, contrast and apply it in various design disciplines.		Composition with the concept of psychological significance of the color	
4	To be able to describe and draw with practical experience of creating a design with various elements & colours	Creating final products justifying the appropriate application of elements and Principles of design.	Term project based on elements & Principles of Design.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Devis. M.L. (1980), "*Visual Design in Dress*", Prentice Hall.
2. Everlett F.(1987), "*Fashion Design*", EDC publishing.
3. Jones. S.J. (2005)," *Fashion Design*", Laurence King.
4. McKelvey K. (2008), "*Fashion Forecasting*", Jennie Munslow.
5. Steckes P. (1980), "*Fashion Design Manual*", Palgrave Macmillon.

4-Year Degree Under Graduate (UG) Syllabus

B Design – Foundation Course

Semester - II

Subject	Credits	Total Hours	Marks		
Material Studies	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES:

The learner will be able to -

- 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.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weight age Marks
1	To be able to explain the relevance & importance of Materials in design	To develop an understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of the basic materials (Solid, Plainer, Linear and Granular)	A report presentation on Research of different basic materials	25
2	To be able to use hands-on experience with exploring different ways of manipulating material.	To educate and create an interest for material and their potentials through manipulations		25
3	To be able to use the technical tools for material manipulation and creation of product	Orientation of basic hand tools, cutting tools & techniques to manipulate following materials 1. Wood 2. Plastic 3. Metal 4. Glass	Creation of one product using any one material.	25
4	To be able to manipulate specified materials.	Materials- 1. Paper 2. Clay 3. Textiles 4. Leather 5 Wax	Submission of creative paper bags [4 bags of different shapes Submission of clay relief work and coil pottery.	25

Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments (75 Marks) and Class test (25 Marks)

REFERENCE BOOKS:

1. Newman (June 1969), "*Plastic as an art form*", Univ Book Service.
2. Thelmar V.R. (Mar 14, 2003), "*Material Science*", Motilal UK Books of India.
3. Verhelst, Wilbert (January, 1988), "*Sculpture : Tools, Materials and Techniques*", Prentice Hall; 2 Sub edition.

4-Year U.G. Degree Syllabus
B Design – Foundation Course
Semester – II

Subject	Credits	Total Hours	Marks		
Computers Application In Data Management And Presentation	4	120	100	-	100
Practical			Internal	External	Total

Fashion Industry requires a specific application in terms of preparation exclusively design slides, spread sheets, documents in specific formats. The backend software may be free sources or specific software.

OBJECTIVES:

The learner will be able to -

- 1) Use the basic principles of computer hardware, software & other devices of computers.
- 2) Use word processor, spreadsheets and presentation.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weightage Marks
1	To be able to explain the Computer hardware components and windows.	About Computer, Software and other devices... Introduction to hardware components of computers Using internet windows Explorer Managing files and folders Network Neighborhood and shortcuts	Application based assignments ON About Windows ... Ex. Create folder, Meaning of RAM, Use of computer	25
2	To be able to use the knowledge of word processor related elements, tools and features.	Document Creation in relevant software: Introduction to Word Processor Overview of Word Processor Packages Importance & Usage of Various Tools. Use of word in different areas Document concept – (Creating, Saving, Opening, Closing Document) Formatting document (Bold, Italic, Underline, Justification, fonts, colors of fonts, format painter) Copy, cut and paste working with margins and page setup Tables Uses of drawing toolbar Columns, header & footers	Tool & feature Based assignments on relevant software (Ex.- Insert header & footer, Picture, table, mail merge. Etc.)	25

		Printing procedure Spell Check & Thesaurus Adding a chart to the report Mail Merge Converting Documents Working With Graphic & Charts.		
3	To be able to use the knowledge of Spreadsheet, related elements, tools and features.	SPREAD SHEETS Introduction to spreadsheets. Overview of spreadsheet packages. About Excel. Role of spreadsheets in day to day life. Understanding spreadsheets. Inserting, deleting and hiding columns / rows. Usage of formulae and functions. Working with charts and Graphs. Printing a sheet. Sort & Filter.	Tool & feature Based assignments on Spread sheets. Ex.- Insert Picture, table, Etc.	25
4	To be able to use the knowledge of a presentation software related elements, tools and features and making of professional presentations.	Use of presentation software. Making & Delivering Presentation. Different types of slide layouts. Slide view, slide sorter view and slide show buttons. Working with shapes, Transitions, Slide show. Applying design templates and backgrounds. Transitions & custom animation effects. Recording voice in presentation. Electronic presentations.	Tool & feature Based assignments on Presentation Package (Microsoft Power Point) Ex.- Insert Picture, transition, animation. Etc.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 100

REFERENCE BOOKS:

Usually the software manuals are available. There are open sources which may be used for teaching purpose. Certain specific software's guides are mentioned below as a reference.

1. Joe Habraken, (2010) "*Microsoft Office 2010 in depth*", 1st Edition.
2. Steve Johnson, (2010) "*Microsoft Office 2010 on demand*", 1st Edition.
3. Kate Shoup, (2010), "*Office 2010 Simplified*", 1st Edition.
4. Corinne Hoisington, (2010), "*A guide tour of Microsoft Office 2010*", 1st Edition.
5. Tom Bunzel, (2010), "*Easy Microsoft Office 2010*", 1st Edition.
6. Anna E. Barron & Karen S. Ivers, "*The Internet and Instruction*".

4-Year Degree Under Graduate (UG) Syllabus

B. Design. Foundation Course

Semester – II

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	
Art Appreciation	4	90					100
			25	25	50	-	
Theory and Practical			Internal		External	Total	

OBJECTIVES:

The learner will be able to -

- 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.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weight age Marks
1	To be able to explain various specified Indian arts using presentation as a tool.	Definition of art and aesthetics Classification of arts Indian Karu (skill based) and Charu art (pleasure to soul through senses) (a brief acquaintance of Kamasutra) art based on eye (visual arts) art based on eye and ear (performing arts) art based on rhythm and movement (dance and drama) professional and liberal art	1. The students will prepare presentation on all the art and its classifications 2. group discussion based on presentation	25

2	To be able to analyze Indian art sculpture/ painting	Six limbs of Indian art (shadanga) Roop bheda (form and form impact) Pramana (proportion) Bhav (expression- brief introduction on rasa theory) Lavanya yojana(aesth etic scheme) Sadrishtya (similitude) Varnika Bhanga (colour scheme)	1. The students will Prepare presentation on art work of six limbs of Indian art sculpture / painting 2. Group discussion based on presentation	25
3	To be able to develop the ability to discuss the aesthetics and beauty .	Introduction of aesthetics and Indian concept of beauty “Satyam shivam Sundaram”, Western concept of beauty	1. The students will prepare a photo montage / collage with concept of the pictures beautiful according to you A3 size 2. Group discussion of the same based on the concepts of beauty	25
4	To be able to describe the origin of Indian culture in terms of different art forms and their integration.	Introduction to various below mention arts through workshops Dance, State wise Music, State wise Paintings Handicrafts	1. The students will Prepare presentation on state wise cultural heritage like dance, music, painting and handicraft 2. Group discussion on aesthetic value and appreciation of art	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 10, Practical 15) To

Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. “Aesthetics”, Ashok, Lalit Kala Publication, Aligarh
2. “Cultural Leaders of India”, Aestheticians by publication division ministry of information & broadcasting GOI.
3. “Indian Aesthetics”, Kumar Swami.

4 –Year Degree under Graduate (UG) Syllabus
B. Design Fashion Communication
Semester –III

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	
Computer Application in Fashion Communication	4	120	100				100
Practical			Internal		External		Total

OBJECTIVES:

Learner will be able to :

- 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.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to create specified color schemes on a Raster based software.	<ul style="list-style-type: none"> ☐ Introduction about Raster Based Software. ☐ Introduction color and color gradations. ☐ Development of various color Schemes. 	To create color gradations <ul style="list-style-type: none"> ☐ Gray Scale ☐ Color Wheel ☐ Complimentary color Scheme ☐ Contrast Color Scheme ☐ Cool Color Scheme ☐ Warm Color Scheme 	25

2	To be able to create and edit images for specified details.	Advance Image Editing with help of all features, Tools and technics.	Image editing (One Each) - Manmade object rendering - Natural object rendering - Hair and features - Body Tracing - Body Rendering - Garment Tracing - Garment Rendering and styling	25
3	To be able to illustrate and edit page layouts using Vector based software.	Vector based Software - Introduction of Vector based software - Introduction about Elements Of Fashion (Digital) - Understanding and implementation of various Features, Tools and technics. - Motif Development and implementation on garments.	☑ 5 Fashion Digital Illustration Page layout for magazine Cover page Designing ☑ Fashion Figure Rendering with futures	25
4	To be able to render fashion garments.	Development and rendering of fashion garments.	Development and rendering of fashion illustration with garment for men / women with details. (At least 2 complete attires)	25

Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments (75 Marks) and Test (25 Marks)

NOTE- Usually the software manuals are available. There are open sources which may be used for teaching purpose. Certain specific software’s guides are mentioned below as a reference.

