

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



Revised 2020-2021

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

Course

B. Design- Specialization IN

Fashion Design (FD)

Textile Design (TD)

Fashion Communication (FC)

Jewelry Design (JD)

Fashion Design										
SEMESTER III										
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External		Total
						Th	Pr	Th	Pr	
3111	Fundamentals Of Illustration & Design Concept (A)	4	-	4	120	100 marks continuous evaluation				100
3112	Introduction To Pattern Making (Flat And Draping) (A)	4	-	4	120	100 marks continuous evaluation				100
3113	Introduction To Textile(C)	4	4	-	60	25	-	75	-	100
3114	History Of Fashion (Indian & Western) And Women's Studies(A)	4	4	-	60	25	-	75	-	100
3115	Fashion Studies (A)	4	4	-	60	25	-	75	-	100
	TOTAL	20								500
SEMESTER IV										
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External		Total
						Th	Pr	Th	Pr	
4111	Basic Fashion Illustration & Design Concept (A)	4	-	4	120	100 marks continuous evaluation				100
4112	Basic Pattern Making (Flat And Draping) (A)	4	-	4	120	100 marks continuous evaluation				100
4113	Introduction To Garment Construction(A)	4	-	4	120	100 marks continuous evaluation				100
4114	Computer Aided Rendering Technique In Fashion(A)	4	-	4	120	100 marks continuous evaluation				100
4115	Fashion Management, Marketing and Merchandising (C)	4	4	-	60	25	-	75	-	100
	TOTAL	20								500
SEMESTER V										
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External		Total
						Th	Pr	Th	Pr	
5111	Advance Fashion Illustration & Design Concept(A)	4	-	4	120	-	25	-	75	100

5112	Advance Pattern Making (Flat, Draping And Grading) (A)	4	-	4	120	-	25	-	75	100
5113	Basic Garment Construction(A)	4	-	4	120	-	25	-	75	100
5114	Computer Application In Fashion(2D) (A)	4	-	4	120	-	25	-	75	100
5115	Indian Textile And Embroideries (A)	4	2	2	90	25	25	50	-	100
						25+25=50				
	TOTAL	20								500

SEMESTER VI

Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External		Total
						Th	Pr	Th	Pr	
6111	Craft Research And Design (A)	4	-	4	120	-	25	-	75	100
6112	Introduction To Entrepreneurship And IPR(C)	4	4	-	60	25	-	75	-	100
6113	Advance Garment Construction(A)	4	-	4	120	-	25	-	75	100
6114	Fashion Forecasting(A)	4	4	-	60	25	-	75	-	100
6115	Dyeing And Printing & Surface Ornamentation(A)	4	-	4	120	-	25	-	75	100
	TOTAL	20								500

SEMESTER VII

Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External		Total
						Th	Pr	Th	Pr	
	Elective (Any Two) from 1-4									
7111	Men's wear(D)	4	-	4	120	-	25	-	75	100
7112	Women's wear(D)	4	-	4	120	-	25	-	75	100
7113	Kid's Wear(D)	4	-	4	120	-	25	-	75	100
7114	Creative Surface Development(D)	4	-	4	120	-	26	-	75	100
7115	Creative Pattern Making (A)	4	-	4	120	-	25	-	75	100
7116	Quality Assurance Management(A)	4	4	-	60	25	-	75	-	100
7117	Internship(B)	4	-	4	120	-	100	-	-	100
	TOTAL	20								500

SEMESTER VIII

Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal	External	Total
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						Th	Pr	Th	Pr	
8111	Professional Skills and Portfolio Development(A)	4	-	4	120	-	25	-	75	100
8112	Retail and Visual Merchandising (C)	4	4	-	60	25	-	75	-	100
8113	Fashion Styling And Costume Designing(C)	4	2	2	90	25	25	50	-	100
						25+25=50				
8114	Design Collection (B)	8	-	8	240	-	100	-	100	200
	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									
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

