



**MANIPAL UNIVERSITY
JAIPUR**

Course Handouts

(As prescribed by Manipal University Jaipur)

BACHELOR OF DESIGN (Fashion Design)

B. Des. (Fashion Design)

Four Year Degree Programme

APPLICABLE FROM THE ACADEMIC YEAR

2020 - 2024

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MANIPAL UNIVERSITY JAIPUR
School of Humanities and Social Sciences
DEPARTMENT OF LANGUAGES
Course Hand-out

Course Name: Communication Skills | Course Code: LN1109 | 3 Credits | 2 | 0 3

Class: B Des (Fashion Design) | SEM - I

A. Introduction: This course is offered by the Department of Languages as a core course to the students of B Des (Interior Design), B Des (Fashion Design) and BFA in 1st Semester. The course offers an in-depth knowledge of communication, and some basic concepts of English grammar. It covers basic concepts such as properties of human communication, Grammar, Comprehension and Composition. There is no specific prerequisite on the part of students as the course begins with the very basics of the field of study.

B. Course Outcomes: At the end of the course, students will be able to

[LN 1109.1] Recall the fundamental principles of effective communication skills and presentation skills.

[LN 1109.2] Explain critical and creative thinking abilities for communicative competence.

[LN 1109.3] Demonstrate enhanced competence in oral and written communication.

[LN 1109.4] Analyze ideas with precision and coherence in writing.

[LN 1109.5] Develop communication skills like listening, speaking, reading and writing for better employability.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO1]. **Problem analysis:** Identify, formulate, research literature, and analyze complex design problems reaching substantiated conclusions using elements and principles of design.

[PO2]. **Communication:** Communicate effectively on complex design activities with the design community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

[PO3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO5]. **Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern designing and IT tools including prediction and modeling to complex designing activities with an understanding of the limitations.

[PO6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO7]. **Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

[PO8]. The Designer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO9]. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

[PO10]. Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the designing practice.

[PO11]. Environment and sustainability: Understand the impact of the professional designing solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

[PO12]. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

D. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I (Closed Book)	10
	Sessional Exam II (Closed Book)	10
	In class Quizzes and Assignments, Activity feedbacks (Accumulated and Averaged)	40
End Term Exam (Summative)	End Term Exam (Closed Book)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment/ Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity/ flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

Communication: Concept, Nature, Scope, Principles and Techniques & Methods, Concept and process of communication, Channel / Media of communication, Effective communication. Public Speaking, Presentation skills, Group discussions & listening skills. **Vocabulary:** synonyms & antonyms- one-word substitution-confused pair of words, writing. **Grammar:** sentence structure- transformation of sentences- active, passive, direct- indirect,

Expansion of an idea (150-200 words). **Essay:** Structure of the opening-concluding paragraphs- body of the essay, types of essays, Business correspondence, Email Writing, report writing: Formal drafting, letter writing, Resume writing, Comprehension skills, reading skills, Communication, Public speaking. Basics of Professional Presentation & Illustration Techniques for effective communication.

F. REFERENCE BOOKS

1. Blackstone, K. Commentaries on the Laws of England. [Place of Publication Not Identified]: Forgotten Books, 2015.
2. Greenbaum, S., Leech, G. and Quirk, R. A Grammar of Contemporary English. Harlow: Longman, 1972.
3. Jones, D., Gimson, A. and Ramsaran, S. Everyman's English Pronouncing Dictionary. New Delhi: Universal Book Stall, 1992.
4. McCarthy, M. and O'Dell, F. English Idioms in Use. Cambridge: Cambridge University Press, 2017.
5. Mortensen, C. Basic Readings in Communication Theory. New York: Harper & Row, 1973.
6. Morton, S. The Presentation Lab. Hoboken. N.J.: J. Wiley & Sons, 2014.
7. Quirk, R. A University Grammar of English. London: Longman, 1993.
8. Ramesh, G. and Ramesh, M., n.d. The ACE of Soft Skills. E Rutherford: Prentice Hall PTR., 2018.
9. Skandera, P., n.d. Phraseology and Culture in English.
10. Unger, R., Nunnally, B. and Willis, D., n.d. Designing the Conversation.
11. Webster, N. A Grammatical Institute of the English Language. [U.S.]: Gale Ecco Print Editions, 2010.
12. Mishra, S. and C. Muralikrishna. Communication Skills for Engineers, 2004.

G. Lecture Plan:

Class Number	Topics	Session Outcome	Mode of Delivery	Corresponding Course Outcome	Mode of Assessing the Outcome
1	Introduction and Course Hand-out briefing General Discussion	To acquaint and clear teachers expectations and understand student expectations.	Lecture Interaction	NA	NA
2-6	Communication: Concept, Nature, Scope, Principles and Techniques & Methods, Concept and process of communication, Channel / Media of communication, Effective communication.	Review communication as a process with greater awareness. Understand the fundamental principles of effective communication and presentation skills.	Interaction, Discussion & PPT Videos	[LNI 109.1] [LNI 109.2] [LNI 109.5]	MTE 1 ETE
7-9	Public Speaking	To develop public speaking skills of the students.	Interaction, Discussion Practice	[LNI 109.1] [LNI 109.5]	Assignment
10-11	Presentation Skills	To develop presentation skills of the students.	Interaction, Discussion Presentation	[LNI 109.1] [LNI 109.5]	Assignment
12-15	Group Discussion & Listening Skills	To understand the nuances of discussions in a group. To emphasise upon the significance of listening skills in conversation.	Interaction, Group Discussion	[LNI 109.1] [LNI 109.3] [LNI 109.5]	Assignment
16-18	Vocabulary: synonyms & antonyms- one-word substitution-confused pair of words	To improve ideas with precision and coherence in LSRW skills.	Interaction, Discussion & PPT Videos	[LNI 109.3] [LNI 109.5]	MTE 2 ETE

19-22	Grammar: sentence structure- transformation of sentences- active, passive, direct- indirect	Recognize the importance of grammar in written communication.	Interaction, Discussion & PPT Videos	[LNI 109.3] [LNI 109.5]	MTE 2 ETE
23-25	Expansion of an idea. Essay: Structure of the opening-concluding paragraphs- body of the essay, types of essays,	Recognize the importance of written communication. To know about various types of essays.	Interaction, Discussion & PPT	[LNI 109.3] [LNI 109.4] [LNI 109.5]	MTE 2 ETE
26-36	Business correspondence, Email Writing, report writing: Formal drafting, letter writing, Resume writing	Recognize the importance of written communication in formal situations.	Interaction, Discussion & PPT Videos	[LNI 109.3] [LNI 109.4] [LNI 109.5]	MTE 2 ETE

H. Course Articulation Matrix: (Mapping of COs with POs & PSOs)

CO	STATEMENT	Correlation with Program Outcomes (POs)											
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO 8	PO 9	PO 10	PO 11	PO 12
[LN 1109.1]	Recall the fundamental principles of effective communication skills and presentation skills.									1	3		1
[LN 1109.2]	Explain critical and creative thinking abilities for communicative competence.			1			1				2		1
[LN 1109.3]	Demonstrate enhanced competence in oral and written communication.									1	2		1
[LN 1109.4]	Analyse ideas with precision and coherence in writing.		1								2		1
[LN 1109.5]	Develop communication skills like listening, speaking, reading and writing for better employability.		1		1					1	2	1	1

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Cultural Studies-I | FD 1102 | 2 Credits | 2, 0, 0, 2

Class: B Des (Fashion Design) | SEM – I

A. INTRODUCTION: This course is designed to connect cultural knowledge to everyday life and practices, gaining a preliminary understanding of the relationship of methodology (paradigms for study) to inquiry in Cultural Studies. Also to introduce the various culture and sub culture with reference to art & design and develop an understanding the importance of culture in designing products. The aim of the course is to develop an understanding of the social & cultural revolution that brought significant change in the overall perception of people across the world.

B. COURSE OUTCOMES: At the end of the course, students shall be able

[1102.1]. To understand contemporary practices in a wide range of art, design, literature, and media related to culture and to build relation with fashion and design.

[1102.2]. To demonstrate the culture, art and apparel style during ancient civilization.

[1102.3]. To exhibit the relationship between different symbols, colors, logo, rituals etc. with reference to society and different culture prevalent.

[1102.4]. To identify and develop cultural context of creative work in historical perspective.

[1102.5]. To identify and apply collected visual and textural information from various sources of the important events (like the industrial revolution, digital development, world war, khadi movement etc.) that had made difference into culture or lifestyle.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO1.] Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO2.] Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO3.] Design knowledge: Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO4.] Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO5.] Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO6.] Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO7.] Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO8.] The design and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO9.] Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through

volunteering.

[PO10.] Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO11.] Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO12.] Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	20
	Sessional Exam II	20
	Assignments , Activity feedbacks (Accumulated and Averaged)	20
	Total	60
End Term Jury (Summative)	End Term Jury, End term exam	40
	Total	100

Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.

E. SYLLABUS

- Introduction to various global cultures and subculture (what is culture, core theories of culture) with the aspect of body adornment.
 - Visual Culture: Basic Concepts in Semiology; Image, Myth and Power; Ways of Seeing; Meaning, Ideology and Context
 - Introduction of western art history with reference of body adornment.
 - Space, Time and cities with reference of culture.
 - The body in Culture.
 - World War I & II and its effects on culture and hegemony.
 - Western Art, Social & Cultural Revolution.
 - Art Movements
 - Subcultures and its effects on society (Hippie /Teddy Boys etc.)

F. REFERENCE BOOKS

1. Ashliman, D., 2004. Folk and fairy tales. Westport, Conn.: Greenwood Press.
2. Barker, C. and Jane, E., n.d. Cultural studies.
3. Barthes, R., 2007. Myth today.
4. Bowman, P., 2003. Interrogating cultural studies. London: Pluto Press.
5. During, S., 2010. The cultural studies reader. London: Routledge.
6. Eck, C. and Winters, E., n.d. Dealing with the visual.
7. Frankfort, H., Roaf, M. and Matthews, D., 1996. The art and architecture of the ancient Orient. New Haven: Yale University Press.
8. Holt, E., 1981. A documentary history of art. Princeton, N.J.: Princeton University Press.
9. Kromm, J., 2011. A history of visual culture. Oxford: Berg.
10. Mirzoeff, N., 2013. The visual culture reader. London: Routledge.
11. Parodi, L., Eaton, R., Sardar, M., Simpkins, R., Sohoni, P., Michell, G., Philon, H., Rotzer, K., Kruijtzter, G., Weinstein, L., Hutton, D., Tucker, R., Overton, K., Parodi, L., Haidar, N. and Khalidi, O., n.d. The visual world of Muslim India.
12. Plate, S., 2002. Religion, art, and visual culture. New York: Palgrave.
13. Rowland, B., 1984. The art and architecture of India. Harmondsworth, Middlesex: Penguin Books.
14. Sandywell, B., 2011. Dictionary of visual discourse. Farnham, Surrey: Ashgate.
15. Sinha, G., 2009. Art and visual culture in India, 1857-2007. Mumbai: Marg Publications.