REFERENCE BOOK:

1. Steve Bain & Nick Wilkison, (2002), “*Corel Draw (12)- The Official Guide*”, Coret Press, 1 st Edition.
2. Steven Heller & TalarioLita, 2010, “*Graphic*”, Thames and Hudson Publication, 1st Edition.
3. Pateo Jones, 2010, “*Graphic Design for Fashion*”, Lawrence King Publication Ltd., 1st Edition.
4. Basia Szkutnicka, 2010, “*Technical Drawing for Fashion*”, Lawrence King Publication Ltd., 1st Edition.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester – III

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	
Fundamentals of Fashion (A)	4	90	25	25	50	-	100
THEORY AND PRACTICAL			Internal	External	Total		

OBJECTIVES:

The learner will be able to -

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.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% weight age of Marks
1	To be able to enumerate influence of specified factors on fashion.	Nature of fashion ? Definition ? Revolution ? Social , cultural conditions ? Designers and their influence	Group discussion Presentation on 5 national and 5 international designers.	25
2	To be able to enlist the different categories in clothing for men’s, women’s and kids.	Fashion clothing categories Men, Women, Kids: ? Casual wear ? Sports wear ? Formal wear ? Leisure wear ? Club wear ? Lounge wear ? Resort wear ? Lingerie ? Active sports ? Adventure wear ? Uniforms	Preparing individual document on all categories using magazine cutouts.	25

		<input type="checkbox"/> 1940 <input type="checkbox"/> 1950 <input type="checkbox"/> 1960 <input type="checkbox"/> 1970 <input type="checkbox"/> 1980 <input type="checkbox"/> 1990 <input type="checkbox"/> 2000 <input type="checkbox"/> 2010	culture, population, innovations and changes of fashion occurred in each of them.	
3	To be able to distinguish the influence of decade on the fashion.	Fashion timelines and its influence from every decade. <input type="checkbox"/> 1920 <input type="checkbox"/> 1930	A presentation based on all timelines keeping in mind demographics, psychographic, society,	25
4	To be able to use the fashion terminology related to the categories of fashion.	Fashion terminology <input type="checkbox"/> Evolution of fashion <input type="checkbox"/> Fashion capitals around the world	Study of three brands from all the categories (men, women, kids) of	

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Stephens G., (2005), "*Fashion Concept to consumer*", Pearson.
2. Steckes P., (1996), "*Fashion Design Manual*", Palgrave Macmillon.
3. Stone E., (2004), "*Dynamics of fashion*", Fairchild Publication.
4. Eubank T., (2010), "*Survey of historic costumes*", Fairchild Publication.
5. Laver J., (2002), "*Costume and fashion – A concise history*", Thames & Hudson.

4-Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester - III

Subject	Credits	Hours	Marks		
Photography	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES:

The learner will be able to-

1. Compose photographs by implementing the study of elements of design, principles of design, camera control, light exposure, image composition, image editing and exposure technique.
2. Implement the vector software skills to enhance photographs at professional level.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	marks
1	To be able to Identify the elements and principles of studio and outdoor photography.	Basics – Introduction to photography <ul style="list-style-type: none">- Elements of photography- principles of photography Introduction to Creative practice for Lighting for studio and outdoor photography keeping in mind : <ul style="list-style-type: none">- camera control,- Image composition,- expose technique,- control of continuous light,- natural light- pre-existing light	Develop a document on the on parts of camera (Ex.- Lens, Aperture, Shutter, Sensor), Elements and principle of photography, camera control, Image composition, Lighting Principles.	25

2	To be able to apply the Digital Photography for natural images.	Introduction to digital photography – film, exposure, light concepts, film processing and photographic chemistry Introduction to digital technique, new technology and evaluating photography with photography analysis and criticizing. Photography Technology – Study of photography from technical stand point.	Developing photographs from nature by working on: Depth of field, light, composition with camera.	25
3	To be able to use photography as a tool for the advertising of fashion items	Medium format photography – use of medium format camera, advance tungsten light technique, introduction to mono-block electronic flash units for photography of models and accessories for advertising, editorial or illustration use of techniques. Large format photography – use of large format view camera for commercial still life photography.	Photograph and print the photos of accessories (one each) for advertising, editorial or illustration by working with Light, exposure in the dark room.	25
4	To be able to use vector software for editing of commercial photographs.	Vector software – Techniques for scanning, creation of selection, layers, colors correction, basic image manipulation, image merging, color matching, etc. Professional practices for	Edit the photographs using vector software to create commercial photograph.	25

Evaluation pattern –

Internal Assessment: 100 marks continuous evaluation which includes Class Assignments (75 Marks) and Class test (25 Marks)

REFERENCE BOOKS:

1. Jeremy Webb, (2005), *“Basic creative photography of Design Process”*, Ava Publishing.
2. Eliot siegel, *“The Fashion Photography”*, Thames & Hudson.
3. Mark Haworth Booth, (1997), *“Photography -An Independent Art”*, V & A.
4. Michael Freeman, (2007), *“The Photographer’s Eye”*, Focal Press, 1st Edition.
5. Scott Kelby, (2009), *“The Adobe Photoshop CS4 Book”*, New Riders Press, 1st Edition.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication
Semester - IV

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
			Th	Pr	Th	Pr	
Fashion Marketing And Merchandising©	4	60	Th 25	Pr -	Th 75	Pr -	100
THEORY			INTERNAL		EXTERNAL		TOTAL

OBJECTIVES:

The learner will be able to-

- 3) Study the concepts of marketing that can be applied in apparel industry.
- 4) Recognize the fundamentals of merchandising, the role of merchandiser, buying and selling activities in apparel industry.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	marks
1	To be able to describe marketing strategies and process.	Knowing the concept of Marketing and the marketing process <input type="checkbox"/> Concept <input type="checkbox"/> Marketing management <input type="checkbox"/> Strategic planning <input type="checkbox"/> Marketing process	Group discussion (Option : TEST)	25
2	To be able to describe a market mix with the help of the basic principles of marketing, various tactics and strategies.	Developing marketing mix <input type="checkbox"/> Product strategy. <input type="checkbox"/> Pricing strategy <input type="checkbox"/> Distribution Policy <input type="checkbox"/> Promotion policy	A case study of developing a marketing mix for apparel product	25
3	To be able to study the concept of merchandising.	Merchandising and planning <input type="checkbox"/> Evolution of merchandising in apparel industry <input type="checkbox"/> Role and responsibility of merchandiser <input type="checkbox"/> Market knowledge	Group discussion (Option : TEST)	25

4	To be able to analyze the merchandise buying and selling activities with the help of case study.	Merchandising – the execution <input type="checkbox"/> Line development <input type="checkbox"/> Costing and pricing strategies <input type="checkbox"/> Quality <input type="checkbox"/> Supply chain management	A case study on industry for the role of merchandiser with solution to available problem.	25
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Evaluation pattern –

Internal Assessment: Class Assignments and Class test - To Be Converted In To 25
 External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Burns, David L, "The Business of Fashion", Fair child Publication Inc.
2. Frings, Gini S., (2008), "Fashion : From Concept To Consumer", Pearson Prentice hall, 1999, 9th edition.
3. Kotler P., (1999), "Principles of Marketing", Prentice hall of indo , New delhi.
4. Packard S., Winters A. & Axelrod., (1980), "Fashion Buying & Merchandising", Fair child publication, new York, 4thrintingg.
5. "Relevant business & trade journals, magazines, and Govt. Publications".

4 –Year Degree under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –III

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
			Th	Pr	Th	Pr	
Introduction to Fashion Accessories and Women’s Studies (b)	4	90	Th 25	Pr 25	Th 50	Pr -	100
PRACTICAL			INTERNAL	EXTERNAL	TOTAL		

OBJECTIVES-

The learner will be able to-

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.
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.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	marks
1.	<p>To be able to design accessory inspired from the historical eras.</p> <p>To be able to differentiate and compare between National and International fashion accessories and its influence in present scenario.</p>	<p>Accessories of the :</p> <ul style="list-style-type: none"> ☐ Stone age ☐ Bronze age ☐ Iron age ☐ Middle age ☐ Modern age. <p>With respect to functionality, aesthetics attributes and material required.</p> <p>Accessories of 21st century</p> <ul style="list-style-type: none"> - National - International 	<p>Group activity - presentation of individual era including one prototype of accessory from each era.</p> <p>Presentation on one national and one international accessory designer.</p>	25

2	<p>To be able to analyze categories of fashion accessories.</p> <p>To be able to design accessory prototypes using the given raw material.</p>	<p>Study of different fashion accessories:</p> <ul style="list-style-type: none"> - Bags - Footwear - Jewelry - Belts - Headgears - Stoles, Scarves <p>Introduction to different materials, their properties and use of them in making of accessories.</p> <ul style="list-style-type: none"> - Leather - Wood - Stones - Shells - Metal - Different Fabrics 	<p>Detailed presentation of accessories used in movies by any 3 characters (minimum)</p> <p>Submission of</p> <ul style="list-style-type: none"> - leather bag, - wood box of Jewellery, - stone Jewellery Headgear, - Metal recycle product. - fabric stole, 	25
3	<p>To be able to recognize the demographic profile of women in India & the role and importance of media portraying women</p>	<p>To study the demographic profile of women in India and towards change</p> <ol style="list-style-type: none"> 1. Sex Ratio 2. Health 3. Education 4. Employment 5. National Policy of Empowerment of women 2001. 6. The role and importance of media portraying women. 	<p>Debate 5 marks</p> <p>Discussion 10 marks</p> <p>Presentation 10 marks (On the given topics)</p>	25
4	<p>To review the present situation and changes in the status of women & create awareness about Governmental policies and strategies.</p>	<p>To understand Women, work and development :</p> <ol style="list-style-type: none"> 1. Women in the unorganized sector. 2. Women in the Organized sector. 3. Legal provision for the protection of working women 4. Governmental policies and strategies for women's development 5. Role of voluntary organizations 	<p>Discussion 10 marks</p> <p>Presentation 15 marks (On the given topics)</p>	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Eberle H., Hermeling H., Horabeger M., Menzer D., Ribng W., "*Clothing Technology*".
2. Revere A., (2006), "*Masters – Gemstone*", Lara books.
3. Wells W., (2008), "*Masters – bead weaving*", Lara books.
4. SigalP., "*Costume jewellery for haute couture*", Thames and hudson.
5. Harris C., (2000), "*Collecting fashion and accessories*", Octopus publishing.
6. Scott J. C., "*Costume And Fashion*".

4-Year Degree under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester – IV

Subject	Credits	Hours	Marks		
Perspective Drawing and Typography(A)	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES:

The learner will be able to-

1. Draw Line, 2D/3D Drawing, Geometric Shapes, Geometric Construction, lettering, Orthogonal Projections, Isometric Projections, Perspective with proper dimension and scale.
2. Explain and implement typographical principles, Tracking, Kerning and creative font communication.
3. Implement the terminology of fonts for vintage and inspirational typography to create typefaces on a theme.
4. Implement typography skills to create print advertisement.