B. Design Specialization in Textile Design										
SEMESTER III										
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External		
						Th	Pr	Th	Pr	
3411	Introduction to Fibers, yarns and fabric (A)	4	4	-	60	25	-	75	-	
3412	Traditional Indian Textiles (A)	4	2	2	90	25	25	50	-	
						25+25=50				
3413	Design Process (B)	4	-	4	120	100 marks continuous evaluation				
3414	Textile Design -Foundation (A)	4	-	4	120	100 marks continuous evaluation				
3415	Fashion Studies and Women's Studies (C)	4	4	-	60	25	-	75		
	TOTAL	20								
SEMESTER IV										
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External		
						Th	Pr	Th	Pr	
4411	Introduction to Weaving and Testing (A)	4	4	-	60	25	-	75	-	
4412	Surface Exploration Techniques (B)	4	-	4	120	100 marks continuous evaluation				
4413	Fabric Development (A)	4	-	4	120	100 marks continuous evaluation				
4414	Computer Aided Rendering Technique In Textiles (A)	4	-	4	120	100 marks continuous evaluation				

4415	Fashion Management and Marketing & Merchandising (C)	4	4	-	60	25		75	
	Total	20							
SEMESTER V									
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External	
						Th	Pr	Th	Pr
5411	Dyeing and Printing- Basic (A)	4	4	-	60	25	-	75	-
5412	Fabric Illustration (A)	4	-	4	120	-	25	-	75
5413	Quality Management (A)	4	4	-	60	25	-	75	-
5414	Fabric Development and Computerized Embroidery (B)	4	-	4	120	-	25	-	75
5415	Forecasting (C)	4	2	2	90	25	25	50	-
	Total	20				25+25=50			
SEMESTER VI									
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External	
						Th	Pr	Th	Pr
6411	Knits For Apparel & Home Furnishing (B)	4	2	2	90	25	25	50	-
						25+25=50			
6412	Craft Documentation (A)	4	-	4	120	-	25	-	75
6413	Dobby Weaving (A)	4	-	4	120	-	25	-	75
6414	Dyeing and Printing- Advance (A)	4	-	4	120	-	25	-	75
6415	Innovation in Textile Studies (C)	4	2	2	90	25	25	50	-
	Total	20				25+25=50			
SEMESTER VII									
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External	
						Th	Pr	Th	Pr
7411	Jacquard Weaving (A)	4	-	4	120	-	25	-	75
7412	Computer Aided Textile Design (A)	4	-	4	120	-	25	-	75
7413	Design Project (A)	4	-	4	120	-	25	-	75
7414	Internship (B)	4	-	4	120	-	26	-	75
7415	Introduction to Entrepreneurship & IPR (C)	4	4	-	60	25	-	75	-
	Total	20							
SEMESTER VIII									
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External	
						Th	Pr	Th	Pr
	Elective (Any two) from 1-4								
8411	Floor Coverings (D)	4	-	4	120	-	25	-	75
8412	Knit Design(D)	4	-	4	120	-	25	-	75

8413	Woven Design (D)	4	-	4	120	-	25	-	75
8414	Print Design (D)	4	-	4	120	-	25	-	75
8415	Design Collection (A)	4	-	4	120	-	25	-	75
8416	Visual and Retail Management (C)	4	4	-	60	25	-	75	-
8417	Portfolio Development (B)	4	-	4	120	-	25	-	75
	Total	20							

Bachelor of Design - Jewellery Design										
SEMESTER III										
Sr. No.	Subject	TC	Th C	Pr. C	Hrs.	Internal		External		Total
						Th	Pr.	Th	Pr.	
3611	Basic Design- I	4		4	120	100 marks continuous evaluation				100
3612	Basic Manufacture- I	4		4	120	100 marks continuous evaluation				100
3613	Sources Of Design And History Of Jewellery & Women's Studies	4	4		60	25	-	75	-	100
3614	Element of Jewellery	4		4	120	100 marks continuous evaluation				100
3615	Computer Design	4		4	120	100 marks continuous evaluation				100
TOTAL		20								500
SEMESTER IV										
Sr. No.	Subject	TC	Th C	Pr. C	Hrs	Internal		External		Total
						Th	Pr.	Th	Pr.	
4611	Basic Design -II	4		4	120	100 marks continuous evaluation				100
4612	Basic Manufacture - II	4		4	120	100 marks continuous evaluation				100