G. ONLINE RESOURCES

- <http://arthistory.yale.edu/>
- <http://www.arthistorynews.com/>
- <http://arthistoryteachingresources.org/>
- <http://www.howtotalkaboutarthistory.com/>

LEC. NO	TOPICS	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1.	Introduction of Art: overview of art, commercial art, Culture, Fashion, terminologies, etc. Mode of experiencing art. Overview and understanding of Style, Art, different Fashion and Art trends.	Exploring and examine the aspect of art and culture.	Interactive lecture	1102.1	In class assignment
2.	Introduction to various global cultures and subculture (what is culture, core theories of culture) with the aspect of body adornment.	Examine the aspect of subculture such as Subcultures and deviance, Subcultures and resistance, Subcultures and distinction.	Interactive lectures, activities	1102.1 1102.3	In class assignment
3.	Rituals and art: Understudying the meaning of rituals in art and culture.	Examine the rituals and art with the respect of culture and folk tradition.	Interactive lectures, activities	1102.2 1102.3 1102.1	In class design and thinking process and Concluding assignment: A1 colour poster 20 x 33 inch
4.	Visual Culture: Basic Concepts in Semiology; Image, Myth and Power; Ways of Seeing; Meaning, Ideology and Context	To apply understanding of semiology in various aspect of culture.	Interactive lectures & activities	1102.3 1102.2	In class working process and concluding assignment
5.	Introduction of western art history with reference of body adornment.	Examine the different art form with the reference to body culture.	Interactive lectures & activities	1102.2 1102.3	In class working process and concluding assignment
6.	Space, Time and cities with reference of culture.	Examine the space-time contraction and the dynamics of cultural systems	Interactive lectures & activities	1102.3	In class working process and concluding assignment
7.	The body in Culture.	Examine the different body adornment	Interactive lectures & activities	1102.3	In class working process and concluding assignment
8.	World War I & II and its effects on culture and hegemony	Examine the effects of world wars on clothing and behaviour.	Interactive lectures & activities	1102.1 1102.2 1102.3	In class working process and concluding assignment

9.	Indus Valley Civilization	Understanding Indus valley civilization art, culture and symbols through artifacts.	Interactive lectures & activities	1102.1 1102.2 1102.3	In class working process and concluding assignment
10.	Art Movements	Understanding Byzantine art, Romanesque, Gothic, Renaissance, Baroque, Rococo, Neo-Classical.	Interactive lectures & activities	1102.1 1102.2 1102.3	In class working process and concluding assignment
11.	19th and 20th-century art forms	Understanding Romanticism, Impressionism, Fauvism, Abstraction, Expressionism, Surrealism, Modernism etc.	Interactive lectures & activities	1102.1 1102.2 1102.3	In class progress and final outcome in form of product.
12.	Western Art, Social & Cultural Revolution.	Understanding the contrast and similarities with the cultures.	Interactive lectures & activities	1102.1 1102.2 1102.3	In class progress and final outcome in form of product.
13.	Subcultures and its effects on society (Hippie /TeddyBoys etc.)	Examine different subculture and there cause.	Interactive lectures & activities	1102.1 1102.2 1102.3	In class progress and final outcome in form of product.

H. **COURSE ARTICULATION MATRIX: (Mapping of COs with POs)**

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 1102.1	To understand contemporary practices in a wide range of art, design, literature, and media related to culture and to build relation with fashion and design.	3						3						3				
FD 1102.2	To demonstrate the culture, art and apparel style during ancient civilization.								3	2							2	1
FD 1102.3	To exhibit the relationship between different symbols, colors, logo, rituals etc. with reference to society and different culture prevalent.					2							2				3	2
FD 1102.4	To identify and develop cultural context of creative work in historical perspective.							3		3								
FD 1102.5	To identify and apply collected visual and textural information from various sources of the important events (like the industrial revolution, digital development, world war, khadi movement etc.) that had made difference into culture or lifestyle.	3						3							2			

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Fundamentals of Design I | FD I 103 | 3 Credits | 1, 0, 4, 3

Class: B Des (Fashion Design) | SEM - I

A. INTRODUCTION: This course is designed to develop basic design skills by introducing the elements and principles of design and further enhancing these skills through various application based exercises. Also to give emphasis on enhancing creativity and break students inhibition and encourage to explore and innovate and think out of the box.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

- [I 103.1]. To familiarize the students with basic need and functions of design.
- [I 103.2]. To understand the basic compositional skills.
- [I 104.3]. To develop the ability to apply an understanding of elements and principles of design.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO1.] Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO2.] Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO3.] Design knowledge: Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO4.] Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO5.] Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO6.] Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO7.] Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO8.] The design and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO9.] Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO10.] Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO11.] Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO12.] Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

Design Fundamentals is all about learning by doing. The exercises at the end of each lecture form an essential part of this course. These should be executed on sheets of un-ruled paper or cartridge paper and kept in a folder or as advised otherwise for each exercise. It is important to keep the past work for reference, so that the growth of your

ideas and vision can be surveyed and analyzed by us. These exercises aim to stimulate further ideas and individual initiative. This stimulation must be considered the most valuable part of the course. All of you will share an increased understanding towards design towards the end of the course. Apart from the assignments, you are also advised to maintain a sketchbook. This sketchbook must not be approached with any kind of formality. Students are welcome to enter spontaneously, in visual or literary form, any observations you think relevant, and add any subsequent observations from time to time, even when this conflicts with ideas of neatness.

E. SYLLABUS

- The elements and principles of design
- Study of the composition.
- Understanding and application of color theory
- Study of application of various textures and their associations
- Study of Form and Space (Gestalt Theory/Fibonacci theory).
- The golden proportions and number and how to create layouts based on it.
- Shapes and solids (Archimedean/Platonic)

F. REFERENCE BOOKS

1. Bloomer, C., 1990. Principles of visual perception. London: Herbert.
2. Brommer, G., 1974. Space. Worcester, Mass.: Davis Publications.
3. Rinehart, H., 1961. Elements of Design. New York: Holt, Rinehart.
4. Goodman, A., 2002. The 7 essentials of graphic design. Cincinnati, OH: How Design Books.
5. Heyne, P., 1996. Mirror by design. New York: Wiley.
6. Lauer, D., 1990. Design basics. Ft. Worth: Holt Brace Jovanovich College Publishers.
7. Mrázek, J. and Pitelka, M., 2008. What's the use of art?. Honolulu: University of Hawaii Press.
8. Rader, M., 1979. A modern book of esthetics. New York: Holt, Rinehart and Winston.
9. Sandywell, B., 2011. Dictionary of visual discourse. Farnham, Surrey: Ashgate.
10. Vyas, H., 2000. Design, the Indian context. Ahmedabad: National Institute of Design.
11. White, A., 2011. The Elements of Graphic Design. New York, NY: Allworth Press

G. ONLINE RESOURCES

- <http://www.jnd.org/>
- <http://itu.dk/people/miguel/DesignReadings/Readings/!other%20readings/The%20Design%20of%20Everyday%20Things%20-%20Don%20Norman.pdf>

H. SESSION PLAN

LEC. NO	TOPICS	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1.	Overview of Design, (why man creates by Saul Bass & Design thinking), applicability in terms of fashion and other design domain.	To apply the understanding of Design as perspective in various domain.	Interactive lecture	1103.1	In class assignment
2.	Define design, introduction to various aspects of design, relevance of design, brief history and introduction of design.	Examine the various aspects of design and relevance of design.	Interactive lectures, activities	1103.1 1103.3	In class assignment
3.	Elements of Design: Understanding the basic elements of design such as dot, line. Introduction of various terminologies used in design.	Examine the tangible and non tangible aspects of design (physical characteristic, emotive quality, symbolism and visual hierarchy, abstract form.)	Interactive lectures, activities	1103.2 1103.3 1103.1	In class design and thinking process and Concluding assignment: A1 colour poster 20 x 33inch
4.	Shapes and Forms	To apply understanding the various shapes such as geometric and organic shapes etc. dimensions of forms, Human proposition and its impotence with design etc.	Interactive lectures & activities	1103.3 1103.2	In class working process and concluding assignment
5.	Principles of Design	Exploring the different principles of design and its application in compositions. Such as Balance, Radial balance, patterns, textures, impressions, emphasis, unity, harmony etc.	Interactive lectures & activities	1103.2 1103.3	In class working process and concluding assignment
6.	Compositions	Examine the formation of basic black and white compositions.	Interactive lectures & activities	1103.3	In class working process and concluding assignment

7.	Gestalt Principles of Design	Application of Gestalt principles and their applications in design compositions:	Interactive lectures & activities	1103.3	In class working process and concluding assignment
		Understanding and application the rules of proximity, unity, similarity, closer etc.			
8.	Colour Understanding: colour interaction with humans, colour ergonomics, visual application, psychological implications etc.	Application of colour theory in the visual compositions	Interactive lectures & activities	1103.1 1103.2 1103.3	In class working process and concluding assignment
9.	Design project: Development of design brief, identification of elements and principles of design and application of the same	Application of elements and principles of design and application of the same	Interactive lectures & activities	1103.1 1103.2 1103.3	In class progress and final outcome in form of product.

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 1103.1	To familiarize the students with basic need and functions of design.			3	3									1	1		3	
FD 1103.2	To understand the basic compositional skills.	3			3			3							1			3
FD 1103.3	To develop the ability to apply an understanding of elements and principles of design.					2							2					

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Drawing & Color Study-I | FD 1104 | 3 Credits | 1, 0, 4, 3

Class: B Des (Fashion Design) | SEM - I

A. INTRODUCTION: To observe, analyze, visualize, understand, communicate and interact with the environment through drawings and color study.

B. COURSE OUTCOMES: At the end of the course, students shall be able

[1104.1]. To demonstrate correct proportions and scaling of the objects.

[1104.2]. To illustrate and apply learning of isometric drawing and its application in design.

