MKSSS's

School of Fashion Technology

Affiliated to SNDT Women's University, Mumbai

B. DESIGN PROGRAM

Fashion Design, Fashion Communication, Textile Design, Jewellery Design

M. DESIGN PROGRAM

Interdisciplinary

Program Outcomes (POs)

Program Specific Outcomes (PSOs)

Course Outcomes (COs)

B. DESIGN PROGRAM
FIRST YEAR B. DESIGN FOUNDATION

The first year after foundation year the students will be able to

1. Students will be able to use effective communication tools required in the fashion business. To acquire skills for the effective communication.

2. To use application of Design elements like Lines, Shapes, Texture , Color to form a good design. To apply the understanding of Design elements like Lines, Shapes, Texture & Color that covers the psychological & visual association with the study of expressive & symbolic qualities

3. Students will be aware about physical environment and its components with various Natural resources with the concept of Ecology.

4. 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.

5. Hands-on experience with exploring different Material to create different approaches and feeling in the product. To acquire knowledge and awareness of the types of different materials and explain the relevance and importance of material in design.

6. 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.

7. Students will be able to work and have good hands on to computer software's like Window – Word, Excel, Power-point and Internet application

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

Subject Code	1011
Subject Name	Drawing And Sketching (C)
Subject Type	Practical
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.

Subject Code	1012
Subject Name	Environmental Studies (C)
Subject Type	Theory
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.

Subject Code	1013
Subject Name	Fundamental Of Design (B)
Subject Type	Theory Practical
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

Subject Code	1014
Subject Name	Communication Skills (B)
Subject Type	Theory Practical
Objectives:	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.

Subject Code	1015
Subject Name	History Of Art & Design (B)
Subject Type	Theory Practical
Objectives:	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.

Subject Code	2011
Subject Name	Technical Drawing- Foundation (C)
Subject Type	Practical
Objectives:	The learner will be able to - 1) Draw technical drawing of design as specified. 2) Analyze technical and figurative drawing.

Subject Code	2012
Subject Name	Advance Design (B)
Subject Type	Theory Practical
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.

Subject Code	2013
Subject Name	Material Studies (C)
Subject Type	Practical
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.

Subject Code	2014
Subject Name	Computers Application In Data Management And Presentation (C)
Subject Type	Practical
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.

Subject Code	2015
Subject Name	Art Appreciation (B)
Subject Type	Theory Practical
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.

B. DESIGN (FASHION DESIGN)

SECOND YEAR B. DESIGN (FASHION DESIGN)

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

1. 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.

2. 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

3. 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.

4. 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.

5. 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.

6. 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.

7. To acquire knowledge about the marketplace and the approach towards marketing. To introduce students with effective communication tools required in the fashion business.

Subject Code	3111
Subject Name	Fundamentals Of Illustration & Design Concept (A)
Subject Type	Practical
Objectives:	1. Use the skill of draw to render garment on croqui. 2. Apply the Concept Of Design Process In product development 3. Illustrate basic garments. 4. Identify famous fashion illustrators for their individual style and demonstrate individual stylized drawing inspired from them

Subject Code	3112
Subject Name	Introduction To Pattern Making (Flat And Draping) (A)
Subject Type	Practical
Objectives:	Create drafting patterns for foundation for kids and adult's styles using flat pattern and draping method. Draft flat patterns as well as on dress form for foundation styles in upper torso and skirts.

Subject Code	3113
Subject Name	Introduction To Textile(C)
Subject Type	Theory
Objectives:	1. Recognize specified fibers, yarns, weaves., knits types, preparatory process and finishing process.. 2. Apply the textiles in apparel in respect with function and aesthetics . Show that textile forms the core of fashion that demands its appropriate application in technical and aesthetic form.

Subject Code	3114
Subject Name	History Of Fashion (Indian & Western) And Women's Studies(A)
Subject Type	Theory
Objectives:	1. Trace the birth, evolution, decline, revival and most recent developments in Indian and western fashion. 2. Decode the fashion styles in accordance with specific era. 3. Interpret the demographic profile of women in India & the present situation in the status of women.

Subject Code	3115
Subject Name	Fashion Studies (A)
Subject Type	Theory
Objectives:	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. Identify various theories, movements and factors affecting fashion 4. Compare the fashion markets with respect to Fashion centers, global market and the study of national and international designers / brands.

Subject Code	4111
Subject Name	Basic Fashion Illustration & Design Concept (A)
Subject Type	Practical
Objectives:	1) Illustrate the male fashion figure & rendering with different color mediums. 2) Demonstrate and render fashion garment components categories /styles designs. 3) Apply the design process to develop women's wear collection.

Subject Code	4112
Subject Name	Basic Pattern Making (Flat And Draping) (A)
Subject Type	Practical
Objectives:	1. Draft components such as sleeves, collars-and style lines in women's wear using standard measurement, and using flat-pattern and draping methods. 2. Create patterns and designs manipulating fabric using flat pattern and draping technic to draft chudidar and salwar.

Subject Code	4113
Subject Name	Introduction To Garment Construction(A)
Subject Type	Practical
Objectives:	1. Demonstrate sewing and construction skills using hand and machine stitches for different components of garments like seams and seam finishes, pocket, plackets, openings and fasteners. 2. Stich the specified components of garments in men's and women's apparel as per industry requirements.

Subject Code	4114
Subject Name	Computer Aided Rendering Technique In Fashion(A)
Subject Type	Practical
Objectives:	1. Use Raster Graphics software as a tool to represent and create visuals, using image editing and object creation. 2. Explain and use manipulation of Raster Graphics software.