4613	Gemology	4	2	2	90	25	25	50	-	100
						25+25=50				
4614	Export Procedure	4	4		60	25	-	75	-	100
4615	Estimation , Costing & Book Keeping (TH)(PR)	4	2	2	90	25	25	50	-	100
						25+25=50				
TOTAL		20								500

SEMESTER V

Sr. No.	Subject	TC	Th C	Pr. C	Hrs	Internal		External		Total
						Th	Pr.	Th	Pr.	
5611	Advance Design -I	4		4	120	-	25	-	75	100
5612	Advance Manufacture - I	4		4	120	-	25	-	75	100
5613	Export Market	4	4		60	25	-	75	-	100
5614	Metals in Jewellery Design	4	4		60	25	-	75	-	100
5615	Diamond Grading	4		4	120	-	25	-	75	100
TOTAL		20								500

SEMESTER VI

Sr. No.	Subject	TC	Th C	Pr. C	Hrs	Internal		External		Total
						Th	Pr.	Th	Pr.	
6611	Advance Design - II	4		4	120	-	25	-	75	100
6612	Advance Manufacture - II	4		4	120	-	25	-	75	100
6613	Craft Research and Documentation for Jewellery	4	2	2	90	25	25	50	-	100
						25+25=50				
6614	Computer aided Designing in Jewellery Design (2D and 3D)	4		4	120	-	25	-	75	100
6615	Branding, Merchandising and Retail Management	4	4		60	25	-	75	-	100
TOTAL		20								500

SEMESTER VII

Sr. No.	Subject	TC	Th C	Pr. C	Hrs	Internal		External		Total
						Th	Pr.	Th	Pr.	
	Elective (1-4) Select any 2									
7611	Brand Catalog And Product Photography	4		4	120	-	25	-	75	100
7612	Gemology And Diamond Grading	4		4	120	-	25	-	75	100
7613	Jewellery Designing (Export And Indian Market)	4		4	120	-	25	-	75	100
7614	Computer Aided Designing For Jewellery	4		4	120	-	25	-	75	100
7615	Intellectual Property Rights	4	4		60	25	-	75	-	100

1. COURSE INTRODUCTION AND OUTCOMES

FIRST YEAR B. DESIGN FOUNDATION

The first year will prepare the Foundation in "Fashion Design".

- To introduce students with effective communication tools required in the fashion business. To acquire skills for the effective communication.
- To understand and develop the use & application of Design elements like Lines, Shapes, Texture & Color to form a good design. To gain the understanding of Design elements like Lines, Shapes, Texture & Color that covers the psychological & visual association with the study of expressive & symbolic qualities
- To make students aware about physical environment and its components with various Natural resources with the concept of Ecology.
- To develop drawing skills required for designing through line, shading exercises, Nature study, object in space through Perspective & understanding of 2D & 3D forms through Orthographic & Isometric projections.
- To acquire knowledge and awareness of the types of different materials and explain the relevance and importance of material in design. Hands-on experience with exploring different Material to create different approaches and feeling in the product.
- To briefly introduce to the History of Art and design to express the influence of art and culture on the society as well as on fashion and also Art Appreciation to be able to discuss the application of art forms in design and distinguish various Indian arts and performing art forms in terms of its characteristics and features.
- To introduce the students to computer software's like Window – Word, Excel, Power-point and Internet application

- To understand and develop the use & application of terminologies, conventions, principles, and techniques concerning technical drawing and drafting. To be able to analyze technical and figurative drawing.

2.COURSE INTRODUCTION AND OUTCOMES- B. Design (FD)

SECOND YEAR B. DESIGN FASHION DESIGN

The Second Year will prepare students to acquire in depth knowledge of the subjects.