[1104.3]. To create the different color scheme & color mediums.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO1.] Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO2.] Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO3.] Design knowledge: Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO4.] Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO5.] Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO6.] Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO7.] Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO8.] The design and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO9.] Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO10.] Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO11.] Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO12.] Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Assignments , Activity feedbacks (Accumulated and Averaged)	60
	Total	60
End Term Jury (Summative)	End Term Jury, End term exam	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	

<p>Homework / Home Assignment / Activity Assignment (Formative)</p>	<p>There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.</p>
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E. SYLLABUS

- Sketching with various medium like Pencil, Pen, ink, water color, Poster color, Oil Pastel color, Dry Pastel, Charcoal Pencil, Color Pencils etc.
- Object Drawing and Nature drawings.
- Color Theory – Color System (RGB, CMYK, and PANTONE), Color Wheel (primary, secondary and tertiary colors), Color Dimensions, and Color Schemes.
- Two Dimensional Sketching & Drawing.

F. REFERENCE BOOKS

- I. Robert W. Gill, (1984) *Rendering with pen & ink*, Thames & Hudson.
- Peter Stayner & Terry Rosenberg, (2003) *A Foundation Course in Drawing: A Complete Programme of Techniques and Skills*, Arcturus Publishing Ltd.
- M.C. Escher, (1999) *Escher*, Taschen America Plc.
- Francis D. K. Ching, *Design Drawing*, John Wiley & P. Juroszek with Stevensons.inc.
- Patti Mollica (2013) *Color theory: An essential guide to color*, Walter Foster Publishing.
- Tom Fraser & Adam Banks (2004) *Designers Color Manual: The complete guide to color theory & application*, Chronicle Books.
- Steven Bleicher (2004) *Contemporary Color: Theory & Use (design concepts)* Delmar Cengage Learning.
- Terry Sullivan, (1999), *Best of Sketching & Drawing, A Collection of Still Life, Portraits & Landscap*, Rockport Publishers.
- Scott Marilyn (2009), *Sketching & Drawing Bible (Artist's Bible)*, Edison, NJ, USA, Chartwell Books.

G. ONLINE RESOURCES

- <https://willkempartschool.com/how-to-shade-a-drawing-light-shadow-part-2/>
- <https://www.thesprucecrafts.com/two-point-perspective-drawing-tutorial-1123413>
- <https://www.studentartguide.com/articles/one-point-perspective-drawing>
- <https://conceptartempire.com/color-study/>

LEC. NO	TOPICS	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1.	Study of pencil strokes. Demonstrating different types of strokes	Practising different grade of pencil and pressure controlling.	Interactive lecture & Demonstration	1104.1	In class assignment
2.	Study of brush strokes. Brush strokes with ink, thick & thin lines	Exploring different types of brush strokes.	Interactive lecture & Demonstration	1104.1	In class assignment
3.	Study of geometrical forms. Cube, Sphere, Cylinder, Cone, Pyramid & Hexagonal Prism. (Placement Drawing)	Live sketching, understanding the concept of light & shadow.	Interactive lecture & Demonstration	1104.2 1104.1	In class design assignment
4.	Study of nature Drawing Flowers, Leaves etc.	To apply understanding of live sketching in form of nature study.	Demonstration	1104.3 1104.2 1104.1	In class working process and concluding assignment
5.	Colour study. Colour & Fashion, Colour most imp. Element of design, Reference with visuals. (Colour Wheel)	To understand the concept of color theory and apply in different designs.	Interactive lecture & Demonstration	1104.2 1104.3	In class working process and concluding assignment
6.	Introduction to Primary, Secondary, Tertiary Colours. Understanding Hue of Colour.	Exploring with various proportions of colors and implementing them in different themes.	Interactive lecture & Demonstration	1104.3	In class working process and concluding assignment
7.	Understanding Value Of Color	Exploring different monochromatic themes.	Interactive lecture & Demonstration	1104.3	In class working process and concluding assignment
8.	Understanding of Intensity of Colour.	To understand how to achieve saturation of a hue.	Interactive lecture & Demonstration	1104.3	In class working process and concluding assignment
9.	Understanding of Colour Schemes	Understanding schemes like complimentary, split complimentary, tetrad, monochromatic etc.	Interactive lecture & Demonstration	1104.2 1104.3	In class working process and concluding assignment
10.	Object Drawing. (Isometric Drawing) Introduction to what is isometric grid & how to use it	Understanding Byzantine art, Romanesque, Gothic, Renaissance, Baroque, Rococo, Neo-Classical.	Interactive lectures & activities	1104.1 1104.2	In class working process and concluding assignment

11.	Reducing & Enlarging Design. (Exact size object is given to students.)	Understanding the concept of exaggerating and reducing an object.	Interactive lectures & activities	1104.1 1104.2 1104.3	In class progress and concluding assignment.
12.	Metamorphism (Transition of metamorphism in 9 stages.)	To evolve a new form from an existing form.	Interactive lectures & activities	1104.1 1104.2 1104.3	In class progress and concluding assignment.
13.	One point perspective	Application of 3d on paper.	Interactive lectures & activities	1104.1 1104.2	In class progress and concluding assignment.
14.	Two point perspective	Application of 3d on paper.	Interactive lecture & Demonstration	1104.1 1104.2	In class progress and concluding assignment.

H. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
FD 1104.1	To demonstrate correct proportions and scaling of the objects.	2		3															1
FD 1104.2	To illustrate and apply learning of isometric drawing and its application indesign.			2	2														1
FD 1104.3	To create the different color scheme & color mediums.				2			3		2		3		2					

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Material Exploration– I | FD1105 | 2 Credits |0063
Class: B Des (Fashion Design) | SEM - I

A. INTRODUCTION: Understanding of tools to manipulate materials. This course helps to explore soft materials and discovers potential of students which is constantly evolving. An inquisitive and curious mind is needed to ensure that materials continue to push creative boundaries while still remaining functional.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

[I105.1]. Explore materials i.e. Paper, Clay, Fiber, Yarns, Fabric, Plastic, with new ideas.

[I105.2]. analyze the geometric basic skill forms in 3 dimensions.

[I105.3]. Recognize the visual elements in the third dimension with a basic understanding and application of Elements and principles of design.

[I105.4]. Visualize & generate entrepreneurship ideas to transform various material into 3D models or sculptures/installations.

[I105.5]. Choose relevant material as per the requirement of intended product and its cost effectiveness.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to

manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

D. PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.
Homework/ Home Assignment
 (Formative)

[PSO.3]. Interpret and illustrate assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

E. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment(Summative)	In class Assignments	60
End Term Exam (Summative)	Practical Exam	40
	Total	100
Attendance(Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments(Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
	NIL	

F. SYLLABUS

Exploration of materials i.e. Paper, Clay, Fiber, Yarns, Fabric, Plastic, Papier Mache, Leather etc. Introduction to visual elements in 3D with a basic understanding and application of elements and principles of design.

G. TEXT BOOKS

[No Text Books for this Course]

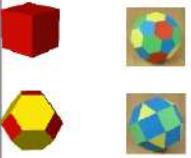
H. REFERENCES:




1. Dean, A. (n.d.). Natural creativity.
2. Dutcher, J. and Marangoni, A. Soft materials. New York: Marcel Dekker, 2005
3. Harrison, H. Mixed-media collage. Beverly: Quarry Books, 2007.
4. Leland, N. The creative artist. Cincinnati, Ohio: North Light Books, 1990.
5. Leveté, S. (n.d.). Maker projects for kids who love exploring the outdoors.
6. Mornu, N. A bounty of bead & wire necklaces. New York: Lark Crafts, 2012.
7. Newman, T. Plastics as an art form. Radnor, Penn: Chilton, 1979.
8. Newmann, D. Native Americans resource library. West Nyack, N.Y.: Center for Applied Research in Education, 1995.
9. Newmann, D. Ready-to-use activities and materials on Coastal Indians. West Nyack, N.Y.: Center for Applied Research in Education, 1997.
10. Sutton, S. (n.d.). Craftwork techniques of the Native Americans.
11. Wilbur, C. Indian handcrafts. Guilford, CT: Globe Pequot Press, 2001





I. SESSION PLAN:


NOTE: Each hour is of 3 hour per week.

Total hour-39 hours

SESSIONNO.	TOPICS	Session Objective	Mode ofDelivery	Corres-pondingCO	Mode of Assessing theOutcome
1 st & 2 nd week	PaperScoring	Explore geometricbasic forms in 3 dimension	Presentation on paper guidelines for Paper Scoring. Demonstration of3d shapes	[1105.1] [1105.2]	 <p>Assignments & Submission details Guidance on project hands on experience and design considerations.Ass. No 1</p> <ul style="list-style-type: none"> • Make a cube of 6X6X6 cm. • Make a Pyramid of any size. • Make a cuboid • Make a tetrahedron • Make a hexagonal prism <p>Ass. No. 2 Make a 3d geometric form (groupassignment)</p>

3rd & 4TH week	Paper Origami	Make them understand how to fold paper to get different forms.	Presentation on Origami Demonstration of origami products	[1105.1] [1105.2] [1105.4]	  <p>Ass. No. 3</p> <ul style="list-style-type: none"> • Make 4 different origami products. <p>Ass. No. 4</p> <ul style="list-style-type: none"> • Make an installation Using positive negative space with Origami.
5th week	Box board		Demonstration on box board	[1105.3]	 <p>Ass. No. 4</p> <ul style="list-style-type: none"> • Alphabet and Numbers

6 th week	Papier Mache'		Presentation on Papier Mache' Demonstration of Papier Mache' (artisan)	[1105.1] [1105.4]	  <p>Ass. 6</p> <ul style="list-style-type: none"> • make any 1 product
7 th & 8 th Week	Felt/ Fibre	Understanding and Presentation on fiber (Exploring Felt)	Guidance on project, hands on experience and design considerations. Presentation on felt Demonstration of Felt products	[1105.1]	  <p>Ass. No. 7</p> <p>Make 2 different products</p> <ul style="list-style-type: none"> • Make explorations with felt like stitching, riveting, surface embellishment, gluing etc. • Make a concept using principles of Design (harmony & rhythm) • Approval of the design.

9 th week	Clay	Understanding and Presentation on Clay & Terracotta. Clay Molding <u>Workshop</u> – Clay Potter's Wheel	Craft significance over the world. Presentation on of the craft.	[1105.1] [1105.4]	Ass. No. 8 Make 2 different products.
10 th & 11 th week	Macramé	Understanding the usage of threads and yarn and Creating artifacts	Presentation and demonstration on macramé	[1105.1]	 Ass. No. 9 <ul style="list-style-type: none"> • Make a house hold product



MANIPAL UNIVERSITY JAIPUR

School of Planning & Design

Department of Fashion

Design Course Hand-out

Photography | FD 1106 | 3 Credits | 2023 |

Class: B Des (Fashion Design) | SEM – I

A. INTRODUCTION: This course helps students to understand the step by step process in photography. It also provides the introductory knowledge about the different lighting techniques, use in different applications like table photography, relationship in advertising, lighting and set designing in Photography, architectural lighting and experimenting with various accessories used in micro photography. Student can make photography as a professional career in the field of advertising, direction. Photography helps students to enhance the research in various campaigns used for designing in advertising agencies.