CONTENT:

Block No	Objectives	Topic	Assignments	% weight age of marks
1	To be able to draw one, Two and three point perspective.	Introduction of Perspective projections of any object.	- One Point Perspective - Two Point Perspective - Three Point Perspective	25
2	To be able to Create typefaces for specified themes/subjects..	Create Typefaces and Type fonts that support to the Theme, display Typography, Typography terminology and the details of different fonts	Develop typography on given theme or subject. 1. Fire 2. Flower 3. Shadow 4. Height 5. Compress 6. Speed 7. Motion 8. Circle 9. Width 10. Mixing	25

3	To be able to make different type faces on themes and brand study/research.	Typographical Principles – Introduction of Tracking, kerning and different typefaces	Study of 10 different brand and Creating different styles of brand names using different fonts.	25
4	To be able to implement creative Typography for advertising design.	Font communication, Alignment, Typography as an art, Typography with inspiration, Vintage Typography	Create 25 different characters using different fonts for print advertising in fashion.	25

Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments (75 Marks) and Class test (25 Marks)

REFERENCE BOOKS:

1. Bringhurst R., (2004), "*The Elements of Typographic Style*", Hartley and Marks Publishers.
2. Cheng K., (2006), "*Designing Type*", Yale University Press.
3. De Jong C., (2010), "*Type: A Visual History of Typefaces and Graphic Styles (Volume 2, 1901-1938)* ", Taschen; Mul.
4. Felici J., (2011), "*The Complete Manual of Typography*", Adobe Press.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –IV

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
			Th	Pr	Th	Pr	
Principle of Management©	4	60	Th 25	Pr -	Th 75	Pr -	100
THEORY			INTERNAL	EXTERNAL	TOTAL		

OBJECTIVES-

The learner will be able to-

- 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.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	% weight age of marks
1	To be able to learn the basic management Fundamentals concepts.	Definition, Nature, Purpose and Social responsibility of Management. Evolution of Management, Managing is an art or Science	Case study – (any 2)SWOT Analysis of different organizations.	25
2	To be able to describe vision of organizational structure, its Function and Process.	Types and Levels of Organization, ☑ Managerial Functions, ☑ Process of Management- Planning, ☑ Organizing, ☑ Leading and Controlling	Case study - (any 2) SWOT Analysis of different Brands.	25
3	To be able to learn the business planning and implementation of processes to various organizational structure.	Planning – Types, Steps and Process. SWOT Analysis Organizational Structure, Types, Staff- line of authority, Delegation of work and decentralization. Process of Decision making, Evaluation and selection of alternatives.	Case study - SWOT Analysis of different Fashion Category.	25

4	To be able to study the Importance of HR in the fashion industry.	Motivation, Leadership, Communication Finance-functions, goals, source, break-even analysis and profitability. Ethics and Social responsibilities in management.	Case study - SWOT Analysis of different Brand and costumers	25
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Evaluation pattern –

Internal Assessment: Class Assignments and Class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Bhattacharya S.C.,(1999),"*Strategic management concept and cases*", A H Wheeler Publishing Co Ltd.
2. Koontz & Weihrich – Part (2009),"*Essentials of Management – 5th edn*",Tata McGraw Hill Education Private Limited.
3. Sheehan B.,"*Marketing management*", An AVA book.
4. Tripathi P.C. & Reddy P.N., (1991),"*Principles of Management*", Tata Mcgraw hill Pub.Co.Ltd.,N.Delhi.

4-Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester – IV

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	Total
Visual Merchandising (A)	4	90	25	25	50	-	
Theory and Practical			Internal		External		Total

OBJECTIVES:

The learner will be able to-

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.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% weight age of marks
1	To be able to recognize the concept of store image, its relationship to visual merchandising.	<input type="checkbox"/> Introduction to Visual merchandising and display basics <input type="checkbox"/> Application of principles of design in visual merchandising	Power point presentation on principles of design in visual merchandising	25
2	To be able to discuss the importance of display as a tool for the success of store exterior and window display of fashion brands.	Store exterior and window display types – location within the store with respect to brand study	Presentation on Themes and setting for windows and interiors of a store with respect to brand study.	25

3	To be able to utilize the contribution of elements of display in visual merchandising using computer aided software.	<p>Elements for successful displays</p> <ul style="list-style-type: none"> ☐ Mannequins and other human forms ☐ Fixtures ☐ Props ☐ Lights ☐ Materials used in window display of Visual Merchandising <p>Display techniques</p> <ul style="list-style-type: none"> ☐ Attention getting devices ☐ Familiar symbols ☐ Sale ideas 	<p>Creating the elements of display on CAD Software</p> <p>Execution of visual presentation on CAD Software.</p>	25
4	To be able to explain the steps in the display planning.	<ul style="list-style-type: none"> ☐ Fashion accessories ☐ Home fashion hard goods display <p>Graphic and signage</p> <ul style="list-style-type: none"> ☐ Visual merchandise planning ☐ Store planning and design ☐ Point of purchase display 	Execution of store layout on CAD Software keeping in mind the brand study.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Pegler M., (2006), "*Visual merchandising and display*", 5th edition fairchild publication New York.
2. Diamond J, Diamond E., (2007), "*Contemporary visual merchandising and environmental design*", Pearson education, Inc.
3. The national retail merchants association's visual merchandising board of directors,(1986), "*Visual merchandising*", PBC international. INC.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –IV

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	
Graphic Design – Foundation(A)	4	120	-	25	-	75	100
Practical			Internal		External		Total

OBJECTIVES-

The learner will be able to-

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.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	Marks
1	To be able to discuss the icons, logo, symbols and signage related to brand identity.	Introduction to icon, Logo, symbols and Signage Icon/ signage/Logo / symbol design: - Market Research - Design Process - Typography study - Brand Study	Serve 5 Brands in terms of icon, Logo, symbols and Signage. Design based on the study conducted.	25
2	To be able to create icon, Logo, symbols design for a fashion brand.	Application of icon, Logo, symbols for Stationary development 1. Visiting Card design 2. Letterhead design 3. Envelope designing 4. Bill Book designing 5. Invitation Card design 6. Hoarding design	Development of all Types of stationary, 1. Letter Head (5) 2. Visiting Card (5) 3. Envelope (5) 4. Bill Book (5) 5. Invitation Card design (5)	25

3	To be able to design promotional materials and techniques for fashion brand.	Application of icon, Logo, symbols for packaging. 1. All types of Tag Designing 2. All types of Label Designing 3. Packaging designing for Apparel and Lingerie 4. Box designing 5. Bag Designing 6. Packaging Band designing 7. Wrapping paper designing	Development of 1. Tag 2. Label 3. Packaging Design 4. Box Design 5. Wrap Paper	25
4	To be able to apply various prints and printing methods for fashion industry.	Print Development & Introduction to different printing methods 1. Screen printing 2. Rubber printing 3. Foil printing 4. Sublimation printing 5. Digital Printing Color Separations for each methods	Development of products using any two techniques.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks.

REFERENCE BOOK :

1. Bain S., "Corel Draw 12 (The official Guide)", Dreamtech.
2. Hess J and Pasztorek S., (18 Oct 2010), "Graphic Design for Fashion", Laurence King.
3. Paula J., "Complete Guide to Size Specification Technical Design", Fairchild.
4. Steven H & Lita T., "Graphic", Thames and Hudson.
5. Szkutnicka B., (2010), "Technical Drawing for fashion", Laurence King.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –IV

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
			Th	Pr	Th	Pr	
Writing Skills(A)	4	120	-	100	-	-	100
PRACTICAL			INTERNAL	EXTERNAL	TOTAL		

OBJECTIVES-

The learner will be able to-

- 1) Writing is about thinking in a structured way
- 2) The context of writing decides the type of language and tonality to be used
- 3) A broad understanding of evolving communication concepts

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	Marks
1	To be able to General understanding to the ideas/ communication and the vital role it plays in the modern world – the communication explosion that is taking place in the ‘always connected generation’	Ideas, as the defining difference between humans and other species -The broad world of ideas in the many areas of human progress- the concept of ideas as the currency of progress- from fire to fashion the evolution of ideas – from mundane everyday ideas like creating a new dish to exotic ideas about the universe to new fashion styles, ideas shape our lives and will	a) Writing in 50 words about 10 topics given in class b) Describing 5 images in different writing styles	25
2	To be able to A writer has to be observant at all times- descriptive scenes, fantasy scenes, humorous scenes, horror scenes, advertising , fashion and lifestyle writing is all part of observation and more importantly- IMAGINATION	☑ The real life experience library ☑ The power of description ☑ Elements of writing style ☑ Titles and headings ☑ Opening lines and introduction ☑ Writing the body ☑ Endgames	Writing articles on given topic with headline, introduction and endings	25

3	To be able to writing for advertising, press notes, headlines and other specialized writing like advertising films, briefs, advertorials, Leaflets etc- to make students understand the importance of tonality, limitations and opportunities in each media in each media	<input type="checkbox"/> Specialized writing : Fashion <input type="checkbox"/> Aspects of advertising and marketing <input type="checkbox"/> Writing for business communications	a) Writing for an advertisement b) Writing a business communication note for a fashion brand.	25
4	Creation of a newsletter /publication in the tabloid format- basic concept of publication /target audience – how to work around a basic concept and approach - produce headlines that are interesting, relevant and adds value- the use of design in creating mastheads, relevant advertising for the target market	Development of content Development of Page Layout	Individual assignment - Development of Tabloid using concept, content, Page Layout.	25

EVALUATION PATTERN –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Knight R., (2010), "*Journalistic Writing: Building the Skills, Honing the Craft*", Marion Street Press,

LLC.