- To combine chronological as well as conceptual understanding of design history, design elements, practice and process for development of approach toward solving problems. To acquire the knowledge about the understanding and appreciation of the evolution of the Indian and western clothing at the cradle of the civilization, prehistoric times through the classical eras to the middle ages and in the most recent times.
- To learn the use and application of pattern making in fashion industry and acquire knowledge of tools and symbols used in patternmaking. They will also develop the skills for basic patternmaking along with dart manipulation techniques. To learn basic fundamentals of draping which will include blocks and basic styles. Develop knowledge and skills regarding dart manipulation
- To learn and develop the understanding for the relation of fabric and technology in the requirement of appropriate selection of the same for the desired end product. And also to acquire the skill and knowledge of the use of appropriate garment construction techniques to assemble the end product.
- To introduce two major categories of fiber-natural and manmade, yarn types its properties, spinning and two major types of fabric -woven and knits which are majorly used in the fashion field.

- To develop the skills for drawing and understanding of Fashion figure with appropriate proportions, details & its relation with garment & garment details are essential foundation to go for design process.
- To introduce the students to computer software's like Adobe Photoshop, Adobe Illustrator and Corel Draw. To acquire the knowledge of digitalized fashion figure with appropriate proportions, details & its relation with garment & garment details which are essential foundation to go for design process.
- To acquire knowledge about the marketplace and the approach towards marketing. To introduce students with effective communication tools required in the fashion business.

THIRD YEAR B. DESIGN FASHION DESIGN

The Third Year will prepare students to acquire in depth knowledge of specialized subjects in related areas of Fashion.

- To get acquainted with Digital technique through Computer inputs for developing various categories of clothing covering the various aspects of Fashion process such as fabric, construction, functionalities & design through computer.
- To gain the knowledge and skills to develop interpretation of the design sketch into draping for Style Lines, Fitted Midriff, Collars, Cowls& Bias Cut Dresses.
- To learn block development and styled patterns relating to women's or men's tailored garments like shirts, trousers and denims the conversion of dart fullness into designs like line variation, dart variation, different types of gathers, cowls.
- To obtain knowledge and understand of application of forecasting techniques to determine market demands and acquire skills to make use of the forecast for design collections.
- To learn the knowledge about the colors and prints used in creating an aesthetically pleasing design that is the most important factor in the

customer's decision to purchase end product. To learn the development and understanding for the relation of fabric and technology in the requirement of appropriate selection of the same for the desired end product.

- To impart the knowledge about the Traditional fabric made using different materials and techniques which acts as an expression of the tradition and culture of India.
- To identify and introduce the crafts which are to be revived and preserved, and suggesting solutions to the craft industry through craft research and design developments.
- Introduction to research, through understanding the requirements of industry and finding solutions to the same.

FOURTH YEAR B. DESIGN FASHION DESIGN

The Fourth Year will prepare students to apply in depth knowledge gained in various subjects in related areas of Fashion as Electives.

- To learn block development and styled patterns relating to women's or men's tailored garments like shirts, trousers and denims the conversion of dart fullness into designs like line variation, dart variation, different types of gathers, cowls and added fullness.
- To develop the understanding about the purposes of the finishes and quality that prepares textile products for further processing and enhancing the aesthetics and/or performance of the final product.
- To gain work experience through Internship that can be incorporated in the Curriculum Vitae.
- To make students understand a study of the "Stylist role" in Fashion this is in tune with industry requirement.
- To learn the different components of fashion pipeline background and their purposes with the understanding of fashion retailing and Visual

merchandising. The student will understand the Marketing focus, advertising approach and Fashion Promotional techniques of fashion industry.

- To make students understand how to make Portfolio which is in tune with industry requirement this is the compilation of their work.
- To develop a collection based on all the previous areas covered in fashion. This subject also aims at a thorough research on selected theme supported by a Design process to develop the whole range of clothing collection.
- To make students understand an in depth study of the electives such as "Men's Wear, Women's Wear, Kid's Wear, Creative surface Development" in Fashion which is in tune with industry requirement.

3. COURSE INTRODUCTION AND OUTCOME- B.DESIGN (TD)

Textile Design specialization under B. Design, deals with the thorough understanding of the Foundation of Textile. The specialization covers a wide array of Textiles Knowledge right from the technical aspects such as Fibers to Finishes of the Textiles. The aesthetics of Textiles are also given a major concern to suit the needs and demands of the Textile market 'globally'; by specifically designed content in the subjects such as Design process, Design Development and Design Research.