B. COURSE OUTCOMES: At the end of the course, students will be able to design an interface using design elements based on deep research, experience and modern trends.

[I 106.1]. Recognize the suitable techniques and arrangement of set up for exploring possibilities in photography skills for campaign design.

[I 106.2]. Practice the handling of the camera for framing of actions and ideas of nature and basic concepts of art and design.

[I 106.3]. Explore and develop skills of different camera angles, camera movements and camera shots to understand brand image by keeping the virtue of basic concepts which helps the ability of life – long leaning.

[I 106.4]. Understanding the different photographic principles, lighting techniques which can be used in different perspectives for creating creative advertisements and usable for application in any media.

[I 106.5]. Describe and explore the use of photographic concepts which helps to reach conclusions in the fields of advertising, animation, art direction and enabling students to develop a professional career as entrepreneur or by getting employment.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **DESIGN KNOWLEDGE:** Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. **CRITICAL THINKING:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. **DESIGN / DEVELOPMENT OF SOLUTIONS:** Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. **MODERN TOOL USAGE:** Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. **SOCIAL INTERACTION:** Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. **ENVIRONMENT AND SUSTAINABILITY:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. **ETHICS:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. **INDIVIDUAL AND TEAM WORK:** Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. EFFECTIVE COMMUNICATION: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. PROJECT MANAGEMENT AND FINANCE: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as amember and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. EFFECTIVE CITIZENSHIP: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. SELF-DIRECTED AND LIFE-LONG LEARNING: Acquire the ability to engage in independent and life- long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Depict the nature and basic concepts of Design in Commercial Art.

[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Interpret & Illustrate practical assignments to get the knowledge of visual communication in design and positive impact of visualization for creating brand image through different media.

[PSO.4]. Describe the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Time Problem	20
	In Class Assignment	40
End Term Exam (Summative)	End Term Jury	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment (Formative)	There are situations where a student may have to work at home. However, a student is expected to participate and perform these assignments with full zeal since the assignment by a student will be assessed and marks will be awarded.	

E. SYLLABUS

MINI CAMPAIGN DESIGN Campaign design based on Photography, minimum three media (Indoor/ Outdoor) and Product or Social Issue/Responsibility category. **PHOTOGRAPHY PORTFOLIO** Creating a photography portfolio based on particular aspect such as Portrait, Nature, Industrial, Table top etc.

F. TEXT BOOKS

[No Text Books for this Course]

G. REFERENCE BOOKS

- Freeman John, *The photographer's manual*, Hermes House, 1993.
- Tomang, *Digital photography*, D K pub, 2012.
- Tomang, *Digital photography step by step*, D K pub, 2011.
- Cortaville Saraya, *Portrait photography*, Crowood Press, 2013.
- Clements John, *A comprehensive guide to digital landscape photography*, AVA, 2000.
- Doug Harman, *The digital photography handbook*, Quarry Books, 2014.

H. SESSION PLAN: (Each Session is of 3 hrs./ week; Total 39 hrs)

Session No.	TOPICS	Session Objective	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
Week 1-2	Campaign Planning	Introduction to campaign planning	Presentations & Group Discussions	[1106.1]	Internal Assessment & End Term Exam (Summative)
Week 3	Campaign Design	Introduction to campaign design.	Presentations & Group Discussions	[1106.1] & [1106.2]	Internal Assessment & End Term Exam (Summative)
Week 4	Relevance of photography in campaign	To introduce them with the importance of photography in Campaign planning	Presentations & Group Discussions	[1106.3] & [1106.4]	Internal Assessment & End Term Exam (Summative)
Week 5,6,7	Introduction to types of Campaign	To introduce students with different types of Campaign related to product, social issue.	Presentations & Group Discussions	[1106.2]	Internal Assessment & End Term Exam (Summative)
Week 8,9,10	Product or Social issue campaign design.	To aware students about the implementation of photography in campaign.	Presentations & Group Discussions	[1106.3]	Internal Assessment & End Term Exam (Summative)
Week 11,12,13	Photography portfolio	To implement the knowledge of photography and design in their photography portfolio	Presentations & Group Discussions	[1106.4] & [1106.5]	Internal Assessment & End Term Exam (Summative)

I. COURSE ARTICULATION MATRIX: (Mapping of COs with POs and PSOs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4
FDI 106.1	Recognize the suitable techniques and arrangement of set up for exploring possibilities in photography.																
FDI 106.2	Practice the handling of the camera and its functions such as aperture, shutter speed and ISO for framing of actions and ideas of nature and basic concepts of art and design.				2												
FDI 106.3	Explore and develop skills of different camera angles, camera movements and camera shots to understand brand image by keeping the virtue of basic concepts which helps the ability of life – long learning.																
FDI 106.4	Understanding the different photographic principles, lighting techniques which can be used in different perspectives for creating creative advertisements and usable for application in any media.		2														
FDI 106.5	Describe and explore the use of photographic concepts which helps to reach conclusions in the fields of advertising, animation, art direction and enabling students to develop a professional career as entrepreneur or by getting employment.																

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Design Thinking | FD 1107 | 3 Credits | 2, 0, 2, 3

Class: B Des (Fashion Design) | SEM – I

INTRODUCTION: The course is designed to introduce new approach among students (design thinking) that enhances innovation activities in terms of market impact, value creation, and speed. To Expand student's rational about design and innovation beyond the design and development of new products to other fundamentalsources of value creation. And to Embrace student's individual and collaborative capabilities to ascertain customer needs, generate concept hypotheses, collect appropriate data, and develop a prototype that allows for meaningful feedback in a real-world environment.

A. COURSE OUTCOMES: At the end of the course, students shall be able to [1107:1]

Understand the significance of design thinking in the process of product making .[1107:2] Apply contextual factors related to design methods.

[1107:3] Display key concepts and principles for innovative practices.

[1107:4] Apply the fundamental principles of design thinking for user centric design.[1107:5] Apply design thinking practices into real life examples

B. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO1.] Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas anddecisions (intellectual, organizational, and personal) from different perspectives.

[PO2.] Effective Communication: Speak, read, write and listen clearly in person and through electronic media inEnglish and in one Indian language, and make meaning of the world by connecting people, ideas, books, media andtechnology.

[PO3.] Design knowledge: Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO4.] Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health andsafety, and the cultural, societal, and environmental considerations.

[PO5.] Life-long learning: Recognize the need for, and have the preparation and ability to engage in independentand life-long learning in the broadest context of technological change.

[PO6.] Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manageprojects and in multidisciplinary environments.

[PO7.] Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in groupsettings.

[PO8.] The design and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO9.] Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO10.] Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO11.] Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO12.] Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1.] Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2.] To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3.] To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4.] Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5.] Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	

<p style="text-align: center;">Make up Assignments (Formative)</p>	<p>Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.</p>
<p style="text-align: center;">Homework / Home Assignment / Activity Assignment (Formative)</p>	<p>There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.</p>

Design Fundamentals is all about learning by doing. The exercises at the end of each lecture form an essential part of this course. These should be executed on sheets of un-ruled paper or cartridge paper and kept in a folder or as advised otherwise for each exercise. It is important to keep the past work for reference, so that the growth of your ideas and vision can be surveyed and analyzed by us. These exercises aim to stimulate further ideas and individual initiative. This stimulation must be considered the most valuable part of the course. All of you will share an increased understanding towards design towards the end of the course. Apart from the assignments, you are also advised to maintain a sketchbook. This sketchbook must not be approached with any kind of formality. Students are welcome to enter spontaneously, in visual or literary form, any observations you think relevant, and add any subsequent observations from time to time, even when this conflicts with ideas of neatness.

D. SYLLABUS

- Importance for design thinking in innovation
- 7 Design concerns of Innovation: The Cause, the Context, the Comprehension, the Check, the Conception, the Crafting and the Connection.
- Design aspects: visual, creative, user centric and strategies
- User centric design : Methods and approaches
- Research synthesis and analysis and study of the context and environment
- Collective idea generation : tools and techniques
- Relevance and applicability of Design in modern context.

E. REFERENCE BOOKS

1. Brown, T. (2019). Change By Design. [place of publication not identified]: Harper business.
2. Cross, N. (2018). Design Thinking. [S.L.]: Bloomsbury Visual Arts.
3. Lawson, B. (2014). How designers think. London: Routledge, Taylor & Francis Group.
4. Liedtka, J. and Ogilvie, T. (2011). Designing for growth. New York: Columbia Business School Publishing, imprint of Columbia University Press.
5. Liedtka, J., King, A. and Bennett, K. (2013). Solving Problems with Design Thinking. New York: Columbia University Press.
6. Radjou, N. (2012). Jugaad innovation. San Francisco: Random House India.
7. Stickdorn, M. and Schneider, J. (2010). This is service design thinking. Amsterdam: BIS Publishers.
- 8.

F. ONLINE RESOURCES

- <http://www.jnd.org/>

- <http://itu.dk/people/miguel/DesignReadings/Readings!/other%20readings/The%20Design%20of%20Everyday%20Things%20-%20Don%20Norman.pdf>
- www.rit.edu/~w-rkelly/html/04_cou/cou_des2.html

G. SESSION PLAN

LEC. NO	TOPICS	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
15.	Importance for design thinking in innovation	To apply the understanding of Design as perspective in various domain.	Interactive lecture	1107.1	In class assignment
16.	7 Design concerns of Innovation: The Cause, the Context, the Comprehension, the Check, the Conception, the Crafting and the Connection	Examine the various aspects of design and relevance of design.	Interactive lectures, activities	1107.1 1107.3	In class assignment
17.	Design aspects: visual, creative, user centric and strategies	Examine the tangible and non tangible aspects of design (physical characteristic, emotive quality, symbolism and visual hierarchy, abstract form.)	Interactive lectures, activities	1107.2 1107.3 1107.1	In class design and thinking process and Concluding assignment
18.	User centric design : Methods and approaches	To apply understanding the various shapes such as geometric and organic shapes etc. dimensions of forms, Human proposition and its impotence with design etc.	Interactive lectures & activities	1107.3 1107.2	In class working process and concluding assignment
19.	Research synthesis and analysis and study of the context and environment	Exploring the different principles of design and its application in compositions. Such as Balance, Radial balance, patterns, textures, impressions, emphasis, unity, harmony etc.	Interactive lectures & activities	1107.2 1107.3	In class working process and concluding assignment

20.	Collective idea generation : tools and techniques	Examine the formation of basic black and white compositions.	Interactive lectures & activities	1107.4	In class working process and concluding assignment
21.	Relevance and applicability of Design in modern context.	Application of Gestalt principles and their applications in design compositions: Understanding and application the rules of proximity, unity, similarity, closer etc.	Interactive lectures & activities	1107.5	In class working process and concluding assignment
22.	Design project: Development of design brief, identification of elements and principles of design and application of the same	Application of elements and principles of design and application of the same	Interactive lectures & activities	1107.1 1107.2 1107.5	In class progress and final outcome in form of product.