Subject Code	4115
Subject Name	Fashion Management, Marketing and Merchandising (C)
Subject Type	Theory
Objectives:	1. Explain the basic management concepts, applications & processes. 2. Explain the application in decision making , motivation terms such as leadership and communication for effective fashion business 3. Apply concepts of marketing in fashion business. 4. Identify role of merchandiser and merchandising in garment industry.

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.

1. 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.

2. 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.

3. 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.

4. 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.

5. 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.

6. 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.

7. 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.

8. Introduction to research, through understanding the requirements of industry and finding solutions to the same.

Subject Code	5111
Subject Name	Advance Fashion Illustration & Design Concept(A)
Subject Type	Practical
Objectives:	Illustrate the kids fashion figures 2. Render different fabrics and garments using different techniques. 3. Draw different apparel categories and components of garments in the form of flat drawings. 4. Illustrate kids & men's wear by implementing design development process

Subject Code	5112
Subject Name	Advance Pattern Making (Flat, Draping And Grading) (A)
Subject Type	Practical
Objectives:	The learner will be able to Create and produce advance patterns by flat and draping method for women's wear. Prepare patterns by grading methods and layout and marker planning by manual and computerized methods used in Industry.

Subject Code	5113
Subject Name	Basic Garment Construction(A)
Subject Type	Practical
Objectives:	The learner will be able to Construct and demonstrate actual garments for women' wear with standard and customized measurement, construct and demonstrate various types of torso, salwar and Churidar.

Subject Code	5114
Subject Name	Computer Application In Fashion(2D) (A)
Subject Type	Practical
Objectives:	The learner will be able to- 1. Apply and demonstrate various type of textile weaves with the use of computer software. 2. Practice garment rendering using various tools for digital fabric, texture, Pattern of fabric and accessories creation in using CAD application. 3. Use fashion software that is specifically used in digital garment development.by industry.

Subject Code	5115
Subject Name	Indian Textile And Embroideries (A)
Subject Type	Theory Practical
Objectives:	The learner will be able to- 1. Explain the history and characteristic feature of the traditional textile crafts and embroideries of India. 2. Apply the regional embroidery techniques &traditional textile crafts for various products current fashion.

Subject Code	6111
Subject Name	Craft Research And Design (A)
Subject Type	Practical
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.

Subject Code	6112
Subject Name	Introduction To Entrepreneurship And IPR(C)
Subject Type	Practical
Objectives:	The learner will be able to- 1. Apply the skills of Entrepreneurship in Small Business Management. 2. Explain the importance ,process and tools of IPR in regards with fashion industry.

Subject Code	6113
Subject Name	Advance Garment Construction(A)
Subject Type	Practical
Objectives:	The learner will be able to- 1) Construct garments with various specified style lines for specified garments of Men's and Women's Wear. 2) Create designs for customized clothing and mass category.

Subject Code	6114
Subject Name	Fashion Forecasting(A)
Subject Type	Theory
Objectives:	The learner will be able to- 1) Apply forecasting techniques to determine market demand to effectively interpret the same in design process. 2) Discuss the latest trends & technologies that affect the fashion forecast.

Subject Code	6115
Subject Name	Dyeing And Printing & Surface Ornamentation(A)
Subject Type	Practical
Objectives:	The learner will be able to- 1) Practice various specified surface ornamentation techniques on textiles as a value addition in the process of designing. 2) Implement various dyeing and printing techniques used specifically for various fabrics. 3) Differentiate various techniques of surface ornamentation which can be used as per the specific requirement of the end product.

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.

1. 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.

2. 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.

3. To gain work experience through Internship that can be incorporated in the Curriculum Vitae.

4. To make students understand a study of the "Stylist role" in Fashion this is in tune with industry requirement.

5. To learn the different components of fashion pipeline background and their purposes with the understanding of fashion retails and Visual merchandising.

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

7. To make students understand how to make Portfolio which is in tune with industry requirement this is the compilation of their work.

8. 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.

9. 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.

Subject Code	7111
Subject Name	Men's wear(D)
Subject Type	Practical
Objectives:	The learner will be able to- 1. Evaluate the requirement of domestics as well as international brands through research for men's garments. 2. Apply the same in developing a range for men's wear based on market research.

Subject Code	7112
Subject Name	Women's wear(D)
Subject Type	Practical
Objectives:	The learner will be able to- 1. Evaluate the requirement of domestics as well as international brands through research for women's garments. 2. Apply the same in developing a range for women's wear based on market research.

Subject Code	7113
Subject Name	Kid's Wear(D)
Subject Type	Practical
Objectives:	The learner will be able to- 1. Evaluate the requirement of domestics as well as international brands through research for Kid's garments 2. Apply the same in developing a range for kid's wear based on market research.

Subject Code	7114
Subject Name	Creative Surface Development(D)
Subject Type	Practical
Objectives:	The learner will be able to 1. Able to style the fabric using the given creative surface development technique, as required by the theme or inspiration. 2. Evaluate various techniques used in Domestic as well as International brands that can be effectively demonstrated in styling.

Subject Code	7115
Subject Name	Creative Pattern Making (A)
Subject Type	Practical
Objectives:	The learner will be able to- Read & implement pattern according to the design by applying the flat pattern making and draping principles to develop creative garments.

Subject Code	7116
Subject Name	Quality Assurance Management(A)
Subject Type	Theory
Objectives:	The learner will be able to- 1) Explain the importance of quality at designing ,merchandising ,delivery and retailing point. 2) Identify the complexity of managing quality in apparel manufacturing from fiber ,fabric. to apparel

Subject Code	7117
Subject Name	Internship(B)
Subject Type	Practical
Objectives:	The learner will be able to- Inculcate fashion knowledge to gain expertise and proficiency in respective field under the guidance of various fashion industries and experts.