In Textile Design specialization; Students are also equipped with computer skills at Design and Production level to cope up with newly emerging technology in the field of Textiles. The specially designed curriculum also delivers the necessary inputs in Computer Aided Textile Design, Print Development, Dobby Designs, and Exposure to Dyeing & Printing Techniques etc. to develop the skills and knowledge in learners that amalgamates the current and future industry requirements.

This curriculum of Textile Design is intended to provide students a comprehensive understanding of the textiles right from formation,

function and innovation with various applications. The course also concentrates upon developing the skill sets for various Dyeing, Printing, Weaving and Creative Surface Exploration methods to foster the Creative ability.

The specially formulated course also deals in developing an understanding of Textile Testing and Quality Management which is a crucial aspect of the field. To develop the aptitude to suit the Textile Industry, specific Value Added subjects are also given in the curriculum in order to develop further advance skills required for the field. The electives helps learners to choose and perform their areas of interests which further can be cultivated as respective area for further education. The curriculum also includes an active involvement of the Industry in the form of various lectures, projects, workshops and seminars that inculcate the ability of the learners to grasp the content of the field.

The curriculum also deals in making learners understand the grass root level of the Textiles- in the form of Traditional Textiles of various regions of India in order to conduct a research and design intervention in order to meet future sustainable global need.

FIRST YEAR B. DESIGN FOUNDATION

The first year will prepare the Foundation in "Textile Design".

4. To introduce students with effective communication tools required in the Fashion business. To acquire skills for the effective communication.
5. To understand and develop the use & application of Design elements like Lines, Shapes, Texture & Color to form a good design. To gain the understanding of Design elements like Lines, Shapes, Texture & Color that covers the psychological & visual association with the study of expressive & symbolic qualities

6. To make students aware about physical environment and its components with various Natural resources with the concept of Ecology.
7. To develop drawing skills required for designing through line, shading exercises, Nature study, object in space through Perspective & understanding of 2D & 3D forms through Orthographic & Isometric projections.
8. To acquire knowledge and awareness of the types of different materials and explain the relevance and importance of material in design. Hands-on experience with exploring different Material to create different approaches and feeling in the product.
9. To briefly introduce to the History of Art and design to express the influence of art and culture on the society as well as on fashion and also Art Appreciation to be able to discuss the application of art forms in design and distinguish various Indian arts and performing art forms in terms of its characteristics and features.
10. To introduce the students to computer software's like Window – Word, Excel, Power-point and Internet application
11. To understand and develop the use & application of terminologies, conventions, principles, and techniques concerning technical drawing and drafting. To be able to analyze technical and figurative drawing.

SECOND YEAR B. DESIGN TEXTILE DESIGN

The Second Year will prepare students to acquire in depth knowledge of the subjects.

12. To combine chronological as well as conceptual understanding of Fiber Identification to yarn construction, design elements, practice and process for development of approach toward solving problems. To acquire the knowledge about the understanding and appreciation of the evolution of the Indian Traditional Textiles at the cradle of its origin and its variations through ancient time to most recent times.

13. To learn the use and application of textile design repeats and acquires knowledge of tools and methods to create the textile composition. They will also learn the fashion terminology and various designers.
14. The learner will be able to explain and appreciate the traditional textile crafts of India. And they will be able to distinguish between different motifs, color and weaving techniques used in traditional textiles along with their significance. The learner will also be able to explain and practice traditional Indian embroideries with types of motifs, stitches, colors and materials.
15. To introduce two major categories of fiber-natural and manmade, yarn types its properties, spinning and two major types of fabric development through hands on practice.
16. To develop the skills for drawing and understanding of Print developments with appropriate proportions, details & its relation with fabric for Fashion and Home furnishing purpose which is essential foundation to go for Textile design process.
17. To introduce the students to various Raster or Vector computer design software's to create and convert their designs using ICT techniques. To acquire the knowledge of digitalized interpretation of designs with appropriate proportions, details & its relation with fashion and home furnishing which are essential.
18. To learn the principals of Handloom and its various operational skills. To learn to develop various fabrics weaves using Design concept for an aesthetic as well as Technical understanding and interpretation for the respective client profile.
19. To learn the fabric handling through basic fabric parameters such as weight, width etc.
20. To acquire knowledge about the marketplace and the approach towards marketing. To introduce students with effective communication tools required in the fashion business.