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 1107.1	Understand the significance of design thinking in the process of productmaking.			3	3									1	1		3	
FD 1107.2	Apply contextual factors related to design methods.	3			3			3							1			3
FD 1107.3	Display key concepts and principles for innovative practices.							2									3	
FD 1107.4	Apply the fundamental principles of design thinking for user centric design.									2							3	
FD 1104.5	Apply design thinking practices into reallife examples				2							2						

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Computer Applications | FD 1201 | 2 Credits | 2 0 0 2

Class: B Des (Fashion Design) | SEM - II

A. INTRODUCTION: This course is designed to enable the student to work with presentation and graphic software effectively and apply the learnt skills successfully to design assignments. Also emphasize on implementation of various designing skills and techniques for generating self-create design, Business promotion design store identity and finding ideas for store branding and promotion in real world.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

[1201.1]. Develop divergent thinking abilities to create innovative solutions.

[1201.2]. Develop computer skills for effective presentations and layouts for mood board, illustration, sketching.

[1201.3]. Develop skills in working with Coral Draw software.

[1201.4]. Develop skills in working with range of media and associated techniques and technology.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.3]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO.4]. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.5]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.6]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.7]. **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

[PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO.9]. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative handskills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- Introduction to Microsoft office — PowerPoint, Word, Paint, Brush, Excel).

- Introduction to Corel draw, Photoshop, PageMaker.
- Image making
- Typography

F. REFERENCE BOOKS

- Sinha, P.K. (2004). Fundamentals of Computers, Daryagunj, New Delhi. BPB Publication.
- Murray, Katherine, (2011). Microsoft Office 2010 Plain & Simple. Redmond WA, USA Microsoft Press.
- Aldrich, Winifred. (1994). CAD in Clothing and Textiles, Cantonsville, MD, USA. Wiley-Blackwell Publication.
- Schwartz, Steve. (2004). Corel DRAW 11 For Windows: Visual Quick start Guide, San Francisco Bay, USA. Peachpit Press Publication.
- Schwartz Steve. (2002). Corel DRAW 10 For Windows: Visual Quick start Guide, San Francisco Bay. Peachpit Press Publication.
- Dayton Linnea & Gillespie Cristen. (2006). The Photoshop Cs/Cs2 Wow, San Francisco Bay. PeachpitPress Publication.

G. SESSION PLAN

Session No.	Topics
1	Introduction to Photoshop and image resolution concepts (Applications and tools - , move tool and layer pallet, workspace introduction) Working with photographs/images
2	Working with photographs/images (Photoshop)(Image editing tools – selection tools)
3	Retouching of the images (Photoshop) (image editing tools – Clone tool, doge tool, blur tool, brush tool)
4	Introduction to text tool and blending options (Photoshop)(text tool)
5	Introduction to color pallets, gradient tool and brush tool, bucket tool (Photoshop)
6	Combination of all the tools and show the students a magazine cover(Photoshop)
7	Liquefy effect in Photoshop.
8	Introduction to basic of CorelDraw (functions & tools)
9	Working with text in Corel Draw
10	Working with clipart/ vector/ creating objects or vectors in Corel Draw
11	Working with design in Corel Draw
12	Basic of Animation & story boarding.
13	Submissions

H. **COURSE ARTICULATION MATRIX: (Mapping of COs with POs)**

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
FD 1201.1	Develop divergent thinking abilities to create innovative solutions.	3													2				
FD 1201.2	Develop computer skills for effective presentations and layouts for mood board, illustration, sketching.	1		3	3											3			2
FD 1201.3	Develop skills in working with Coral Draw software.	2		2		3										2			2
FD 1201.4	Develop skills in working with range of media and associated techniques and technology.	3			2	2													3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Culture Studies-II | FD 1202 | 2 Credits | 2 0 0 2

Class: B Des (Fashion Design) | SEM - II

A. Introduction: This course is designed to examine essential features involved in aesthetic experience and ways of defining and analysing different forms of art and to introduce students to different history of art and culture and interpret the symbols used. Students would be encouraged to use the symbols in the area of their interest.

B. Course Outcomes: At the end of the course, students will be able to

[1202.1]. Understand the origination of Oriental cultural history (Japan, China, India, etc.) this can work as source of inspiration for future art works into fashion design and applied art.

[1202.2]. Understand the origination of different religion like Islam, Hinduism, and Buddhism etc, this will introduce the different motifs of rich cultural heritage of world and can be used into fashion and communication design.

[1202.3]. Develop understanding towards Indian Art, paintings, aesthetics and artists, this will develop the senses visual elements and awareness about different artists working with different materials.

[1202.4]. Able to identify different crafts of India and can be applied into ensembles or artwork. [1202.5]. Develop the understanding of western influence on Indian clothing and advertisement.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO1]. Problem analysis: Identify, formulate, research literature, and analyze complex design problems reaching substantiated conclusions using elements and principles of design.

[PO2]. Communication: Communicate effectively on complex design activities with the design community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

[PO3]. Design knowledge: Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO4]. Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO5]. Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern designing and IT tools including prediction and modeling to complex designing activities with an understanding of the limitations.

[PO6]. Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO7]. Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

[PO8]. The Designer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO9]. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

[PO10]. Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the designing practice.

[POI 1]. Environment and sustainability: Understand the impact of the professional designing solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

[POI 2]. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	10
	Sessional Exam II	10
	Assignments , Activity feedbacks (Accumulated and Averaged)	40
End Term Exam (Summative)	End Term Exam (Open Book)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment/ Activity Assignment (Formative)	There are situations where a student may have to work in home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity/ flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- History of Oriental Art from Prehistoric times till date.
- Indian Painting/Artists.

- Buddhist Art, Islamic Art, Hindu Art & Theory of Rasa Shastra.
- Eastern Art, Social & Cultural Revolution in the Indian Context.
- Crafts of India.
- The historical evolution of various forms of art and account for the emergence of non-objective and 'abstract' forms of art characteristics of 'the end of art' in the twentieth century.
- Central theories of ethics that have historical roots and remain significant living options in moral philosophy today.
- Subcultures and its effects on society (Hippie /Teddy Boys etc.)

F. REFERENCE BOOKS

- Ureybee, O. Andrew, (1997), *Culture and Technology*, Paris. UNESCO.
- Sivaramamurthy, (1997), *Art of India*, NY NY USA. Marry N Abram.
- Nath R, (1980), *Art of Khajuraho*, Delhi India. Abinav Publications.
- Sivaramamurthy, (1997), *Art of India*, NY NY USA. Marry N Abrams. Page 13
- Deheja Harsha V (2010) *Akriti to Sanskriti: The journey of Indian Forms. Okhla Industrial Area, New Delhi. Niyogi Books.*
- Bosch FDK (1994). *The Golden Germs: An Introduction to Indian Symbolism*, Reprint Edition New Delhi India. Munshiram Manoharlal Publishers Private Ltd.
- Govind Chandra Rai (1999). *Indian Symbolism: Symbols as sources of our customs & beliefs. Reprint Edition New Delhi India. Munshiram Manoharlal Publishers Private Ltd.*
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- Bhargava Gopal (2007). *Encyclopedia of Art & Culture in India: 27. New Delhi, India. Isha Books.*
- Mukherjee Radha Kamai . (1984). *Culture & Art of SIndia. New Delhi India. Munshiram Manoharlal Publishers Private Ltd.*
- Craven Roy C. *Indian Art: A concise history. 2nd Revised Edition edition. London UK. Thames & Hudson Ltd.*
- Zimmer Heinrich & Campbell Joseph (1999). *Myths & Symbols in Indian Art & Civilization. New Delhi India, Motilal Banarsidas Publishers.*

G. Lecture Plan:

Session	TOPICS	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1 & 2	Introduction to Buddhist art (Shunga dynasty Kushan period Gupta period Ajanta Ellora caves Elephanta Caves)	Recall and analyze the development of Buddhism in India under different dynasties. Recall the Buddhist's iconography, semiotics and symbolism and to be able to identify Buddhist's forms and motifs	Lecture, self-study, activities	I202.1 I202.2	Class room activities, in-sem sessional and end terms exam.
3	Introduction to Hindu Art (Gupta art Pallavas, cholas and hoysalas)	Recall the development of Hinduism and Hindu art. Study the different style of temple and their cultural differences. Developing the sensitivity towards Hindu symbolism and motifs.	Lecture, self-study, activities	I202.1 I202.2	Class room activities, in-sem sessional and end terms exam.
4,5,& 6	Crafts of India, an introduction	Recall and analyse the different crafts and folk art of India. Study and work with an artisan on the particular craft.	Lecture, self-study, activities, field work	I202.4	Class room activities, in-sem sessional and end terms exam.
6 & 7	Indian Painting/ Artists <ul style="list-style-type: none"> • Mughal Paintings • Mural Paintings • Rajput Paintings • Modern Paintings • Traditional Paintings • Tanjore Paintings • Mysore Paintings • Kalighat Paintings 	Recall the different style in Indian paintings and to analyse the work of contemporary Indian artists.	Lecture, self-study, activities	I202.3	Class room activities, in-sem sessional and end terms exam.

8 & 9	Theory of Rasa Shastra	Recall the different emotive response in Indian classic literature	Lecture, self-study, activities	I202.3	Class room activities, in-sem sessional and end terms exam.
10	Indian Culture through Costume	To examine the evolution of Indian fashion in the last century and discussing about social political factors prevailing at that time.	Lecture, self-study, activities	I202.5	Class room activities, in-sem sessional and end terms exam.
11 & 12	Introduction to The Art of Early China and Korea	Recall the development of early Chinese and Korean art.	Lecture, self-study, activities	I202.1	Class room activities, and end terms exam.
13 & 14	Introduction to The Art of Early Japan	Recall the development of early Japanese art.	Lecture, self-study, activities	I202.1	Class room activities, and end terms exam.
15	Introduction to The Art of The Islamic World	Recall the origination of Islamic culture. To examine Islamic art, symbols, motifs etc	Lecture, self-study, activities	I202.2	Class room activities, and end terms exam.