Subject Code	8111
Subject Name	Professional Skills and Portfolio Development(A)
Subject Type	Practical
Objectives:	The learner will be able to - 1) Review the workplace culture for an effective delivery of work. 2) Work effectively keeping time and resource management as key aspects. 3) Understand the set of skills and a visual imprint of the process and completion of a job placement portfolio. 4) To differentiate between various types of specialized collections that can be incorporated in portfolio.

Subject Code	8112
Subject Name	Retail and Visual Merchandising (C)
Subject Type	Theory
Objectives:	The learner will be able to- 1) Enumerate the Importance of visual merchandising in fashion industry through elements and theories for store display. 2) Present SWOT analysis based on the listed factors.

Subject Code	8113
Subject Name	Fashion Styling And Costume Designing(C)
Subject Type	Theory Practical
Objectives:	The learner will be able to 1. Study, identify and analyze various fashion eras that influence today's fashion. 2. Explore different ISM's applied in different eras of history in clothing. 3. Depict the same to evaluate and understand costume design for contemporary movies and drama.

Subject Code	8114
Subject Name	Design Collection (B)
Subject Type	Practical
Objectives:	The learner will be able to- 1) Implement the design process to develop a design collection that is in sync with the fashion industry. 2) Showcase design collection which is aesthetically appealing and commercially viable as per that industry requirement.

B. DESIGN (FASHION COMMUNICATION)

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 experimental 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.

SECOND YEAR B. DESIGN (FASHION DESIGN)

Subject Code	3211
Subject Name	Fashion Marketing And Merchandising (C)
Subject Type	Theory
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.

Subject Code	3212
Subject Name	Fundamentals of Fashion (A)
Subject Type	Theory Practical
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.

Subject Code	3213
Subject Name	Computer Application In Fashion Communication(A)
Subject Type	Practical
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.

Subject Code	3214
Subject Name	Photography (B)
Subject Type	Practical
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 omposition, image editing and exposure technique. 2. Implement the vector software skills to enhance photographs at professional level.

Subject Code	3215
Subject Name	Introduction To Fashion Accessories And Women's Studies (C)
Subject Type	Theory Practical
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.

Subject Code	4211
Subject Name	Principal of Management (C)
Subject Type	Theory
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.

Subject Code	4212
Subject Name	Perspective Drawing and Typography (A)
Subject Type	Practical
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.

Subject Code	4213
Subject Name	Graphic Design-Foundation (A)
Subject Type	Practical
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.

Subject Code	4214
Subject Name	Visual Merchandising (A)
Subject Type	Theory Practical
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.

Subject Code	4215
Subject Name	Writing Skills (A)
Subject Type	Practical
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

THIRD YEAR B. DESIGN FASHION DESIGN

Subject Code	5211
Subject Name	Craft Documents
Subject Type	Practical
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.

Subject Code	5212
Subject Name	Advertising Basic (A)
Subject Type	Theory Practical
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.

Subject Code	5213
Subject Name	Design Process (A)
Subject Type	Theory Practical
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.

Subject Code	5214
Subject Name	Media Planning and Event Management (A)
Subject Type	Theory Practical
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.

Subject Code	5215
Subject Name	Fashion Styling and fashion Photography (A)
Subject Type	Practical
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.

Subject Code	6211
Subject Name	Creative Advertising (A)
Subject Type	Theory Practical
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.

Subject Code	6212
Subject Name	Exhibition And Display Design (A)
Subject Type	Practical
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.

Subject Code	6213
Subject Name	Fashion Forecasting (A)
Subject Type	Theory
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.

Subject Code	6214
Subject Name	Creative Writing (A)
Subject Type	Theory Practical
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.

Subject Code	6215
Subject Name	Introduction to media and Communication (B)
Subject Type	Theory Practical
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.

FOURTH YEAR B. DESIGN FASHION DESIGN

Subject Code	7211
Subject Name	Introduction to Entrepreneurship And IPR (C)
Subject Type	Theory
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

Subject Code	7212
Subject Name	Advertising Project (Industry Base) (A)
Subject Type	Practical
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

Subject Code	7213
Subject Name	Introduction to light and sound (A)
Subject Type	Practical
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

Subject Code	7214
Subject Name	Fashion Journalism And PR (A)
Subject Type	Theory
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 dockets for media.

Subject Name	Social media and Digital Marketing
Subject Type	Theory Practical
Objectives:	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

Subject Code	8211
Subject Name	Graphic Design Advance(A)
Subject Type	Practical
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.

Subject Code	8212
Subject Name	Portfolio and Internship (B)
Subject Type	Practical
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.

Subject Code	8213
Subject Name	Luxury Brand Management (C)
Subject Type	Theory Practical
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.

Subject Code	8214
Subject Name	Visual Merchandising (A)
Subject Type	Practical
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

Subject Code	8215
Subject Name	Publication Design (A)
Subject Type	Theory Practical
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

Subject Code	8216
Subject Name	Creative Advertising (A)
Subject Type	Theory Practical
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

Subject Code	8217
Subject Name	Fashion Styling and Photography (A)
Subject Type	Practical
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.

B. DESIGN (Jewellery Design)

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 involve 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.

SECOND YEAR B. DESIGN (FASHION DESIGN)

Subject Code	3611
Subject Name	Basic Design- I
Subject Type	Practical
Objectives:	The learner will be able to: 1. Illustrate different types of forms of stones and render it in various mediums. 2. Render various types of material using all types of medium likes pencil shading, water colour, steadlers, poster colour etc. 3. Research on textures and interpret or convert the textures in various jewelry products.