2. Marsh C, Guth D.W. and Short B., (2004), "*Strategic Writing: Multimedia Writing for Public Relations, Advertising, Sales and Marketing, and Business Communication*", Allyn& Bacon.
3. Marsh C, Guth D and Short B., (2008), "*Strategic Writing: Multimedia Writing for Public Relations, Advertising and More (2nd Edition)*", Pearson.
4. Swanson K.K. and Everett J.C., (2008), "*Writing for the Fashion Business*", Fairchild Pubns; illustrated edition.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –V

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
			Th	Pr	Th	Pr	
Fashion Styling and fashion Photography	4	120	-	25	-	75	100
PRACTICAL			INTERNAL	EXTERNAL	TOTAL		

OBJECTIVES-

The learner will be able to-

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.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	marks
1	To be able to recognize the role of Fashion stylist in Fashion including elements used in it. To be able to learn and use camera, lights and sound.	Introduction to basic Fashion styling <ul style="list-style-type: none"> - Make up - Hair styles - Accessories - Props and backdrop - Specific brands with their USP in styling Introduction to basic photography <ul style="list-style-type: none"> - camera control - distance - angle - view point - space - Image composition 	To shoot at various different locations with different light settings, and environment.	25
2	To be able to be apply basic layout and compositions in Photography.	Elements and principles of design in photography	Assignment on individual elements and use a range of design principles to create a set of images	25

3	To be able to use the design principles to create an illusion of depth, focusing and range of compositional technique.	Depth and scale Emphasis and emotions Fashion Photography – Importance of Good Body Posing, Posing the Head and Face, props, back drop, ambience, Lighting Effects,	Assignment On design principles to create an illusion of depth. To create a composition which emphasis the product and communicate its emotions	25
4	To be able to use the video and editing skills for advance effects in videography.	Moving images Motion graphics	Short films and fashion shoots with appropriate use of sound and lights	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks.

REFERENCE BOOKS:

1. Booth M., (1997), "*Photography An Independent Art*", V & A.
2. Freeman M., (June 6, 2007), "*The Photographer's Eye*", Focal Press; 1 edition.
3. Kelby S., (January 1, 2009), "*The Adobe Photoshop CS4 Book*", New Riders Press; 1 edition.
4. Siegel E., "*The Fashion Photography*", Thames & Hudson.
5. Webb J., (2005), "*Basic creative photography of design process*", Ava Publishing.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –V

Subject	Credits	Hours	Marks				
Craft Documentation	4	120	Th -	Pr 25	Th -	Pr 75	100
Practical			Internal		External		Total

OBJECTIVES:

The learner will be able to-

- 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.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	Marks
1	<p>To be able to identify the craft and the related problem areas.</p> <p>To be able to study the process and organizations involved in promoting the craft.</p>	<p>1) Selection of the Craft</p> <p>2) Research on the Craft</p> <ul style="list-style-type: none"> -History -Origin -Manufacturing process -Product range <p>3) Search for the “Artisans” working for the craft.</p> <p>4) Initial approach to the “Artisans” for explaining the Project and its importance.</p> <p>5) Telephonic interaction with the Artisan regarding the current problems associated with the promotion and development of the craft.</p> <p>6) Search information for the various Organizations working to preserve the craft.</p> <ul style="list-style-type: none"> -NGO -Government Organization -Local Outlets <p>7) Application of the Craft in recent Fashion Scenario.</p> <ul style="list-style-type: none"> -Designer collection -Retail collection <p>8) Comparative study regarding the availability of the craft (with various categories) and</p>	<p>Students will prepare the document in terms of following aspects.</p> <ul style="list-style-type: none"> -Origin -History - Process and production -Products & designs - craft Pros and cons of the - Promotion and marketing - Information on NGO’S and other organizations. 	25

		marketing strategies in metro cities.		
2	To be able to identify the problem areas of the craft and suggest solutions over it.	<p>List down the challenges related to the “Promotion, Marketing, Sales & Visual merchandising” of the craft.</p> <p>1) Analysis of Product Category based on the particular craft.</p> <ul style="list-style-type: none"> -Apparel -Corporate Gifts or Stationary -Accessories -Home/ corporate Décor <p>2) Comparative study regarding the availability of the craft (with various categories) and marketing strategies in metro cities.</p> <p>3) Approval from the concerned Faculty.</p> <p>4) Approval from the Artisans regarding the changes. (through Internet)</p> <p>Production of various promotional materials with the help and guidance of the Artisan.</p>	Students will prepare the document in terms of following aspects. Category of products Comparative study of other crafts of the region.	25
3	To be able to promote the craft in the form of a Brand in the market	Branding of the Craft- Promotion, marketing and E- Marketing of the craft through brochure, catalogues, leaflets, PPT's, DVD's, Posters, Banners, Social media broadcast (in terms of blogs, web pages, SOFT website) etc.	Students will prepare the document on the branding of the craft.	25
4	To be able to advertise and promote the brand	Visual Display of the craft. Promotion of the Exhibition to the potential client and create awareness &	Students will design a display for the craft as an promotional	25

	in the form of the display.	promotional strategies to increase the footfall	Activity	
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Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks.

REFERENCE BOOKS:

1. Bhatnagar P. (2004), "*Traditional Indian costumes and Textiles*", Abhishek Publication, Chandigarh.
2. Chattopadhyay K. (1995), "*Handicrafts of India* ",WisdomTree,New Delhi.
3. Crill R. (1998), "*Indian Ikat Textiles*", WeatherhillInc..
4. Dhamija J. and Jain J. (1989), "*Hand-woven Fabrics of India*", Mapin Publishing Pvt,Ltd.Ahmedabad.
5. Dr. Dedhia E. and Hundekar M. (2008), "*Ajrakh Impressions and Expressions*", Colour Publication Private Limited,Mumbai.
6. Gillow J. and Barnard N. (1991), "*Traditional Indian textile*", Thames and Hudson,London.
7. Kapur C. and Ambasanyal (1989), "*Saris of India*", AmrVastraKosh,Wiley Eastern Limited,New Delhi.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester – V

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
			Th	Pr	Th	Pr	
Design Process (A)	4	90	25	25	50	-	100
THEORY AND PRACTICAL			INTERNAL	EXTERNAL	TOTAL		

OBJECTIVES:

The learner will be able to-

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.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	marks
1	To be able to define the concept of design, Design, innovation, aesthetic in design and solving problem statements using lateral thinking process in design methods.	<ul style="list-style-type: none"> ☐ Definitions of design ☐ Design and innovation ☐ Design aesthetics ☐ Problem solving / innovating designing methods(Lateral Thinking) : <ul style="list-style-type: none"> - SCAMPER - 6-Thinking Hats - Mind Map 	Develop a document with examples of innovative design or solving problem statement on SCAMPER, 6-Thinking Hats, Lateral Thinking, Mind Map.	25
2	To be able to identify inspiration for design process through market research and its application in design process.	<ul style="list-style-type: none"> ☐ Identification of market ☐ Inspiration ☐ Mood ☐ Colour ☐ Client 	Develop <ul style="list-style-type: none"> ☐ Inspiration ☐ Mood ☐ Colour ☐ Client Boards for the design to be developed using lateral thinking and mind mapping.	25

3	To be able to learn and use design process to effectively communicate the design.	<ul style="list-style-type: none"> • Design quality and built in attributes • Design complexity • Translation of information for manufacturing design 	Develop a note that describes quality and built in attributes and areas of design complexity for the design that is to be developed.	25
4	To be able to justify the design along with suggested alternative ideas.	Production and Design presentation	Production and presentation of developed design solution with technical drawing and detail information.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Alison B and Terry B., (2004), "*Computer Aided Pattern design and product development*", Blackwell Publication.
2. Aspelund K., (2006), "*Design Process*", Fairchild publications.
3. Harold C and John P., "*Fashion design and product development*", Blackwell Science Ltd.
4. Injoo K and Mykyung U., (2002), "*Apparel making in fashion design*", Fairchild publications.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –V

Subject	Credits	Hours	Marks				Total
			Th	Pr	Th	Pr	
Media Planning & Event Management (A)	4	90	Th 25	Pr 25	Th 50	Pr -	100
Theory And Practical			Internal		External		Total

OBJECTIVES-

The learner will be able to-

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.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	marks
1	To be able to discuss the role of media and its types.	Importance of media in fashion industry Types of media and professions related to it.	Research on role of Media in fashion events.	25
2	To be able to describe the fashion industry and concept of Event Management.	Breakdown in fashion industry, different branches in fashion industry, fashion styling in India, choreography in India. Types of event related to Fashion industry. - Trade show/fair - Exhibitions - Fashion show Analysis of International/ National trade fairs, shows, exhibitions.		25

3	To be able to explain the Importance of Public Relations and proposals for every event with marketing strategies.	Importance of PR in industry Good PR quality Types of events and different types of proposals Marketing tool in the industry- Other profession relater to media and fashion show.	Create Event layout for Fashion show, trade fair and exhibition.	25
4	To be able to study hype, publicity and advertisement with specific issues in fashion and media.	Hype v/s publicity v/s advertisement -Influence of page 3 syndromes on designers Social and environmental issues in fashion and media. Making basic like invites, brochures, pamphlets, ad copy, layouts etc. in fashion industry, discuss each in detail Role of designer and moral responsibility		25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Easey M., (2009), "*Fashion Marketing*", Wiley – Blackwell.
2. Noel H., (2009), "*Consumer Behaviour*", AVA academics.
3. Sheean B., (2011), "*Marketing management*", AVA academics.
4. Swanson K, Everett J., (2000), "*Promotion in the Merchandising Environment*", Fairchild Publications.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester - V

SUBJECT	CREDITS	TOTAL HOURS	MARKS				100
			Th 25	Pr 25	Th 50	Pr -	
Advertising Basic (A)	4	90					
THEORY AND PRACTICAL			INTERNAL	EXTERNAL	TOTAL		

OBJECTIVES:

The learner will be able to-

1. The learner will be able to strategise within a marketing context and implement advertising campaigns in the competitive marketplace of today.
2. Distinguish each level of fashion advertising in the industry.
3. Identify the primary and secondary research that advertiser's use in planning.
4. Implement the basic principles of design that is imperative in advertising campaign.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	marks
1	To be able to understand framework of advertising within the ambit of marketing in the competitive lifestyle marketplace today and how advertising changes with changing markets	1. Development of advertising and the rise of consumerism and marketing 2. Analysis of successful advertising (Fashion) campaigns, globally and in India over the last 100 years 3. History of advertising	Identify 3 print advertisements and 3 TV commercial of any lifestyle brand. Give reasons for the choice of magazine / channel, placement/ timing , size / duration.	25
2	To know about working of advertising agencies, departmental functions, client-agency relationships, what are the qualities required for an advertising professional	1. The advertising agency 2. Roles of various departments 3. Media planning	Select any ad agency Speak to a copywriter, a visualizer and account planner from an ad agency in the city about how does he apply creativity in advertising	25

3	To be able to develop an advertising strategy for a lifestyle and fashion brand that is part of the overall marketing strategy	1. Models of advertising planning 2. the advertising planning cycle 3. Target market analysis 4. Budgeting	Take any 3 TVCs of lifestyle brands. Identify advertising objectives, target audience and the message strategy.	25
4	To be able to strategise and implement an advertising campaign for a fashion brand	1. Planning the advertising campaign, workflow in the agency 2. Integration of various communications - print, radio, television, outdoor, digital 3. Pre Launch testing, launch and post launch 4. Evaluation	Create a print advertisement campaign for a fashion / lifestyle brand of your choice based on your learning of this module	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Advertising Management by Rajiv Batra
2. Advertising : Principles and Practices Wells, Moriarty and Burnett
3. Ogilvy on Advertisign by David Ogilvy
4. Positioning: the battle for your mind Al Ries & Jack Trout
5. Wells, Burnett & Moriarty, "Advertising Principles and practices", Pearson. 6. Brand building advertising by Ambi Parmeshwaran 6. fashion and lifestyle advertising in Vogue, Elle, Harper's Bazaar Magazines

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –VI

Subject	Credits	Hours	Marks				
Creative Advertising (A)	4	90	Th 25	Pr 25	Th 50	Pr -	100
Theory and Practical			Internal		External	Total	

OBJECTIVES-

The learner will be able to-

1. Identify the tools and techniques of creativity in advertising.
2. Analyze effective advertising that help build and sustain brands.
3. The learner will be able to strategise and develop creative concepts for an advertising campaign in an advertising agency.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	marks
1	To be able to understand the process of creativity in advertising	1. Creativity in advertising 2. The evolution and history 3. analysis of creative advertising campaigns	Identify 2 creative print and TV advertising campaigns each in the recent past.	25
2	To understand the process in advertising	1. Developing the advertising strategy 2. Developing the message strategy 3. Strategy models 4. MECCAS model 5. The response process 6. The creative brief	Prepare a creative brief for the launch of a lifestyle product	25
3	To understand the use of creative symbolism in advertising	1. Art direction and copy writing 2. Creativity tools 3. Language as a creative tool 4. semiotic analysis	Prepare a storyboard for a TVC and copy for a print advertisement for a product or service of your choice. It should be creative	25

4	To develop a creative advertising campaign	1. Prepare a creative brief 2. develop and advertising campaign using the creative brief and integrating various offline and online platforms	Create a print and tv advertisement campaign for a fashion / lifestyle brand of your choice based on your learning of this module.	25
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Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Advertising Management by Rajiv Batra
2. Advertising : Principles and Practices Wells, Moriarty and Burnett
3. Ogilvy on Advertisign by David Ogilvy
4. Positioning: the battle for your mind Al Ries & Jack Trout
5. Wells, Burnett & Moriarty, "Advertising Principles and practices", Pearson. 6. Brand building advertising by Ambi Parmeshwaran

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –VI

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
			Th	Pr	Th	Pr	100
Exhibition and Display Design (A)	4	120	-	25		75	
PRACTICAL			INTERNAL	EXTERNAL	TOTAL		

OBJECTIVES-

The learner will be able to-

To demonstrate / draw 3D design, exhibition layouts and window display along with window dressing for effective promotion of fashion merchandise.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	% weight age of marks
1	To be able to create various types 3D models in CAD based software's.	Introduction to 3Dimension in space and types of spaces	Create elements of Visual Merchandising in 3d Software.	25
2	To be able to apply the ideas in designing for display & exhibition.	Execution of graphics and signage design for display and exhibition.	Development of 5 different alternatives for a fashion brand.	25
3	To be able to create the display and exhibition as the basic tools to promote a product image.	Exhibition Design with 2D and 3D software, Techniques, equipment and machinery and their limitations for creating of exhibition.	Exhibition Design 1. Layout (2d To 3D) 2. Stall Design (size 10'X8') along with facia. (5) Mock up – size (20"X16")	25

4	To be able to create the stalls and windows design using specific tool and Techniques.	Window display and Window Dressing	Window display and Window Dressing for 2 brands	25
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Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks.

REFERENCE BOOKS:

1. Bel J & Ternus K., (2011), "*Silent Selling: Best Practices & Effective Strategies in VM*", Fairchild Publications
2. Diamond J & Diamond E., (2010), "*Contemporary Visual Merchandising & Environmental Design*", Prentice Hall.
3. Pegler M M., (2012), "*Visual merchandising & display*", Fairchild Publications.
4. Underhill P., (2008), "*Why We Buy: The Science of Shopping*", Simone & Schuster.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –VI

Subject	Credits	Hours	Th		Pr		Total
			Th	Pr	Th	Pr	
Fashion Forecasting	4	60	25	-	75	-	100
Theory			Internal		External		Total

OBJECTIVES-

The learner will be able to-

- 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.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	Marks
1	To be able to learn the concept of fashion forecasting.	<p>Introduction</p> <ol style="list-style-type: none"> i. Meaning of Fashion ii. Meaning of Forecasting and reading of forecasting iii. The role of a forecaster iv. The precision of the forecast v. The fashion industry's components vi. The structure of the fashion industry vii. The fashion timetable viii. Information Network ix. The selling strategy x. Zeitgeist Theory 	<p>Group assignment</p> <p>Prepare a scrap book on the decade Study of fashion timeline in terms of social , economic, cultural, and technological influences.</p> <p>Identify the :</p> <ul style="list-style-type: none"> ☑ Pendulum swing ☑ Fashion cycle ☑ Fashion curve ☑ Zeitgeist Theory <p>From the above timeline.</p>	25

2	To be able to apply the Forecasting specialties used to develop a forecast.	Forecasting specialties <input type="checkbox"/> Fashion scan <input type="checkbox"/> Consumer scan <input type="checkbox"/> Fashion analysis <input type="checkbox"/> Social and economic trend <input type="checkbox"/> Trend analysis <input type="checkbox"/> Competitive analysis <input type="checkbox"/> Integrated forecasting	Develop a presentation on: <input type="checkbox"/> Fashion scan: Collect images of 5 major designers from the fashion capitals <input type="checkbox"/> Consumer scan <input type="checkbox"/> Fashion analysis <input type="checkbox"/> Social and economic trend <input type="checkbox"/> Trend analysis <input type="checkbox"/> Competitive analysis <input type="checkbox"/> Integrated forecasting Identify the major trends of the particular season and year.	25
3	To be able to describe the influential factors and their effect on forecasting.	Research Process in Forecasting i. Primary sources ii. Secondary sources iii. Tertiary sources iv. Tracking sales v. Competition vi. Demographics vii. Value & life style viii. Publication ix. Forecasting services x. Plethora influences xi. Observation posts xii. The new technology xiii. Fashion of involvement xiv. New uses of products xv. Old neighborhoods xvi. Related industries	Develop a document on the research process in fashion keeping a brand in mind: i. Tracking sales ii. Competition iii. Demographics Develop a document on the research process in fashion: i. Publication ii. Forecasting services iii. Plethora influences iv. The new technology v. New uses of products	25
4	To be able to characterize the processes of reporting.	Processes of Reporting i. Process of implementation ii. Promotion iii. Making the fashion happen	Make a forecast report based on all above factors	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Brannon L., 3rd(2010), "*Fashion Forecasting*", Fairchild Books, New York.
2. Kathryn M & Janine M., (2008), "*Fashion Forecasting*", Wiley-Blackwell.
3. Martin R., (2010), "*The Trend Forecaster's Handbook*", Laurence King, U.K.
Rita P., (1992), "*Fashion Forecasting*", Fairchild Books, New York

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –VI

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
			Th	Pr	Th	Pr	
Creative Writing	4	90	25	25	50	-	100
THEORY AND PRACTICAL			INTERNAL	EXTERNAL	TOTAL		

OBJECTIVES-

The learner will be able to-

1. Inculcate creative writing and further improve their ability using different writing styles.
2. Utilize the skill to commit learnt theory into practice.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	Marks
1	To be able to write a creative article.	<ul style="list-style-type: none"> ☐ Types of writing methods ☐ Difference between writing with the different methods ☐ Use of language for creative writing ☐ Taking liberties and their limitations 	<p>A 150 word descriptive piece on a list of given 10 topics. The choice of what element of the thing/place you write about and how you approach it is completely up to the student. You could even write a poem rather than 150 words of prose. But the copy must be sharply written, descriptive, and should capture the essence of what you have chosen to describe. Each piece must also have an appropriate title.</p>	25
2	To be able to apply their ability to write for different medias.	<p>Further developing writing skills</p> <p>Review of fashion creative writing related to fashion publications</p> <ul style="list-style-type: none"> ☐ Forecast ☐ Magazines ☐ Journals 	<p>Writing about one topic for three different publications in 500 word each.</p>	25

3	To be able to use the learnt theory to practice and create a tabloid.	Studying in detail the content of tabloid and creating it	Create a forecast review using own stories.	25
4	To be able to develop the slogans for brand promotions.	Slogans for brands promotion and publication.	Preparation of slogan in print media and digital media for minimum two brands.	25