H. Course Articulation Matrix: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAMSPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 1202.1	To Understand the origination of Oriental cultural history (Japan, China, India, etc.) this can work as source of inspiration for future art works into fashion design and applied art.													1				
FD 1202.2	Understand the origination of different religion like Islam, Hinduism, and Buddhism etc., this will introduce the different motifs of rich cultural heritage of world and can be used into fashion and communication design.							1										
FD 1202.3	Develop understanding towards Indian Art, paintings, aesthetics and artists, this will develop the senses visual elements and awareness about different artists working with different materials.																2	
FD 1202.4	Able to identify different crafts of India and can be applied into ensembles or artwork.									3	2							
FD 1202.5	Develop the understanding of western influence on Indian clothing and advertisement.												1			1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Fundamentals of Design II | FD 1203 | 3 Credits | 1,0,4,3

Class: B Des (Fashion Design) | SEM - II

A. Introduction: This course is designed to develop the advanced understanding of design concepts and skills by the application of elements and principles of design. It is also focused to develop design skills through various application-based exercises. It breaks the inhibition thus enabling to broaden the creativity

B. Course Outcomes: At the end of the course, students will be able to

- [I202.1] Develop ability to apply understanding of elements and principles of design.
- [I202.2] Demonstrate understanding and ability to apply design process in relevant progression to arrive at original concepts.
- [I202.3] Demonstrate creative expression, originality, inquisitiveness and ability to experiment.
- [I202.4] Implement the design language effectively to communicate ideas, intentions, moods and information.
- [I202.5] Demonstrate sensitive understanding of the design process; from problem defining to solution building.
- [I202.6] Demonstrate effective interpretation, execution and evaluation of research.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

- [PO1]. Problem analysis:** Identify, formulate, research literature, and analyze complex design problems reaching substantiated conclusions using elements and principles of design.
- [PO2]. Communication:** Communicate effectively on complex design activities with the design community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- [PO3]. Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.
- [PO4]. Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- [PO5]. Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern designing and IT tools including prediction and modeling to complex designing activities with an understanding of the limitations.
- [PO6]. Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- [PO7]. Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- [PO8]. The Designer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO9]. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

[PO10]. Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the designing practice.

[PO11]. Environment and sustainability: Understand the impact of the professional designing solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

[PO12]. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments and Activity feedbacks (Accumulated and Averaged)	60
End Term Exam (Summative)	End Term Exam (Jury)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment/ Activity Assignment (Formative)	There are situations where a student may have to work in home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity/ flipped classroom participation by a student will be assessed and marks will be awarded.	

Design Fundamentals is all about learning by doing. The exercises at the end of each lectures form an essential part of this course. These should be executed on sheets of un-ruled paper or cartridge paper and kept in a folder or as advised otherwise for each exercise. It is important to keep the past work for reference, so that the growth of your ideas and vision can be surveyed and analyzed by us. These exercises aim to stimulate further ideas and individual initiative. This stimulation must be considered the most valuable part of the course. All of you will share an increased understanding towards design towards the end of the course. Apart from the assignments, you are also advised to maintain a sketchbook. This sketchbook must not be approached with anykind of formality. Students are welcome to enter spontaneously, in visual or literary form, any observations youthink relevant, and add any subsequent observations from time to time, even when this conflicts with ideas of neatness.

E. SYLLABUS

- An understanding and articulation of aesthetic principles (Visual Order, Movement, Placement, Size, Alignment and Orientation).
- Understanding of Tangible and Non Tangible aspects of Design (Physical Characteristic, Emotive Quality, Symbolism and Visual Hierarchy, Contextual Form, Abstract Form, Pictorial and Typographical Elements).
- To develop the skill of Visualization and Communication of 3D Forms.
- Applications of the skills and processes of different mediums, elements and principles of design.

F. ONLINE RESOURCES

- <http://www.jnd.org/>
- <http://itu.dk/people/miguel/DesignReadings/Readings!/other%20readings/The%20Design%20of%20Everyday%20Things%20-%20Don%20Norman.pdf>
- www.rit.edu/~w-rkelly/html/04_cou/cou_des2.ht

G. REFERENCE BOOKS

Refer all course related books, other than text books here.

- Broomer, Gerald F., (1974), *Space: A Design Element*, Philedelphia PA USA Davis Publications Inc.
- Porter Albert, W (1974). *Elements of Design-Space and Form*. Philedelphia, PA USA. Davis Publication INCUS.
- Rowland Kurt. (1964). *Looking & seeing Vol. 1-4*. London UK. Ginn& company Ltd.
- Kurty D. Bruce. (1987). *Visual imagination – An introduction of Art*, New Jersey, Prentice Hall, Hayashi Studio.
- Guerin, Jules. (2010). *Water Color Rendering*, Michigan USA. University of Michigan Library Publication
- Gill Robert W, (1984). *Manual of Rendering in pen and ink*, Thames and Hudson, London.
- Wucius Wong, (1977). *Principles of three dimensional Design*, NY NY USA. Van Nostrand Reinhold Publication. Page 12
- Wucius Wong, (1977). *Principles of two dimensional Designs*, NY.NY. USA. Van Nostrand Reinhold Publication.
- Sansmarg Maurice de. (1964) *Basic Design: the Dynamics of Visual Form*, UK, The Herbert press.
- Albert, Josef (1963) *Interaction of Colors*, U.S. Yale University Press.

H. Lecture Plan:

LEC. NO	TOPICS	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1	Quick revision of Elements of Design, Principle of Design, Gestalt principle of perceptions. Course Hand-out briefing	To revise and analyse the work done in previous semester and to prepare the base for the module.	Interactive lecture	1203.1	In class assignment
2, 3 & 4	Theories of Colours / Colour scheme	Examine the colour interaction with humans, colour ergonomics, visual application, psychological implications etc. To apply Colour scheme such as neutral, primary, tetrad, tints, tones, contrast, shades, spring summer, melancholy dusk, warm colour etc.	Interactive lectures, activities	1203.1 1203.4	In class working process and Assignment : Colour compositions based on different colour scheme
5, 6, & 7	visual communication	Examine the tangible and non tangible aspects of design (physical characteristic, emotive quality, symbolism and visual hierarchy, contextual form, abstract form, pictorial and typographical elements).	Interactive lectures, activities	1203.2 1203.3 1203.4	In class design and thinking process and Concluding assignment: A1 colour poster 20 x 33 inch
8 & 9	Introduction to metamorphosis	Identifying and analysing the application of metamorphosis in visual design and design hierarchy.	Interactive & lectures activities	1203.3 1203.4	In class working process and concluding assignment
10 & 11	Analytical Drawing:	Identifying orthographic and isometric perceptions & drawing		1203.4	In class working process and concluding assignment
12, 13, 14, 15, & 16	Design Project	TBA	Interactive & lectures activities	1203.2 1203.5 1203.6	In class progress and final outcome in form of product.

I. **Course Articulation Matrix: (Mapping of COs with POs)**

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
FD 1203.1	Demonstrate understanding and ability to apply design process in relevant progression to arrive at original concepts.	2			2														
FD 1203.2	Develop ability to apply understanding of elements and principles of design.			3															
FD 1203.3	Demonstrate creative expression, originality, inquisitiveness and ability to experiment.							2									2		
FD 1203.4	Implement the design language effectively to communicate ideas, intentions, moods and information.							2											
FD 1203.5	Demonstrate sensitive understanding of the design process; from problem defining to solution building.											2							
FD 1203.6	Demonstrate effective interpretation, execution and evaluation of research.	3																	

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art
Department of Fashion Design
Course Hand-out

Drawing & Color Study-II | FD 1204 | 3 Credits | 1, 0, 4, 3

Class: B Des (Fashion Design) | SEM - II

INTRODUCTION:

- To observe, analyze, visualize, understand, communicate and interact with the environment through advanced level of drawings and color study.
- To apply the knowledge of elements of design on product perception, product expression and product semantics.

COURSE OUTCOMES: At the end of the course, students shall be able

[1204.1]. Understand of geometry and its application in design and able to translate proportions to paper

[1204.2]. Understand the difference between surface finishes and render (different materials) them with different medium.

[1204.3]. Develop Contours of different organic and handcrafted objects.[1204.4].
Generate new concepts and design

[1204.5]. Apply Design principles for Concept generation

[1204.6]. Proficiently use single point two point and three point perspective for manual sketching and rendering using different media

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO1.] Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO2.] Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO3.] Design knowledge: Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO4.] Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO5.] Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO6.] Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO7.] Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO8.] The design and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO9.] Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO10.] Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO11.] Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO12.] Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Assignments , Activity feedbacks (Accumulated and Averaged)	60
	Total	60
End Term Jury (Summative)	End Term Jury, End term exam	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	

<p>Make up Assignments (Formative)</p>	<p>Students who misses a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.</p>
<p>Homework / Home Assignment / Activity Assignment (Formative)</p>	<p>There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.</p>

SYLLABUS

- Free hand Sketching. Contour drawing shading, Rendering, Manmade and Nature drawings. Perspective drawing and Geometry (Isometric drawing, 1 point, 2 point, 3 point, Grid drawings). Doodle sketching, Generate ideas, free hand drawing and product concepts, Importance of perspective views, single point, two point and 3 point perspective views, Thumbnail sketches. Visual factors in design: Color harmony, color in design, color composition and basic color schemes. All material rendering (fabric, wood, ceramic, paper, plastics etc.) Composition, space & study of light and shade

REFERENCE BOOKS

- Biggam, C., 2011. New directions in color studies. Amsterdam: John Benjamins.
- Edwards, B., 2006. El color. Barcelona: Ediciones Urano.
- Eiseman, L. and Recker, K., n.d. Pantone the 20th century in color.
- Gaudry, E., 1972. Educational psychology; instructor's laboratory manual. Sydney: Wiley Australasia.
- Gerritsen, F., 1983. Theory and practice of color. New York: Van Nostrand Reinhold.
- Gerritsen, F., 1988. Evolution in color. West Chester, Pa.: Schiffer Pub.
- Gill, R., 1991. Basic rendering. London: Thames and Hudson.
- Kasprisin, R. and Pettinari, J., 1995. Visual thinking for architects and designers. New York: John Wiley.
- Ungar, J., n.d. Rendering in mixed media. New York, NY: Watson-Guption Publ.