Subject Code	3612
Subject Name	Basic Manufacture- I
Subject Type	Practical
Objectives:	The learner will be able to: 1. Explain the various tools and machinery and the application of the same in manufacturing process along with the safety measurements. 2. Demonstrate the various techniques of marking & cutting with standards of precision & accuracy. 3. Fabricate multiple components with standard/ technical processes required in manufacturing.

Subject Code	3613
Subject Name	Sources Of Design And History Of Jewellery
Subject Type	Theory
Objectives:	The learner will be able to: 1. Explain the various sources & Designs of Jewellery according to the different eras. 2. Differentiate the Jewellery of Men's & Women's. 3. Symbolism of Jewellery according to status. 4. Interpret the demographic profile of women in India & the present situation in the status of women.

Subject Code	3614
Subject Name	Jewellery Illustration- Felt
Subject Type	Practical
Objectives:	The learner will be able to: 1. Explain the aesthetic and functional qualities of primary Jewellery Components. 2. Explain Physical properties of various gemstones, natural stones. 3. Fabricate various Jewellery Products

Subject Code	3615
Subject Name	Computer Design
Subject Type	Practical
Objectives:	The learner will be able to: 1. To be able to use the knowledge of software and to use it effectively making designs and images editing for fashion designing 2. To be able to use various tools to give different effects and filters 3. To be able to use the software and its importance in the field of Jewellery Design 4. To be able to use various tools to develop Jewellery Design

Subject Code	4611
Subject Name	Basic Design -II
Subject Type	Practical
Objectives:	The learner will be able to: 1. Transfer the art work in the form of 3D model. 2. Develop Technical Drawing of various Jewellery pieces in perspective. 3. Illustrate & transform hand sketched Jewellery pieces on Computers.

Subject Code	4612
Subject Name	Basic Manufacture - II
Subject Type	Practical
Objectives:	The learner will be able to: 1. Explain the collet making. 2. Process a basic level of competence for Bazel and prong setting types. 3. Explain & demonstrate the various tech like etching, engraving etc. used in Jewellery Production & Design. 4. Demonstrate various method of stone settings & also make jewelry with alternate material.

Subject Code	4613
Subject Name	Gemology
Subject Type	Theory Practical
Objectives:	The learner will be able to: 1. Differentiate between the various types 9of Gems & Rocks occurring in Nature. 2. Explain their specialties and originalities of gems & rocks. 3. Demonstrate & explain the various instrument used in the gemology lab.

Subject Code	4614
Subject Name	Export Procedure
Subject Type	Theory
Objectives:	The learner will be able to explain the different type of documents & the procedures for diamond exports.

Subject Code	4615
Subject Name	Details Of Design And Estimation/ Costing; Book Keeping
Subject Type	Theory Practical
Objectives:	The learner will be able to: 1. To develop the basic knowledge of book of accounts. 2. To have knowledge of putting different entries in different books. 3. To tally all the transactions

THIRD YEAR B. DESIGN FASHION DESIGN

Subject Code	5611
Subject Name	Advance Design -I
Subject Type	Practical
Objectives:	The learner will be able to: 1. To develop perspective and technical drawing skills in specific areas. 2. To develop Orthographic drawing skills and understanding 3D form 3. To begin design study for specific market and analyze characteristics of fashion and costume market and accessories.

Subject Code	5612
Subject Name	Advance Manufacture - I
Subject Type	Practical
Objectives:	The learner will be able to: 1. To introduce technique for making wax master. 2. To introduce the process of metal casting and develop accuracy in setting. 3. To develop use of colour in the jewellery. 4. To be able to polishing and finishing 5. To be able to do remove the faults and repair them. 6. To manufacture Jewellery using CAD and CAM

Subject Code	5613
Subject Name	Export Market
Subject Type	Theory
Objectives:	The learner will be able to: 1. To learn more about the domestic and international trade. 2. To have knowledge of the policies and procedure for trade.

Subject Code	5614
Subject Name	Metals in Jewellery design
Subject Type	Theory
Objectives:	The learner will be able to: 1. To have knowledge of the different metals used in the Jewellery. 2. To know about the alloys and its usage for different types of gold. 3. To get the inside view of complete manufacturing process. 4. To know the quality standard practices followed in the industry.

Subject Code	5615
Subject Name	Diamond Grading
Subject Type	Practical
Objectives:	The learner will be able to: 1. To get the knowledge about diamond and its properties. 2. To know the international standards for grading the diamonds. 3. To know all C's of diamond. 4. To identifying real diamonds from the fake ones. 5. To know the diamond market.

Subject Code	6611
Subject Name	Advance Design - II
Subject Type	Practical
Objectives:	The learner will be able to: 1. To develop work on costing proposals for jewellery designers. 2. To reinforce the link between design and production methods. 3. To recognize the identify possibilities for design input within the manufacturing processes being studied. 4. To encourage a personal designing style. 5. To understand detailed understanding of the chosen market. 6. To apply technical aspects learnt and consolidated skills.

Subject Code	6612
Subject Name	Advance Manufacture - II
Subject Type	Practical
Objectives:	The learner will be able to: 1. To increase the accuracy in wax modeling. 2. To work more precisely to give measurements and tolerances. 3. To develop understanding of the 3D form. 4. To begin study of multi piece master. 5. To improve specialist workshop fabrication skills. 6. To introduce plating process. 7. To improve overall competence with tools and materials

Subject Code	6613
Subject Name	Craft Research and Documentation for Jewellery
Subject Type	Theory Practical
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.

Subject Code	6614
Subject Name	Computer aided Designing in Jewellery Design (2D and 3D)
Subject Type	Practical
Objectives:	The learner will be able to: 1. To manufacture Jewellery using CAD and CAM. 2. To be able to design for export and branded market 3. To be able to get the masters for casting process.