THIRD YEAR B. DESIGN TEXTILE DESIGN

The Third Year will prepare students to acquire in depth knowledge of specialized subjects in related areas of Textiles.

21. To get acquainted through Fabric illustration, about the effects of color and textures on the fabrics in terms of Weaves, Print and dyeing techniques.
22. To gain the knowledge and skills to develop interpretation of the design through various dyeing and printing techniques.
23. To learn about the various Dyeing and printing techniques this can be used for natural and synthetic fabrics.
24. To obtain knowledge and understand of application of Technical Textiles, uses and its basic research projects
25. To learn the knowledge about the colors and prints used in creating an aesthetically pleasing design that is the most important factor in the customer's decision to purchase end product. To learn the development and understanding for the relation of fabric and technology in the requirement of appropriate selection of the same for the desired end product.
26. To develop the understanding about the purposes of the finishes and quality that prepares textile products for further processing and enhancing the aesthetics and/or performance of the final product.
27. To impart the knowledge about the Traditional fabric made using different materials and techniques which acts as an expression of the tradition and culture of India.
28. To identify and introduce the crafts which are to be revived and preserved, and suggesting solutions to the craft industry through craft research and design developments.

FOURTH YEAR B. DESIGN TEXTILE DESIGN

The Fourth Year will prepare students to apply in depth knowledge gained in various subjects in related areas of Textile as Electives.

29. To gain work experience through Internship that can be incorporated in the Curriculum Vitae.
30. To make students understand the complete process of Product Development through Design Project.
31. To learn the different components of Fashion & Textile pipeline background and their purposes with the understanding of fashion retailing and Visual merchandising. The student will understand the Marketing focus, advertising approach and Fashion Promotional techniques of fashion industry.
32. To make students understand how to make Portfolio which is in tune with industry requirement this is the compilation of their work.
33. To develop a collection based on all the previous areas covered in fashion. This subject also aims at a thorough research on selected theme supported by a Design process to develop the whole range of clothing collection.
34. To make students understand an in depth study of the electives such as "Woven, Print or Knitwear designs and Floor Coverings" in Fashion & Textile which is in tune with industry requirement.

4. COURSE INTRODUCTION AND OUTCOMES B. Design (FC)

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.

5. COURSE INTRODUCTION AND OUTCOMES B. Design (JD)

The Jewelry Design specialization course offers exclusive and in-depth knowledge of the Design, Merchandising, Production and Technology involved in Jewelry Industry at National & International level.

The specially designed curriculum highlights the active involvement of the industry to cultivate the technical, complex yet creative expertise required for the field. The specialized course of Jewelry Design involves a lot of Experts and Business Professionals from the industry to make the learners understand the niche of the field in the market. The consistent exposure of Industry, hands on learning and various activities; instill the essence of the Jewelry Design in learners at a global level.

The curriculum involves various teaching methods that involves renowned jewelry Designers and Professionals that help them understand and learn the content of the curriculum in more proficient manner.

The curriculum involves in depth knowledge right from Conceptualization to the final Production of jewelry that is in tune with the Global need and demand of the consumers. The curriculum of jewelry Design is designed in such an order that it matches a creative blend of mind with the required technical knowledge that not just concentrates upon the Creative Skills but also enhances Visual imagination, Innovativeness, Eye for detail, Adequate knowledge of past & present market trends, Knowledge of different metals & gem etc.

The required skill sets in order to build aesthetic as well as functional knowledge of different material, composition, fabrication techniques, finishing techniques, product range, marketing and promotion as well as market trends; is the focus of the curriculum.

The specially selected ICT for Jewelry Design curriculum involves Computer skills and technological skills; to make learners understand the future requirement in the field of Jewelry in order to cater to a global demand.

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