ONLINE RESOURCES

- <https://willkempartschool.com/how-to-shade-a-drawing-light-shadow-part-2/>
- <https://www.thesprucecrafts.com/two-point-perspective-drawing-tutorial-1123413>
- <https://www.studentartguide.com/articles/one-point-perspective-drawing>
- <https://conceptartempire.com/color-study/>

LEC. NO	TOPICS	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1	Two point perspective, building drawing	Practising two point perspective in terms of building drawing.	Interactive lecture & Demonstration	1204.6	In class assignment
2	Free hand sketching	To quickly represent an object	Interactive lecture & Demonstration	1204.2	In class assignment
3	Contour drawing shading, Rendering, Manmade and Nature drawings, human anatomy.	Live sketching, understanding the concept of contouring, light & shadow.	Interactive lecture & Demonstration	1204.3	In class design assignment
4	Isometric and Grid Drawing	Application of isometric grid in drawing.	Demonstration	1204.1 1204.6	In class working process and concluding assignment
5	Material Rendering Fabric	Practising different colour mediums to depict various texture and print on fabric.	Interactive lecture & Demonstration	1204.2	In class working process and concluding assignment
6	Material Rendering Wood	Rendering various soft and hardwoods	Interactive lecture & Demonstration	1204.2	In class working process and concluding assignment

7	Material RenderingGlass	Exploring finishes of glass like glossy, matthi-matt	Interactive lecture & Demonstration	1204.2	In class working process and concluding assignment
8	Material RenderingPlastic	Exploring finishes of Plastic like glossy, matt, hi-matt	Interactive lecture & Demonstration	1204.2	In class working process and concluding assignment
9	Material RenderingMetal	Brass, steel and copper rendering	Interactive lecture & Demonstration	1204.2	In class working process and concluding assignment
10	Material RenderingCeramic	Understand the physical property of material for rendering	Interactive lectures & activities	1204.2	In class working process and concluding assignment
11	Composition, space & study of light and shade.	Sciography – Study of shadow	Interactive lectures & activities	1204.5	In class working process and concluding assignment

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
FD 1204.1	Understand of geometry and its application in design and able to translate proportions to paper			3												1			
FD 1204.2	Understand the difference between surface finishes and render (different materials) them with different medium.			2	2														1
FD 1204.3	Develop Contours of different organic and handcrafted objects.	3			2											1			
FD 1204.4	Generate new concepts and design			3	3											1			2
FD 1204.5	Apply Design principles for Concept generation			3			2						1					2	
FD 1204.6	Proficiently use single point two point and three point perspective for manual sketching and rendering using different media	3		3															

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



A. INTRODUCTION: This course helps to explore hard materials and discovers potential of students which is constantly evolving. An inquisitive and curious mind is needed to ensure that materials continue to push creative boundaries while still remaining functional.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

[I205.1]. Explore and interpret the materials (Boxboard, Wire, Mount board, Copper, Aluminum) with new ideas

[I205.2]. Analyze of basic thematic visual elements of 3d design.

[I205.3]. recognize materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).

[I205.4]. Modify and explore Recycled & found material with new idea.

[I205.5]. Reflect their learning in designing completely new product and the ultimate cost effectiveness of the final Product.

C. PROGRAM OUTCOMES

[PO.1]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.2]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.3]. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO.4]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.5]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

D. PROGRAM SPECIFIC OUTCOMES


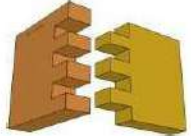


[PSO.1]. Understand the nature and basic concepts of Design in Commercial Art.




[PSO.2]. Analyze the relationships among consumer and design by understanding the current psychology, condition and needs of society.

[PSO.3]. Perform practical assignments Get the knowledge of visual communication for advertising design and positive impact of visualization like outdoor media on target audience for creating brand image. To develop the sense in print media, outdoor media, electronic media & interactive media and also get acquainted with Exhibitions & Theatre with their types.

[PSO.4]. Understand the creative applications of design of global importance for the society's standard and economy enabling for a professional career ahead.

E. SESSION PLAN:

SESSIO NNO.	TOPICS	Session Objective	Mode of Delivery	Corres- ponding CO	Mode of Assessingthe Outcome
Week 1	Waste Materials	Modify and explore Recycled & found material with new idea.	Demonstration of 3d sculpture/products	[1205.1] [1205.4]	 <p>A functional /Decorative product PRODUCT</p>
Week 2 & 3	MDF Board	basic techniqs like cutting &joining (riveting)	Demonstration of MDF as a material,	[1205.3]	 <p>Cut a LOGO in MDF board</p>
Week 4 & 5	MDF Board	recognize materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space)	Demonstration of MDF 3d product	[1205.3]	 <p>a product(Monogram/m usic notes/traffic signs)</p>
Week 6	Plaster of paris	recognize materials and creating artwork in 3 dimension	Demonstration of casting techniques with POP	[1205.2]	 <p>a Sculpture of hand in different poses</p>

Week 7	Plaster of paris	Explore and interpret the material	Demonstration of mosaic techniques with POP	[1205.2]	 <p>Make a tile with mosaic technique</p>
Week 8	Sheet metal (Aluminum)	Modify and explore material with new idea.	Demonstration on how to make Aluminum bowl	[1205.4]	an Aluminum Bowl with hammer
Week 9	Box Board	recognize materials and creating artwork in 3 dimension	Demonstration on how to handle box board paper	[1205.2]	 <p>Make alphabets in 3d forms</p>
Week 10	Metal wire	Modify and explore material with new idea.	Presentation on wire and different products made out of it.	[1205.1]	 <p>Make different sculpture</p>

F. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments	60
End Term Exam (Summative)	Jury	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

<p>Make up Assignments (Formative)</p>	<p>Students who misses a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.</p>
<p>Homework/ Home Assignment (Formative)</p>	<p>NIL</p>

G. SYLLABUS

- **Waste Materials**
- **MDF Board**
- **Plaster of paris**
- **Sheet metal**
- **Copper wire**
- **wood**

H. TEXT BOOKS

[No Text Books for this Course]

I. REFERENCE BOOKS

1. Holly Harrison (2007) *mixed media collage- An Exploration of contemporary Artists, methods & materials*, UK, Quarry Books
2. Rowe Ann Pollard, Stevens Rebecca A. T, (1992) *Ed Rossbach: 40 years of Exploration & Innovation in Fiber Art*, Lark Books, US
3. O'Brien Suzanne, (2010) *Felt, Fiber & Stone: Creative Jewellery Design & Techniques*, Pennsylvania, Schiffer Publishers L

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES							CORRELATION WITH PROGRAM SPECIFIC OUTCOMES			
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4
1205.1	Explore and interpret the materials (Boxboard, Wire, Mount board, Copper, Aluminum) with new ideas	2										
1205.2	Analyze of visual elements in the third dimension with a basic understanding and application of elements and principles of design.	1							1			
1205.3	Recognize materials in 3 dimension (Volume, proportions, surface, quality, Characteristic of curve, plane, forms and space).	1	2						2			
1205.4	Modify and explore Recycled & found material with new idea.		2				3					
1205.5	Reflect their learning in designing completely new product and the ultimate cost effectiveness of the final product.		2					1				1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand- out

Craft Study & Documentation | FD 1206 | 2 Credits | 1 0 2 2

Class: B Des (Fashion Design) | SEM - II

A. INTRODUCTION: This course is design to study and research traditional crafts of India and be able to record and document the process of craft for colors, motifs, traditional techniques and tools. Also to gain hands on experience of learning traditional techniques from master crafts persons and to sensitize the students to value traditional crafts of India.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

[1206.1]. Experience the unique visual and material culture of India and to develop values of conservation, protection of the environment, resources and heritage of the country.

[1206.2]. Demonstrate the understanding between the relationship of craft to the economics, culture and aesthetics.

[1206.3]. Comprehend the relationship between tradition and contemporary trends, form and function, creator and consumer.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO.5]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO.7]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO.9]. **Effective Citizenship:** Demonstrate empathetic social concern and equity centered national

development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated And Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	

<p style="text-align: center;">Make up Assignments (Formative)</p>	<p>Students who misses a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.</p>
<p style="text-align: center;">Homework / Home Assignment / Activity Assignment (Formative)</p>	<p>There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.</p>

E. SYLLABUS

- Introduction to the crafts tradition of India, details about the different crafts, their classifications, regional distribution etc. Each of these topics will incorporate aspects such as the
 - Philosophy and aesthetics
 - Materials, processes and techniques
 - Environment and resource management
 - Social structures o Economy and marketing
 - International examples
- Systematic documentation of a particular craft tradition prevalent in the region, which will have the following core issues in the background, which the students have also studied in theory;
- Craft Traditions, Philosophy and Aesthetics, Materials, Processes and Techniques, Environment & Resource Management, Social Structures, Economy and marketing, International Examples

F. REFERENCE BOOKS

- Ranjan, A. and Ranjan, M., 2009. Handmade in India. New York: Abbeville.
- Hunt, W., 2005. Indian crafts and lore. Pottsboro, Tx.: Crazy Crow Trading Post.
- Cooper, I. and Gillow, J., 1996. Arts and crafts of India. London: Thames and Hudson.
- Peterson, S., 1997. Pottery by American Indian women. New York: Abbeville Press.
- Salomon, J., 2015. The Book of Indian Crafts and Indian Lore. New York: Skyhorse Publishing.
- . Barnard, N. and Beeche, R., 1996. Arts and crafts of India. London: Conran Octopus.
- Chatterjee, M. and Roy, A., 2002. India. London: Dorling Kindersley.
- Kramrisch, S., Cousins, J. and Vasudeva Poduval, R., 1999. The arts and crafts of Travancore. Thiruvananthapuram: Dept. of Cultural Publications, Govt. of Kerala.
- Krishna, N. and Rajamani, V., 1992. Arts and crafts of Tamilnadu. Ahmedabad: Ashok Leyland.
- Nath, A. and Wacziarg, F., 1994. Arts and crafts of Rajasthan. Ahmedabad: Mapin.

G. SESSION PLAN

Session No.	Topics
1	Introduction to the crafts tradition of India, details about the different crafts, their classifications, regional distribution
2	Introduction to the crafts tradition of India, details about the different crafts, their classifications, regional distribution.
3	Philosophy and aesthetics, Materials, processes and techniques
4	Environment and resource management, Social structures o Economy and marketing
5	International examples
6-7	Systematic documentation of a particular craft tradition prevalent in the region.
8-9	Systematic documentation of a particular craft tradition prevalent in the region.
10	Systematic documentation of a particular craft tradition prevalent in the region.
11	Systematic documentation of a particular craft tradition prevalent in the region.
12	Systematic documentation of a particular craft tradition prevalent in the region.
13	Documentation Presentation
14	Documentation Presentation
15	Final documentation

I. **COURSE ARTICULATION MATRIX: (Mapping of COs with POs)**

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES						
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5		
FD 1206.1	Experience the unique visual and material culture of India and to develop values of conservation, protection of the environment, resources and heritage of the country.														2					
FD 1206.2	Demonstrate the understanding between the relationship of craft to the economics, culture and aesthetics.														3					
FD 1206.3	Comprehend the relationship between tradition and contemporary trends, form and function, creator and consumer.																	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion

Design Course Hand-out

Design Concepts | FD 1207 | 3 Credits | 2 0 3 4

Class: B Des (Fashion Design) | SEM - II

INTRODUCTION: This course is designed to understand situation based creative thinking. Also to sensitize students to various environments and Design methodology. Comprehensive understanding of geometry in relation to live examples from nature and to Study of construction and representation of free Forms, curves, surface, volume and its application in design.