Subject Code	6615
Subject Name	Branding, Merchandising and Retail Management
Subject Type	Theory
Objectives:	The learner will be able to: 1. To create displays of jewellery in attractive way. 2. To learn to arranging merchandise assortments, as per need or occasion. 3. To understand retail management with relevance to jewellery. 4. To have knowledge of its operations. 5. To understand global retailing. 6. To understand the merchandise from retail point. 7. To understand the jewellery industry. 8. To know how to do the market research of a product. 9. To knowledge about product and sales management. 10. To know the consumer behavior. 11. What all it requires to make a brand.

FOURTH YEAR B. DESIGN FASHION DESIGN

Subject Code	7611
Subject Name	Brand Catalog And Product Photography
Subject Type	Practical
Objectives:	The learner will be able to: • To learn more about the methods of branding of Jewellery products. • To learn the skills of product photography.

Subject Code	7612
Subject Name	Gemology And Diamond Grading
Subject Type	Practical
Objectives:	The learner will be able to: • Develop a theme based project for Jewellery category using various gems. • Develop a theme based project for Jewellery category using various diamonds. • Learn to present the collection as a catalogue

Subject Code	7613
Subject Name	Jewellery Designing (Export And Indian Market)
Subject Type	Practical
Objectives:	The learner will be able to: 1) . To study an International brand and its market position for developing a collection of Jewellery. 2) To develop the Jewellery collection from basic to advance using various aspects. 3) To create a complete job work details for Jewellery with its technical specifications. 4) To enhance the digitizing skills for creating a catalogue for the collection

Subject Code	7614
Subject Name	Computer Aided Designing For Jewellery
Subject Type	Practical
Objectives:	The learner will be able to: • To manufacture Jewellery using CAD and CAM. • To be able to design for export and branded market • To be able to get the masters for casting process.

Subject Code	7615
Subject Name	Intellectual Property Rights
Subject Type	Theory
Objectives:	The learner will be able to: 1. To be able to describe the meaning and concept of Intellectual Property Rights 2. To be able to Explain the concept of Industrial design and Trademark laws 3. To be able to Explain the concept of Geographical indications 4. To be able to Explain the concept of patent laws

Subject Code	7616
Subject Name	Internship
Subject Type	Practical
Objectives:	The learner will be able to Inculcate fashion knowledge to gain expertise and proficiency in respective field under the guidance of various fashion industries and experts.

Subject Code	7617
Subject Name	Fashion And Costume Jewellery Designing
Subject Type	Practical
Objectives:	The learner will be able to: 1. Distinguish between Indian and World costume and designing jewellery for them. 2. Understand the different characters in theater and design jewellery for them 3. Designing according to the current issues or situations in the world.

Subject Code	8611
Subject Name	Industry project - Indian market
Subject Type	Practical
Objectives:	The learner will be able to 1) To study an Indian brand and its market position for developing a collection of Jewellery. 2) To develop the Jewellery collection from basic to advance using various aspects. 3) To create a complete job work details for Jewellery with its technical specifications. 4) To enhance the digitizing skills for creating a catalogue for the collection.

Subject Code	8612
Subject Name	Industry Project – Export market
Subject Type	Practical
Objectives:	The learner will be able to 5) To study an International brand and its market position for developing a collection of Jewellery. 6) To develop the Jewellery collection from basic to advance using various aspects. 7) To create a complete job work details for Jewellery with its technical specifications. 8) To enhance the digitizing skills for creating a catalogue for the collection

Subject Code	8613
Subject Name	Jewellery Design Collection and Portfolio Development
Subject Type	Practical
Objectives:	The learner will be able to: 1) Implement the design process to develop a design collection that is in sync with the fashion industry. 2) Showcase design collection which is aesthetically appealing and commercially viable as per that industry requirement. 3) To define a market focused portfolio through proper planning and understanding of the key aspects. 4) To build a final portfolio adapted to ones focus used for job interviews and other presentations.

Subject Code	8614
Subject Name	Visual Merchandising and Styling in Jewellery Design
Subject Type	Theory Practical
Objectives:	The learner will be able to: 1. To make students understand an in depth study of the "Stylist role" which is in tune with industry requirement. 2. To produce a strong visual document that explains the skills, techniques and vocational quality that qualifies a student to work as a "Stylist" in Industry.

B. DESIGN (TEXTILE DESIGN)

SECOND YEAR B. DESIGN (FASHION DESIGN)

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

1. 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

2. Traditional Textiles at the cradle of its origin and its variations through ancients time to most recent times.

3. 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.

4. 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.

5. The learner will also be able to explain and practice traditional Indian embroideries with types of motifs, stitches, colors and materials.

6. 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.

7. 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.

8. 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.

9. 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.

10. To learn the fabric handling through basic fabric parameters such as weight, width etc.

11. To acquire knowledge about the marketplace and the approach towards marketing. To introduce students with effective communication tools required in the fashion business.

Subject Code	3411
Subject Name	Introduction to Fibers, yarns and fabric (A)
Subject Type	Theory
Objectives:	The learner will be able to: 1. Describe the textile industry as the primary material source for the apparel, interior furnishings and industrial products industries. 2. Explain the properties of fibers to yarn and its manufacturing techniques. 3. Describe various methods of textile construction like weaving, knitting Lacing, Braiding, Netting and Non-Woven. 4. Describe textile finishing processes and their effects on fabrics.

Subject Code	3412
Subject Name	Traditional Indian Textiles (A)
Subject Type	Theory Practical
Objectives:	The learner will be able to: 1. Explain and appreciate the traditional textile crafts of India. 2. Distinguish between different motifs, color and weaving techniques used in traditional textiles along with their significance. 3. Explain and practice traditional Indian embroideries with types of motifs, stitches, colours and materials.