EVALUATION PATTERN – Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25 Marks (Theory and practical)
External Assessment: Final Exam - 50 Marks Theory

REFERENCE BOOKS:

1. *“Fashion magazines and journals”*.
2. *“Copywriting: Successful Writing for Design, Advertising and Marketing by Mark Shaw”*.
3. *“Creative Writing by Judy Lawn”*.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –VI

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	
Introduction to Media & Communication	4	90	Th 25	Pr 25	Th 50	Pr -	100
Theory			Internal		External		Total

OBJECTIVES-

The learner will be able to-

1. Recognize the role of Promotion and its effective implementation in Fashion industry.
2. Explain Advertising & Sales promotion as concepts.
3. Implement the relevance of Event Management & Public relations for Brands.
4. Identify the relevance of Direct Marketing and Personal Selling in marketing environment.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	marks
1	To be able to discuss the role of Promotion and Integrated Marketing Communications in Marketing Environment	Importance of Promotion in the Marketing environment Understanding of the concept of Integrated Marketing Communications	Research on different types of Promotion techniques used by Brands	25
2	To be able to describe Advertising and Sales – Promotion as a concept	Importance of media in fashion industry Types of media and professions related to it. Breakdown in Advertising & Sales-Promotion and evaluating the Merits and Demerits of each one		25

3	To be able to describe Public Relations, Event Management as a concept	To be able to understand the importance of Public Relations, Publicity & Press Engagements Discussion on different, Types of events.	Design an event Strategy for a brand	25
4	To be able to describe and learn about Direct Marketing and Personal Selling as a concept	Discussion on Personal Selling and Direct Marketing as concept To be able to understand deeply regarding the Importance and benefits of Personal Selling and Direct Marketing.	Research about a brand's Sal3s Pitch to Consumers	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Easey M., (2009), "*Fashion Marketing*", Wiley – Blackwell.
2. Noel H., (2009), "*Consumer Behaviour*", AVA academics.
3. Sheean B., (2011), "*Marketing management*", AVA academics.
4. Swanson K, Everett J., (2000), "*Promotion in the Merchandising Environment*", Fairchild Publications.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –VII

Subject	Credits	Hours	Marks				
Introduction To Light And Sound	4	120	Th -	Pr 25	Th -	Pr 75	100
Practical			Internal		External		Total


OBJECTIVES-

The learner will be able to-

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 theatre.
4. Emphasis on computer aided sound editing and light setting in the concert or fashion show

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	% weight age of marks
1	To be able to explain light, lighting set up, sources, accessories and its applications.	<p>Basics of Light Artificial lights and their colour factors.</p> <p>What is light? Basic theory, Colour theory, Exposure, Polarized light.</p> <p>Sources of Light Natural Light Day light, Evening light, Night, Seasonal Quality, effect of location</p>	On site study at fashion weeks and report submission	25
2	To be able to describe the light meter, principles and aesthetics of light for video production and CAD based softwares.	<p>Types of Lights and input systems Software lighting</p>		25

3	To be able to use on site study of light for shows, events and displays with sound.	Light Designing for shows  Fashion shows Events and displays The Nature and basics of Sound	On site study for indoor/ stage/ outdoor/ exhibition and report	25
4	To be able to use Sound sources, science of sound and types of sound for specific activities.	Sources of Sound Types of Sound Sound importance for indoor/ stage/ outdoor/ exhibition.	submission	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks
External Assessment: Final Exam - 75Marks.

REFERENCE BOOKS:

1. Siegel E., (2008), "*The Fashion Photography*", Thames & Hudson.
2. Peterson B., (2004), "*Understanding Exposure*", Amphoto Books; Revised edition.
3. Hunter F, Biver S, Fugua P., (2011), "*Light: Science and Magic*", Focal Press; 4 edition.
4. Grimm T, Grimm M., (2003), "*The Basic Book of Photography, Fifth Edition*", Plume; 5 edition.
5. Praker D., (2007), "*Basic photography – Lighting*", AVA publishing.
6. Winchip U., (2001), "*Fundamentals of Lighting*", Fairchild publications, Inc. New york.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –VII

Subject	Credits	Hours	Marks				
Introduction to Entrepreneurship & IPR	4	60	Th 25	Pr -	Th 75	Pr -	100
Theory			Internal		External		Total

OBJECTIVES-

The learner will be able to-

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

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	marks
1	To be able to explain the significance and importance of entrepreneurship	Introduction to Entrepreneurship: Definition, Concept and Need for entrepreneurship, Types of entrepreneurs	Case study- Success story of any entrepreneur	25
2	To be able to describe the different options to start a business.	Kinds of Entrepreneurship: Proprietary, Partnership and Group Entrepreneurship, Qualities of a good entrepreneur		25
3	To be able to describe the qualities and requirements for entrepreneurship.	Entrepreneurial Assets: Entrepreneurial Values and attitudes, Role demands and Requirements of Entrepreneurs, Barriers to entrepreneurship	To study the forms of ownerships of different businesses	25

4	<p>To be able to explain the role of motivation in entrepreneurship.</p> <p>To be able to study the concept of creativity and its application to Fashion Business.</p>	<p>Entrepreneurial Motivation: Definition and Meaning of Achievement Motivation, Need for Achievement Motivation, Motivating Factors: Internal and External</p> <p>Entrepreneurial Ideas: Creativity and Idea Generation, Searching and selecting Entrepreneurial Ideas, Dynamics of project Identification, Matching Project and enterprise, Gather Information on what works, How to succeed and mistakes to avoid</p>		25
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Evaluation pattern –

Internal Assessment: Class Assignments and Class test – To Be Converted In To 25

External Assessment: Final Exam – 75 Marks.

REFERENCE BOOKS:

1. Ajit K., "Grassroot Entrepreneurships", Willey Easter Ltd...
2. Burke B., (2008) "Fashion Entrepreneur (Fashion Design Series)", Burke Publishing.
3. Burns L, Mullet K, Bryant N., (2011), "The Business of Fashion: Designing, Manufacturing and Marketing", Fairchild Books.
4. Granger M and Tina, (2011), "Fashion Entrepreneurship: Retail Business Planning", Fairchild, New York.
5. Siropolis, Nicholas C., (2010), "Small Business Management: A guide to entrepreneurship", Prentice Hall.

4 –Year Degree Program

B. Design Fashion Communication

Semester – VII

SUBJECT	CREDITS	TOTAL HOURS	MARKS - 100		
Social Media and Digital Marketing (A)	4	120	50	50	100
			TH 25	PR 25	TH - 50
THEORY AND PRACTICAL			INTERNAL	EXTERNAL	TOTAL

OBJECTIVES-

1. Develop digital advertising campaigns such as presentations, websites and social media, brochures, reports and newsletters
2. Make use of tools such as WordPress, HTML and CSS, Google Adwords and Google Analytics
3. Learn to improve writing and create content for promotional purposes
4. Plan and implement a successful marketing strategy to position a brand, maintain its reputation and build a website
5. Conduct surveys to identify the interests and concerns of key stakeholders
6. Build, optimize and analyze PPC campaigns on Google Ads and Bing Ads

CONTENT:

Block No	OBJECTIVES	TOPIC/CONTENT ANALYSIS	ASSIGNMENTS	MARKS
1	<p>To be able to:</p> <p>Build an Effective Digital Marketing Strategy</p> <p>Learn to create an effective digital marketing strategy for different types of businesses. Involves identifying the target audience, selection of the right channels, budgets and messages</p>	<p>Principles of Digital Marketing</p> <ul style="list-style-type: none"> • Basics of Marketing • What is Digital Marketing? • Comparison of Traditional and Digital Marketing. • Statistics of Digital Marketing • Benefits of Digital marketing • Latest Digital marketing trends • Digital marketing platforms • Digital Marketing strategy for websites <p>Website Designing with WordPress</p> <ul style="list-style-type: none"> • Types of Websites • Basics of HTML/CSS/JavaScript 	<ul style="list-style-type: none"> • Market Research and Presentation 	25

	to be communicated.	<ul style="list-style-type: none"> • WordPress Installation on Server • Understanding the Dashboard • Changing the Default Settings • Installing and customizing themes • Content management in WP • Creating categories, pages, and posts • Adding a menu, widgets to the website • Installing useful plugins for site features • SEO specific plugins 	<ul style="list-style-type: none"> • Create a basic web site along with specific plugins 	
2	<p>Drive Organic Traffic Through SEO</p> <p>- will learn to optimize your websites for the search queries people are using.</p> <p>- will learn basic to advanced techniques in on-page and off-page search engine optimization.</p>	<p>Search Engine Optimization (SEO)</p> <ul style="list-style-type: none"> • Introduction to SEO • How Do Search engines work? • Search Engine Algorithms • Google Algorithm Updates • Google Search Console • Keyword Research Process • Keyword Research Tools • Competition Analysis • On page Optimization strategies • Content development strategy • Title & Meta Tags • Semantic SEO • Rich Snippets Integration • Speed Optimization • Off Page Optimization • Link Building Techniques as per latest standards • Local SEO Strategies • Reports and SERP Management 	<ul style="list-style-type: none"> • Create a report on SERP management and SEO Strategies 	25
3	<p>Engage Audiences with Social Media Marketing</p> <p>- will learn the process of conceptualizing, creating and running paid campaigns. A paid advertising campaign can quickly generate expected results. In</p>	<p>Search Engine Marketing (SEM)</p> <ul style="list-style-type: none"> • Introduction to Paid Marketing • Google Ads (Google AdWords) account and billing settings • Types of Campaigns • PPC Campaign Setup • AdGroups and Keywords setup • Bidding strategies & Conversion Tracking • AdRank, Quality Score Optimization • Ad Formats & Ad Extensions • Shopping Campaigns 	Industry Project on SEM	25