Subject Code	3413
Subject Name	Design Process (B)
Subject Type	Practical
Objectives:	The learner will be able to: 1. Explain the design concept to develop the creative vision in textile design. 2. Examine and evaluate aesthetics in textile design. 3. Explain the demographic profile of women in India and the present situation and changes in status of women.

Subject Code	3414
Subject Name	Textile Design -Foundation (A)
Subject Type	Practical
Objectives:	The learner will be able to: 1. Use the principles of design to create textile designs for apparel & fabrics. 2. Create textile designs through the use of various techniques such as traditional or contemporary styles. 3. Enhance and interpret elements of design in the form of creative textile design.

Subject Code	3415
Subject Name	Fashion Studies and Women's Studies (C)
Subject Type	Theory
Objectives:	The learner will be able to: 1) Compare the profiles of fashion & textile industry by its functional areas of business. 2) Explain the basic fashion terminology used for describing the fashion business. 3) Compare the global fashion centers by fashion categories, mass production, pret and couture.

Subject Code	4411
Subject Name	Introduction to Weaving and Testing (A)
Subject Type	Theory
Objectives:	The learner will be able to: 1. Describe the basic construction of woven fabrics using graphical method. 2. Explain various weaves and identify their characteristics into fabric. 3. Examine the quality tests for suitability of fibers and fabrics end use such as cover factor, drapability, fabric thickness, weight of the fabric, color fastness test.

Subject Code	4412
Subject Name	Surface Exploration Techniques (B)
Subject Type	Practical
Objectives:	The learner will be able to: 1) Differentiate the types of surface ornamentation techniques using sewing machine and implement them to create a commercially viable textile product. 2) Use the various techniques of surface ornamentation using yarn craft & create the appropriate method of ornamentation for a product of specific use. 3) Create a product based on the theme using previously learned surface ornamentation techniques

Subject Name	Fabric Development (A)
Subject Type	Practical
Objectives:	The learner will be able to: 1) Classify the types of loom and its principles of operation. 2) Create different types of elementary and decorative weaves on loom and on computer aided textile design software. 3) Decorate the fabric on loom with various weaving techniques.

Subject Code	4414
Subject Name	Computer Aided Rendering Technique In Textiles (A)
Subject Type	Practical
Objectives:	The learner will be able to: 1. Study and employ Raster Graphics software as a tool to represent and create visuals, using image editing and object creation. 2. Use and manipulate the tools of Raster Graphics software.

Subject Code	4415
Subject Name	Fashion Management and Marketing & Merchandising (C)
Subject Type	Theory
Objectives:	The learner will be able to: 1. Explain the management concepts, its application and processes. 2. Describe the organizational structure of fashion industry. 3. Establish self-development skills such as decision making, motivation, leadership and communication for effective fashion business.

THIRD YEAR B. DESIGN FASHION DESIGN

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

1. To get acquainted through Fabric illustration, about the effects of color and textures on the fabrics in terms of Weaves, Print and dyeing techniques.

2. To gain the knowledge and skills to develop interpretation of the design through various dyeing and printing techniques.

3. To learn about the various Dyeing and printing techniques this can be used for natural and synthetic fabrics.

4. To obtain knowledge and understand of application of Technical Textiles, uses and its basic research projects

5. 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.

6. 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.

7. 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.

8. 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.

Subject Code	5411
Subject Name	Dyeing and Printing- Basic (A)
Subject Type	Theory
Objectives:	The learner will be able to: 1. Differentiate types of dyes and pigments used for fabrics and its properties of textile coloration. 2. Recognize the phenomenon of dye penetration and its effects on textile performance. 3. Prepare the various types of prints samples by the different printing methods.

Subject Code	5412
Subject Name	Fabric Illustration (A)
Subject Type	Practical
Objectives:	The learner will be able to: 1) Identify various types of fabrics and illustrate them. 2) Practice replica of the available fabric swatch with different rendering techniques. 3) Create collection of rendered fabrics swatches with specific end use.

Subject Code	5413
Subject Name	Quality Management (A)
Subject Type	Theory
Objectives:	The learner will be able to: 1) Identify the complexity of apparel manufacturing from fiber to fabric. 2) Examine product quality parameters used for textile and apply industry 3) Discuss the importance of quality at production, designing, merchandising, delivery and retailing stages.

Subject Code	5414
Subject Name	Fabric Development and Computerized Embroidery (B)
Subject Type	Practical
Objectives:	The learner will be able to: 1. Identify the various techniques of embroideries and create design on computer aided software. 2. Create and design embroidery with the help of computer aided software. 3. Get proficiency in designing various styles of embroidery on specific fabric for a specific product. 4. Design an embroidered fabric based on theme and clients requirement.

Subject Code	5415
Subject Name	Forecasting (C)
Subject Type	Theory Practical
Objectives:	The learner will be able to: 1. Impart knowledge of how Forecasting process is important in the fashion as well as Textile industry. 2. Identify and study the changes in the forecast that can be utilized in making a product. 3. Utilize forecast for developing a design collection for Home Textiles.

Subject Code	6411
Subject Name	Knits For Apparel & Home Furnishing (B)
Subject Type	Theory Practical
Objectives:	The learner will be able to: 1) Identify the knitted fabric and its formation techniques. 2) Recognize the various knit structures and identifying their characteristics. 3) Examine the quality parameters of knitted fabric for a specific end use. 4) Design fabric for home furnishing and apparel on the flat knitting machine.

Subject Code	6412
Subject Name	Craft Documentation (A)
Subject Type	Practical
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.