	<p>this module.</p>	<ul style="list-style-type: none"> • Dynamic search campaigns • Display Ads Campaigns • Remarketing campaigns • Mobile Apps Marketing • Video Marketing • Google Ads (Google AdWords) tools • MCC Account • AdWords Editor Tool <p>7+ Google Ads certification exam</p>		
4	<p>-learn to create social media strategy for a brand. You will also learn and experience social media techniques like attracting people with live videos, Twitter chats, contests and much more.</p> <p>- will understand various targeting methods that are available to reach people, engage them and convert them. You will also practically run a live campaign for a real business.</p>	<p>Social Media Marketing</p> <ul style="list-style-type: none"> • Introduction to social media marketing • Facebook marketing • Facebook advertising • YouTube marketing • Twitter marketing • LinkedIn marketing • Pinterest marketing • Instagram Marketing • Quora Marketing • Document Sharing Site <p>Email Marketing</p> <ul style="list-style-type: none"> • What is Email Marketing • Benefits of email marketing • Basic terminology in email marketing • Email Marketing Softwares • Building email marketing strategy • Building subscriber lists • Designing Newsletters • Types of Campaigns • Reports and analysis <p>Google AdSense and Affiliate Marketing</p> <ul style="list-style-type: none"> • Online money earning strategies • Success stories of online entrepreneurs • Planning a website for AdSense • What is AdSense? • Types of Bidding • Implementing Ads in a Website • What is Affiliate Marketing • Types of Affiliate Marketing • Making Money using Affiliate Marketing 	<p>Industry Project on SEM</p> <p>Industry Project on E- Mail Marketing</p>	25

		<ul style="list-style-type: none"> • Popular Affiliate Networks • Freelancing Business Strategies 	<p>Industry Project on Google AdSense and Affiliate Marketing</p>	
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Evaluation pattern –

Internal Assessment: Class Assignments and Class Test –50 Marks (Practical)

External Assessment: Final Exam - 50Marks. (Practical)

REFERENCE BOOKS:

1. Social Media Marketing Workbook - Book by Jason McDonald and Jason Mcdonald, Ph.d.
2. Digital Marketing For Dummies - Russ Henneberry and Ryan Deiss
3. Social Media Marketing All-in-One for Dummies - Doug Sahlin and Jan Zimmerman
4. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation- Calvin Jones and Damian Ryan
5. Digital Marketing Strategy: An Integrated Approach to Online Marketing- Simon Kingsnorth
6. Social Media Marketing: A Strategic Approach- Text Book

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B. Design Fashion Communication

Semester –VI

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	
Fashion Journalism and Public Relation	4	60	25	-	75	-	100
Theory			Internal		External		Total

OBJECTIVES-

The learner will be able to-

- 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 docket for media.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	Marks
1	To be able to study historical and theoretical overview and cultural writing.	<ul style="list-style-type: none"> - Difference between culture and civilization. - Cultural Theory and Journalism – Practice of Journalism - Fashion History with respect to media. - Introduction to significant movements and moments in the history of design, visual and popular culture with respect to media. 	Write a 600 words article on an important fashion trend, personality or silhouette from the 20 th Century. (A Fashion Theory critical piece determining the the student of fashion history and its relevance.)	25
2	To be able to explain the variety of media markets and develop original concepts using writing skills.	<p>Proficiency in Writing skills</p> <ul style="list-style-type: none"> - Critical pieces aimed at different audiences - Fashion reporting, picture stories and photo shoots. - Catwalk reports, shopping pieces, Interviews and profiles. 	<ul style="list-style-type: none"> - Class test/work: 250 word shopping article on what's available in market; - 1000 word profile article based on an interview taken. 	25

3	To be able to create concept of range of academic and cultural writing.	Approaches to Fashion - Feature writing, Opinion pieces, columns and trend spotting exercises. Rationale of Publishing	Write a 1200 words feature written for a specific target publication. (This explores the writing ability of the students as also pitching ideas and converting them into actual articles. This will be a two part assignment: one, a written pitch; two, the actual article.)	25
4	To be able to Describe the Importance/ issues of PR and media. And learn to prepare the press kits and Press Release.	- Importance of PR in industry - Good PR quality - Making press release from concept to execution. Relevance of press docket - Social and environmental issues in fashion and media. Making basic like invites, brochures, pamphlets, ad copy, layouts etc. in fashion industry, discuss each in detail	Make a press docket for a new launch of an imaginary product of a fashion brand as discussed in class.	25

EVALUATION PATTERN –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Edwards V, Brown WMC., "Journalism: in a free society".
2. Kovach B, Rosenstiel T., (2007), "The Elements of Journalism: What News people Should Know and the Public Should Expect", Three Rivers Press.
3. McGraw-Hill G., (2004), "Journalism Today", Glencoe/McGraw-Hill.
4. Steinberg S., (1966), "Mass Media and Communication", New York, Hastings House.

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B. Design Fashion Communication

Semester –VII

SUBJECT	CREDITS	TOTAL HOURS	MARKS				TOTAL
			Th	Pr	Th	Pr	
Advertising Project (Industry Base) (A)	4	120	-	25	-	75	100
PRACTICAL			INTERNAL		EXTERNAL		TOTAL

OBJECTIVES-

The learner will be able to understand how an advertising campaign is to be adapted to other communication platforms (ATL, (above the line), BTL (below the line)) for today’s competitive marketing environment. The advertising agencies of today are responsible for the entire success of the advertising campaign

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	% weight age of marks
1	To be able to understand the business of advertising and marketing of a lifestyle brand	1. Marketing management 2. Types of customers (b2c and b2b) 3. ATL, BTL advertising	Write an essay on why marketing is all important in the competitive marketplace of today	25
2	To learn about integrated marketing communications	1. Origins of integrated marketing communications. 2. Public relations 3. Exhibitions & trade shows 3. Packaging 4. Email marketing 5. Corporate communications 6. HR communications	Study the newspapers for the past week to discover pr campaigns and map them 2. collect packaging of product that you purchased in the last one month and prepare an analysis.	25
3	To understand integrating online and offline platforms in an environment that is consuming digital products	1. Basics of digital marketing 2. Use of social media in marketing 3. SEO 4. Analytics	Track a digital marketing promotion for any lifestyle brand that uses various digital marketing platforms	25

4	To understand the 360 deg approach to marketing communications.	1. Elements of an integrated marketing strategy 2. Budgeting 3. Implementation and control 4. Evaluation.	Develop an IMC strategy for a product or lifestyle brand of your choice. Each platform should have a strategy	25
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Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks.

REFERENCE BOOKS:

1. NiederA,Heimann J., (2009),”Fashion of the 20th Century: 100 Years of Fashion Ads”, TASCHEN America Llc.
2. Noel H., (2009),”Consumer behavior”, AVA academics.
3. Winters P, Winter A., (1996),”What works in fashion advertising”,Visual Reference Pub Inc.
4. WolbersM ,Horacek C., (2009),”Uncovering Fashion: Fashion Communications Across the
5. Media”,FairchildPubns
6. Integrated Advertising, promotion and marketing communications by Clow
7. Fundamentals of Digital Marketing by Pearson Paperback – 18 Jul 2017 by Puneet Singh Bhatia

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B. Design Fashion Communication

Semester –VIII

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
			Th	Pr	Th	Pr	
Creative Advertising (Elective)	4	90	25	25	50	-	100
PRACTICAL AND THEROY			INTERNAL	EXTERNAL	TOTAL		

NOTE- All electives are application based projects on individual specialization of Fashion Communication.

OBJECTIVES-

The learner will be able to-

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

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	% weight age of marks
1	To be able to analyze the ad campaign of brand critically.	Critical analysis of advertisement (print and digital) for Text Graphics Lay outs	Select an existing fashion brand of your choice. Analyze the print and digital ad campaign of that brand for text, graphics and	25
2	To be able to describe the creative process applied in developing an advertisement.	Study of competitor brands for advertisement campaign.	To identify competitors for the selected brands and analyze those brands for its advertisement campaign. Minimum 2-3.	25
3	To be able to create a Copywriting, visualizing & develop the creative brief for an advertisement.	Comparison of the selected brand against the competitor brands for advertisement campaign.	Visual presentations of Assets and drawbacks of the brands with comparison	25

4	To be able to create a creative brief.	Provide additional solutions to the competitor brands for advertisement campaign. The creative brief Creative approaches MECCAS Model	Create an advertising campaign for fashion brand	25
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Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Bowdery R., (2008), "*Copywriting*", AVA academic.
2. Collins H., (2010), "*Creative Research*", AVA academic.
3. Fernandez J., (2004), "*Corporate Communication*", Media Communications, Chennai.
4. Krishnatray P (Mudra Institute of Communication), (2006), "*Journal of Creative Communication*", SAGE Journal.
5. Vilanilam J & Verghese A., (2004), "*Advertising basics! A resource guide for beginners*", SAGE Publications Pvt. Ltd.
6. (2006), "*Global Media & Communication*", SAGE Journal.

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B. Design Fashion Communication

Semester –VIII

SUBJECT	CREDITS	TOTAL HOURS	MARKS			
			Th	Pr	Th	Pr
Visual Merchandising (Elective)	4	120	-	25	-	75
PRACTICAL			INTERNAL	EXTERNAL	TOTAL	

OBJECTIVES-

The learner will be able to -

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

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	% weight age of marks
1	To be able to identify and differentiate the displays and layouts for selected fashion outlets.	Survey of selected shops or outlets for visual merchandising study for <input type="checkbox"/> factory outlet <input type="checkbox"/> MBO outlet <input type="checkbox"/> Specialty store <input type="checkbox"/> Designer studio / store (Point of Display and Layout)	Case study - SWOT Analysis of different Shops and outlets.	25
2	To be able to create various types of window display designing in 2D and 3D software.	Windows Display (In 3D Software) - Modeling - Rendering - Lighting - Camera - virtual views Layouts signage	To create 2 creative options visual merchandise for selected outlet in a format of print or digital presentation.	25
3	To be able to apply the visual merchandise plan in the actual display.	Creation of visual merchandise display for selected outlet	Actual display or mock or on-site	25

4	To be able to improvise on the basis of feedback of visual merchandise.	Feedback and improvisation of the visual merchandise display	Feed back from experts (min 2-3) and to improvise the visual merchandise display.	
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Evaluation pattern –

Internal Assessment: Class Assignments and Class Test –25 marks

External Assessment: Final Exam - 75Marks.

REFERENCE BOOKS:

1. Bailey S & Baker J., (2014), "*Visual merchandising for fashion*", AVA saga.
2. Diamond J., Diamond E., (2007), "*Contemporary visual merchandising and environmental design*", Pearson education, Inc.
3. Morgan T., (2011), "*Visual Merchandising*", Laurence King Publishers.
4. Morgan T., (2010), "*Window Display: New Visual Merchandising*", Laurence King Publishers.
5. Pegler M., (2006), "*Visual merchandising and display*", 5th edition Fairchild publication New York.
6. Shepard J., (2012), "*New Trends in Visual Merchandising: Retail Display Ideas that Encourage Buying*", RSD publishing.
7. The national retail merchants association's visual merchandising board of directors, "*Visual merchandising*", PBC international.INC.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –VIII

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
			Th	Pr	Th	Pr	
Publication Design – (Elective)	4	90	25	25	50	-	100
THEORY and PRACTICAL			INTERNAL	EXTERNAL	TOTAL		

OBJECTIVES-

The learner will be able to-

Create the fashion publication in the form of magazine impact of marketing objectives, research and technology on publication design

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	% weight age of marks
1	To be able to discuss the publication types, specific features and contents.	Selection of publication type. Identification of agencies giving specific services in the selected area. Study of layout, features and Content analysis of the selected publication	To present Publication analysis for its presentation features To present Publication analysis for its content features	25
2	To be able to develop the graphics for mock magazine design.	Development of graphics for mock publication design	Presentation of the magazine content (Soft copy)	25
3	To be able to learn script writing, perception and meaning for front page designing.	Development of mock content of the publication design	Create a front page for fashion magazine (soft copy)	25
4	To be able to create actual publication in a print format.	To co-ordinate the graphics and content to finally create the printed publication	Submission of publication in printed format	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Bringhurst R., (2004), "*The Elements of Typographic Style*", Hartley and Marks Publishers.
2. Cheng K., (2006), "*Designing Type*", Yale University Press.
3. Felici J., (2011), "*The Complete Manual of Typography*", Adobe Press.
4. Pricken M., (2010), "*Creative Strategies*", Thames and Hudson.
5. Pricken M., (2004), "*Creative Advertising and Visual Creativity*", Thames And Hudson.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –VIII

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	
Fashion Styling and Photography (A) (elective)	4	120	-	25	-	75	100
Practical			Internal		External		Total

OBJECTIVES-

The learner will be able to-

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.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	% weight age of marks
1	To be able to discuss the style and photography techniques used in the catalog.	Catalog analysis of brand / label for its styling and photography effects Theme Colours Layout Light effects Categories Background Makeup Accessories Props	Presentation on catalog analysis of minimum 2 international or national brands / labels.	25

2	To be able to present the catalog specifications.	Selection the brand or lable to develop the mock catalog of season category presentation Selection of : Theme Colours Light effects Layout Categories Background Makeup Accessories Props	Digital presentation to explain the catalog specifications	25
3	To be able to create a suitable look for selected brand / label.	Development of look options in reference with fashion styling and forecasted looks.	Study of forecast for looks and creation of look using styling elements. (digital presentation)	25
4	To be able to create theme based fashion catalog for the selected brand.	Fashion shoot Editing Catalog making	Creation of fashion catalog using Fashion photography skills , Editing and composition	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks. (Theory 50 marks and Practical 25 marks)

REFERENCE BOOKS:

1. Booth M., (1997), "Photography an Independent Art", V & A.
2. Freeman M., (2007), "The Photographer's Eye", Focal Press.
3. Kelby S., (2009), "The Adobe Photoshop CS4 Book", New Riders Press.
4. Siegel E. "The Fashion Photography", Thames & Hudson.
5. Webb J., (2005), "Basic creative photography of design process", Ava Publishing.

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B. Design Fashion Communication

Semester –VIII

Subject	Credits	Hours	Marks				
Graphic Design – Advance	4	120	Th -	Pr 25	Th -	Pr 75	100
Practical			Internal		External		Total

OBJECTIVES-

The learner will be able to-

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.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	% weight age of marks
1	To be able to create various types of Graphic design for a selected brand/ label of the fashion industry.	Layout design : ☐ Cover page designing ☐ Magazine layout & designing ☐ Vector Graphics (Illustration) Development (selected brand)	Develop one graphic for selected brand : (digital presentation) ☐ Cover page designing ☐ Magazine designing ☐ Vector Fashion Illustration Poster Design	25
2	To be able to create various type of posters and creative advertisements.	☐ Poster designing 1. Fashion Event Poster 2.Social Issues Poster Creative Advertisement for Newspaper and Magazine for promotion of the selected brand	Develop one graphic for the selected brand : ☐ Fashion Event poster ☐ Social Issues Poster ☐ Creative Advertisement for News paper ☐ Creative Advertisement for Magazine.	25

3	To be able to create various types of Graphic design for fashion designing industry	<input type="checkbox"/> Booklet Designing <input type="checkbox"/> Catalogue Designing <input type="checkbox"/> Brochure designing <input type="checkbox"/> Pamphlet Designing Dockets Designing and Making	Develop one graphic for each topic keeping in mind a fashion brand and its analysis: Fashion Booklet Designing <input type="checkbox"/> Fashion Catalogue Designing <input type="checkbox"/> Fashion Brochure designing <input type="checkbox"/> Fashion Pamphlet Designing <input type="checkbox"/> Dockets Designing and Making	25
4.	To be able to create various types of Graphic design for social media and digital media for a selected brand.	Social media: - Banner ad - Web advertisements	Development of web advertisement layouting and designing for selected brand	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks
External Assessment: Final Exam - 75Marks.

REFERENCE BOOK:

1. Bain S., "Corel Draw 12 (The official Guide)", Dreamtech.
2. Hess J and Pasztorek S., (2010), "Graphic Design for Fashion", Laurence King.
3. J. Paula., "Complete Guide to Size Specification Technical Design", Fairchild.
4. Steven H & Lita T., "Graphic", Thames and Hudson.
5. Szkutnicka B., (2010), "Technical Drawing for fashion", Laurence King.

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Communication

Semester –VIII

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
			Th	Pr	Th	Pr	
Luxury Brand Management	4	90	25	25	50	-	100
THEORY and PRACTICAL			INTERNAL	EXTERNAL	TOTAL		

OBJECTIVES-

The learner will be able to -

- 1) The learner will be able to develop brand strategies for luxury brands and manage them in today's highly competitive consumer oriented marketplace
- 2) Cultivate integrative approach of various functional areas of merchandise sourcing and logistics\
- 3) Familiarize the students with a basic supply chain management system.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	% weight age of marks
1	To be able to understand the brand management of luxury lifestyle products	1. Origins of branding 2. How luxury brands evolved in the west notably USA and Europe. 3. The brand manager 4. Types of brands.	Take any two lifestyle brands and map its branding history	25
2	To learn about branding process	1. Brand identity development 2. Brand positioning 3. Brand personality 4. CBBE model.	Develop a brand identity for a lifestyle product	25

	To understand the process of brand building	1. Brand architecture 2. Brand extension 3. Brand equity 4. Brand valuation.	Analyse the brand architecture of the products of any one well known company in India which has a portfolio of brands	25
	To be able to build a long term brand strategy from the very beginning	1. Brand building strategies from brand identity to brand launch 2. The brand launch 3. Sustaining the brand.	Prepare a brand strategy for a lifestyle product or service from concept stage to the launch	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Mark Tungate - Fashion Brands. Branding Style from Armani to Zara.
2. Building brand value by Ambi Parmeshwaran
3. Building strong brands by David Aaker
4. Strategic brand management by Kevin Lane Keller

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B. Design Fashion Communication

Semester –VIII

Subject	Credits	Hours	Marks		
Portfolio And Internship	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES-

The learner will be able to-

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.

CONTENT:

Block No.	Topic/Content Analysis	Assignments	% weight age of marks
1	<p>Internship refers to a stage/phase during which an individual will get opportunity to experience her industry of interest before entering into it full time and opting for it as her future career.</p> <p>Internships exposed to candidate about the understanding the way particular industry functions and what it would be like to work in that scenario.</p> <p>The candidates gain valuable insights into their own personalities and skills.</p> <p>Such an experience put them in a better situation to decide whether they are suited for particular role. The process begins with:</p> <ol style="list-style-type: none"> 1) Preparation of C.V. 2) Preference sheet (Preparation for location and type of industry) 3) Completion of campus to corporate module. 4) Minimum 50% marks requirement in all subjects (College may give some relaxation on the basis of valid reasons) <p>The internship will enrich the student for –</p> <ol style="list-style-type: none"> 1) Understanding of the career field 2) To develop useful skills 3) To develop useful contracts. 	<p>Internship Evaluation:</p> <p>☐ On the basis of Internal evaluation for curriculum vitae and viva to evaluate whether student having capabilities to undergo industry training</p> <p>☐ Final evaluation of Internship Report.</p>	50

2	<p>The portfolio can be one or a combination of more than one of the following:</p> <ul style="list-style-type: none"> • Type of Portfolio (Print / Design), Formats / Layout • Planning, Conceptualization & Structuring of Information <ul style="list-style-type: none"> ☐ Competencies (Professional / skills) ☐ Area of specialization and interest ☐ Systematically focused in view of final Diploma Project ☐ Portfolio (importance and contents) 	Portfolio making.	50
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Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which will include Portfolio and Internship marks.

REFERENCE:

1. Barrett J., (2013), "Designing your fashion portfolio", Fairchild books.
2. Clarke J., (2007), "Developing & branding the fashion merchandising", Fairchild books.
3. Faem S., (2011), "Fashion Portfolio", A & C Black Bloomsbury.


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