Subject Code	6413
Subject Name	Dobby Weaving (A)
Subject Type	Practical
Objectives:	The learner will be able to: 1) Identify the dobby mechanism and designing techniques used for fabric manufacturing. 2) Analyze and identify various types of complex dobby woven fabrics. 3) Design dobby fabrics on computer aided textile design software.

Subject Code	6414
Subject Name	Dyeing and Printing- Advance (A)
Subject Type	Practical
Objectives:	The learner will be able to: 1. Differentiate types of dyes and pigments used for fabrics and its properties of textile coloration. 2. Recognize the phenomenon of dye penetration and its effects on textile performance. 3. Prepare the various types of prints samples by the different printing methods.

Subject Code	6415
Subject Name	Innovation in Textile Studies (C)
Subject Type	Theory Practical
Objectives:	The learner will be able to: 1) Relate various uses of industrial textiles. 2) Identify innovations in the textiles and their uses in diverse fields. 3) Review the eco-friendly textiles for fashion industry that can be used for product development.

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 Textile as Electives.

1. To gain work experience through Internship that can be incorporated in the Curriculum Vitae.

2. To make students understand the complete process of Product Development through Design Project.

3. To learn the different components of Fashion & Textile pipeline background and their purposes with the understanding of fashion retails and Visual merchandising. The student will understand the Marketing focus, advertising approach and Fashion Promotional techniques of fashion industry.

4. To make students understand how to make Portfolio which is in tune with industry requirement this is the compilation of their work.

5. 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.

6. 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.

Subject Code	7411
Subject Name	Jacquard Weaving (A)
Subject Type	Practical
Objectives:	The learner will be able to: 1) Identify various types of woven jacquard fabrics that are used in the industry. 2) Describe the jacquard mechanism and designing techniques. 3) Design jacquard fabrics using computer aided textile design software.

Subject Code	7412
Subject Name	Computer Aided Textile Design (A)
Subject Type	Practical
Objectives:	The learner will be able to: 1. Identify and create types of plaids and strips using computer aided textile design software. 2. Create fabric designs that can be used for apparel and home furnishings. 3. Create print designs and its placements for various fabrics for the apparel. 4. Formulate textile mapping and illustration that can be displayed through presentation.

Subject Code	7413
Subject Name	Design Project (A)
Subject Type	Practical
Objectives:	The learner will be able to: 1. Explore the requirements and demands of domestic brands through research for apparel and home textiles 2. Create a product range suitable to the selected domestic brand with the help of design process.

Subject Code	7414
Subject Name	Internship (B)
Subject Type	Practical
Objectives:	The learner will be able to: 1. Apply the textile knowledge to acquire expertise and proficiency in respective field under the guidance of various Fashion & Textile industries.

Subject Code	7415
Subject Name	Introduction to Entrepreneurship & IPR (C)
Subject Type	Theory
Objectives:	The learner will be able to: 1. Employ the basic knowledge and skills in the areas of Entrepreneurship and Small Business Management 2. Achieve skills to Set up own enterprise and manage it successfully in the post quota regime

Subject Code	8411
Subject Name	Floor Coverings (D)
Subject Type	Practical
Objectives:	The learner will be able to: 1. Identify various types of floor coverings and techniques used for home furnishings. 2. Enhance the skills for developing floor coverings with contemporary designs.

Subject Code	8412
Subject Name	Knit Design(D)
Subject Type	Practical
Objectives:	The learner will be able to: 1. Create designs with computerized knitting design software. 2. Analyze and compare the types and behavior of knitted active and performance wear. 3. Develop the product range based on the knitted fabric for global market.

Subject Code	8413
Subject Name	Woven Design (D)
Subject Type	Practical
Objectives:	The learner will be able to: 1. Recognize the present trends and develop the woven fabrics for home textiles and apparels. 2. Impart the knowledge to develop range for home textile & apparel catagories.

Subject Code	8414
Subject Name	Print Design (D)
Subject Type	Practical
Objectives:	The learner will be able to: 1. Achieve and develop creative skills required in print development. 2. Create a collection for women's apparel and home furnishing by innovating appropriate print based on a theme.

Subject Code	8415
Subject Name	Design Collection (A)
Subject Type	Practical
Objectives:	The learner will be able to: 3) Apply the design process to develop a design collection that syncs with Fashion & Textile industry. 4) Showcase the collection which is aesthetically appealing and commercially viable as per the industry requirement. 5) Create a range suitable to the selected Textile Apparel and Home furnishing brand.

Subject Code	8416
Subject Name	Visual and Retail Management (C)
Subject Type	Theory
Objectives:	The learner will be able to- 1) Appraise the Importance of visual merchandising in fashion industry through elements and theories for store display. 2) Perceive the meaning and concept of retail and the changing trends and developments in Retail industry 3) Recognize and study the significance of brands and customer centricity in fashion business.

Subject Code	8417
Subject Name	Portfolio Development (B)
Subject Type	Practical
Objectives:	The learner will be able to: 1. Apply the textile knowledge to acquire expertise and proficiency in respective field under the guidance of various Fashion & Textile industries.

M. Design Program
Interdisciplinary

Master level program in Design Faculty with Interdisciplinary areas provides exposure to diverse expertise with elevated creative approaches and well-balanced functionality. Combination of research-oriented projects and upgraded knowledge with technical inputs; make the learner to enrich their skills and confidence; inculcating the capacities to enhance the Professional Portfolio.

The course of M. Design delivers a Multi-faceted approach to Design employing knowledge in terms of Problem Identification, Anticipate Challenges and Envision Solutions in existing Fashion and related Business. The course amalgamates the Research Aptitude and Design Attitude to collaborate as Design skills across disciplines as an "Innovative Design Thinker".

The course enables leaner to Work self-sufficiently with a progressive ability to promote Inventive Design Vision through the creative work in all possible discipline of Design. The course further equips student with specialized knowledge in the areas of design thinking and evolve as a design professional in the area of their choice with elevated skills and knowledge. The course involves an extensive learning through research oriented Projects, exclusive Inputs, Industry Interactions, Modules, International exposure, Research and Innovations, Mentoring for Dissertations, Internships and opportunities as entrepreneurs in the area of their choice.

Subject Code	1001
Subject Name	Design Process and Analysis
Subject Type	Practical
Objectives:	The learner will be able to 1. Implement the Design Thinking from various contexts such as people, projects, processes and procedure. 2. Overview Design in a form of case study in order to identify, analyze, interpret, & establish a strong Promotion for Design on the basis of Design strategy. 3. Manage Design as a tool for Global change to review and revise problem areas.

Subject Code	1002
Subject Name	Contemporary Global Issues
Subject Type	Theory Practical
Objectives:	The learner will be able to - 1. Review the globalization phenomenon of fashion business. 2. Address contemporary issues impacting international and global affairs in terms of the major political, social, economic and environmental forces confronting global communities.

Subject Code	1003
Subject Name	Brand Designing
Subject Type	Theory Practical
Objectives:	The learner will be able to 1. Review, Analyze and implementation of branding in today's marketplace. 2. And developing the capacity to apply brand design strategy.

Subject Code	1004
Subject Name	Research Methodology and Data Science
Subject Type	Theory
Objectives:	The learner will be able - 1. To introduce the learner to the concept of scientific research 2. To acquaint the learner with methodology, methods and techniques of research 3. To accustom the learner with the various stages and procedures of Academic Research 4. To give the learner the hands on experience in conducting Research

Subject Code	1005
Subject Name	Designing for Special Needs
Subject Type	Practical
Objectives:	The learner will be able to - 3. Analyze needs and wants in response to design problems in the develop phase and synthesize ideas and design information to propose design concepts in the develop phase 4. Describe the features that define commercial design problems and design criteria based on client needs and wants 5. Human needs and wants are the driving force behind the design ¬ and collaborating with people and demonstrating empathy will assist the designer to meet the clients' needs and wants ¬ 6. Describe the features and sustainable requirements that define redesign problems and design criteria

Subject Code	2001
Subject Name	Research Methodology and Academic Writing
Subject Type	Theory Practical
Objectives:	The learner will be able to- 1. To introduce the learner to the concept of scientific research 2. To become adapt with methodology, methods and techniques of research 3. To make conversant with the various stages and procedures of Academic Research 4. To bring the learner the hands on experience in conducting Research

Subject Name	Design Management
Subject Type	Theory Practical
Objectives:	The learner will be able to 1. Cognize meaning & perceptions of Design through various factors. 2. Employ the process to create fashion products as Solution to a problem by identifying Design ideas through Conceptualization. 3. Implement the Design Concept and ideas in the form of concrete fashion Product Design. 4. Transform and communicate the Products in order to sync with Market needs & demands through analysis and evaluation.

Subject Code	2003
Subject Name	Entrepreneurship and Fashion Business
Subject Type	Theory Practical
Objectives:	The learner will be able to- 1. Understand and create the idea of business into an entrepreneur. 2. Acquire the knowledge of planning the venture. 3. Have knowledge of various Govt. regularities for the venture. 4. Perceive the business ethics and responsibility towards society.

Subject Code	2004
Subject Name	Paper writing and Presentation
Subject Type	Practical
Objectives:	1. Students will be able to have a quick overview of the basics of academic writing. 2. Students will be able to identify the various aspects of Review of literature and identify the research gap through Concept of literature review, Purpose, Types of Sources, Basics of doing the quality Literature review 3. Understand the practical approach of review paper writing to write a review paper for particular Journal.

Subject Code	3001
Subject Name	Futuristic Design
Subject Type	Practical
Objectives:	• Students will be able to relate the art movement of Futurism and its relation to Futuristic Design. • Student will be able to implement the idea of RECOVERY as a pivotal element of Circular Fashion and develop the product accordingly.

Subject Code	3002
Subject Name	Advance Computer application
Subject Type	Practical
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. 3. Create high quality brand promotion stationary and packaging material using image editing and object creation / manipulation capabilities of relevant software and tools & techniques. 4. Differentiate the various printing process and methods with their uses for design industry.

Subject Code	3003
Subject Name	Dissertation -I
Subject Type	Practical
Objectives:	The objective of this practical will be preparing a research paper based on results of the dissertation work. The data generated through the dissertation work of student should be used for this exercise. All the following aspects can be included in the final report and presentation of the dissertation work

Subject Code	3004
Subject Name	Internship and Presentation
Subject Type	Practical
Objectives:	The learner will be able to- Inculcate fashion knowledge to gain expertise and proficiency in respective field under the guidance of various fashion industries and experts.

Subject Code	4001
Subject Name	Professional Skills and Portfolio Presentation
Subject Type	Practical
Objectives:	The learner will be able to - 1. Review the workplace culture for an effective delivery of work. 2. Work effectively keeping time and resource management as key aspects. 3. Understand the set of skills and a visual imprint of the process and completion of a job placement portfolio. 4. To differentiate between various types of specialized collections that can be incorporated in portfolio.

Subject Code	4002
Subject Name	Design Project
Subject Type	Practical
Objectives:	The learner will be able to - 1. Generate significant ideas that are required for a successful project development. 2. To create an action plan for successful realization of those ideas.

Subject Code	4003
Subject Name	Dissertation -II
Subject Type	Practical
Objectives:	The objective of this practical will be preparing a research paper based on results of the dissertation work. The data generated through the dissertation work of student should be used for this exercise. All the following aspects can be included in the final report and presentation of the dissertation work