COURSE OUTCOMES: At the end of the course, students shall be able to

- [I207.1]. To unlearn set ways, experiencing and sensitizing the senses for design learning and enhance observation and interpretive skills.
- [I207.2]. To demonstrate an ability to think critically and analytically and to apply these skills to practical or theoretical problems.
- [I207.3]. To learn and develop sensitivity to take up the challenges to demonstrate their personal design philosophy.
- [I207.4]. To learn through practical observation, field work, research, presentations techniques, peer interaction and group work. Furthermore tutor's critique, structured group work, debates, classroom discussion makes learning more meaningful and holistic.

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO1.] Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO2.] Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO3.] Design knowledge: Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO4.] Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO5.] Life-long learning: Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO6.] Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO7.] Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO8.] The design and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO9.] Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic lifethrough volunteering.

[PO10.] Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO11.] Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO12.] Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100

Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.

SYLLABUS

- The basic concepts and skills of design using the elements and principles of design.
- The basics of a composition using standard tools/materials creatively.
- The theoretical understanding of color and application of the same.
- Various textures and their textual, visual and sensory associations.
- Various dimensions of perception of Form and Space relationship.

REFERENCE BOOKS

- Critchlow, K.(2007). Drawing Geometry: A Primer of Basic Forms for Artists, Designers and Architects. Floris Books.
- Fallow, (2009). Head First 2D Geometry. Shroff/O'Reilly.
- Cogorno, Gene R.(2011). Geometric Dimensioning and Tolerancing For Mechanical Design 2E.McGraw-Hill Professional.
- Vyas Kumar, Design and the Environment, National Institute of Design
- Smith Paul, 2001, You can find inspiration in everything, Thames & Hudson
- Oakley Mark, 1990, Design Management, A Handbook of Issues and Methods, Blackwell Reference,(Part IV- The Nature of Design Processes)
- Kuniavsky Mike, 2003, Observing the User Experience: A Practitioner's Guide to User Research,Morgan Kaufmann
- Bloomer, Carolyn M., 1990, Principles of visual perception, London,The Herbert Press,ISBN: 1-871569-20
- Bono, Edward de, 1970, Lateral Thinking, London: Penguin Books, ISBN: 97801401379-8
- Jones, Robert, 2003, The Big Ideas, London: Profile Books Ltd., ISBN: 1-86197-568-6
- DVD: Bharat ek khoj, Discovery of India, Doordarshan

ONLINE RESOURCE

<http://design-concepts-and-concerns.blogspot.in/>
<http://www.designinindia.net/>

SESSION PLAN

Session No.	Topics
1	Fundamentals of Visual Relation: Function of any Image, pictures, paintings etc in terms of conveying denotative and connotative messages. Creating a catalog with the series of images, deploying various given words and interpreting the same with the context. Reworking on given images to enhance their ability to communicate an idea through connotation.
2	Expressive Image and typography: Relationship between image and typography. The Anatomy of Letters, Typefaces, Fonts, Type Families, Denotation and connotation in Type.
3	Fundamentals of Shape and Color: contrast, color, rhythm and pattern in design. Making an abstract design from shapes, and to use that element to create a repeating pattern design.
4	Fundamentals of Composition: Work with visual contrasts, cropping, hierarchy and direction in single images and complex compositions. Finding out how to control and use scale, weight, direction, texture, and space in a composition, and how to compose work that ranges from the complex to the minimal.
5	Symbol and their interpretation based on culture, context and cognitive experiences.
6	Interaction with surroundings: Observing the surrounding and recording the pattern of similarities or dissimilarities. Understanding the humans and nature, creating a design diary with random sketches depicting observations.
7	Narratives & Storytelling: explore the way image express connotative meaning—tell stories, depict stories through sketches and images — Their association with different time periods, aesthetics, and ideas. Through six short case studies, look at the way an image's or picture's connotations are shaped by its context, understand the historic evolution of forms, and familiarize with the way stories and tales are classified.
8	Design Project: Designing a Booklet with Your Images (putting together work from the previous weeks to make spreads using 10-20 of images, sketches, doodles etc. from assignments and compile them into a self-bound booklet.)

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 1207.1	To unlearn set ways, experiencing and sensitizing the senses for design learning and enhance observation and interpretive skills.	3				3				2			3				3	
FD 1207.2	To demonstrate an ability to think critically and analytically and to apply these skills to practical or theoretical problems.				2			2	2	1				1				3
FD 1207.3	To learn and develop sensitivity to take up the challenges to demonstrate their personal design philosophy.	1				2	1						1				3	
FD 1207.4	To learn through practical observation, field work, research, presentations techniques, peer interaction and group work. Furthermore tutor's critique, structured group work, debates, classroom discussion makes learning more meaningful and holistic.		3				2				1		1			2		3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art
Department of Fashion Design
Course Hand-out

Tailoring Techniques | FD 1208 | 2 Credits | 0 0 4 2

Session: | Faculty: | Class: **Core**

A. INTRODUCTION: This course is designed to familiar with sewing machine, their parts and functions and also recognize and utilize sewing equipment & pressing equipment. It is also focused to learn basic hand stitches, machine stitches to support their design and utilize machine seams and seams finishes at the introductory level.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

[1208.1]. Acquire the knowledge and skills, regarding the operational use of industrial sewing machines, and its application.

[1208.2]. Develop understanding of operating single needle lock stitch machine.

[1208.3]. Understand the importance and necessity of various construction techniques for different fabrics, and to acquire the skills to apply those construction techniques in a sample form.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO.5]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO.7]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO.9]. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal assessment will be conducted in two parts as : Internal Assessment I : {45 marks (75% of internal assessment) week 8} Internal Assessment II : 15 marks (25% of internal assessment) week11}	Internal Assessment Total marks : 60 Assignment I : 45 marks Assignment II : 15 marks
End Term Jury (Summative)	End Term Project 40 marks {week 15 (External)}	End Term Assessment Total Marks 40 (week 15)
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	

Week : 4-5

Duration : 8 hrs

Mode of Session : Face-To-Face (lecture and interactive)

Super impose seams :

- Plain seam 1hrs
- Plain seam with overlock 1hrs
- French seam 1hrs
- Mock French seam 1hrs
- Press open seams 1 hr
- Single and double top stitch 3hrs

Pre- requisite : 2 meter Fabric (muslin or white poplin), sewing kit

Session outcome: Students will learn about the different variations of super impose seams.

Linked CO/s : FD1208.1 & FD1208.2

Week : 6 - 7

Duration : 8 hrs

Mode of Session : Face-To-Face (lecture and interactive)

Bound and lapped seams:

- Bias bound 2hrs
- Hongkong bound 2hrs
- Run 'N' fell 1hr
- Flat 'N' fell 2hr
- Welted seam 1hr

Pre- requisite : 2 meter Fabric (muslin or white poplin), sewing kit

Session outcome: Students will learn about the different variations of bound and lapped seams.

Linked CO/s : FD1208.1 & FD1208.2

Week : 8,

Duration : 4 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Submission of Internal Assessment I {45 marks (75% of internal assessment)}:

Internal assessment I Brief:

Internal assessment I is an on-going process. The students are required to submit the following:

Seams made on muslin/poplin (Plain seam with overlock, Single top stitch, French, Mock French, bias bound, Hongkong bound, Flat "N" fell, Run "N" fell, welted). **5 marks each seam**

Requirements of the Submissions-

The samples to be kept in A-4 file in individual leaf and need to be labelled neatly.

Linked CO : 3103.1 & 3103.2

Week : 9

Duration : 4 hrs

Mode of Session : Face-To-Face (lecture and interactive)

Enhanced and decorative seams :

- Pipped 1hr
- Corded 1hr
- Faggoted 2hrs

Pre- requisite : 2 meter Fabric (muslin or white poplin), sewing kit, 4mm cotton cord (0.5 meter)

Session outcome: Students will learn about the different kinds of enhanced seams and apply them on material.

Linked CO/s : FD1208.1 & FD1208.2

Week : 10

Duration : 4 hrs

Mode of Session : Face-To-Face (lecture and interactive)

Different hem finishes :

- Machine hem finish 1hr
- Blind hemming (hand) 3hr

Pre- requisite : 2 meter Fabric (muslin or white poplin), sewing kit, hand needle.

Session outcome: Students will learn about the different kinds of hem finishes and their applications on different materials.

Linked CO/s : FD1208.1 & FD1208.2

Week : 11,

Duration : 4 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Submission of Internal Assessment II{15 marks (25% of internal assessment)}:

Internal assessment I Brief:

Internal assessment I is an on-going process. The students are required to submit the following:

Submission of piped seam: 5 marks

Submission of corded seam: 5 marks

Submission of machine and blind hem: 5 marks

Requirements of the Submissions-

The samples to be kept in A-4 file in individual leaf and need to be labelled neatly.

Note: Late submission and plagiarism will be treated as per the MUJ Policy.

Linked CO/s : FD1208.1 & FD1208.2

Week : 12-14

Duration : 12 hrs

Mode of Session : Face-To-Face (lecture and interactive)

Project work :

Brief of project:

- Students will have to stitch all ten seams (Plain seam, Plain seam with overlock, single top stitch, double top stitch, French seam, mock French seam, bias bound seam, hongkong bound seam, run "N" fell seam, flat "N" fell seam) taught above on each weight fabrics.
- Light weight fabrics (minimum three types of fabrics such as voile, chiffon, georgette, crape, silk etc.).
- Medium weight fabrics (minimum three fabrics such as poplin, muslin, chambray, fine corduroy, etc.).
- Heavy weight fabrics (minimum three fabrics such as canvas, denim, heavy corduroy, rexine etc.).
- Students will have to bring 10 different fabrics (as mentioned in each weight category).
- Students will have to write the complete information's along with seam diagrams and own their reflection about each seam in the project file as per exemplar shown in the class.

Pre- requisite : Students will have to bring 10 different fabrics (as mentioned in each weight category), 1 meter each fabric, sewing kit.

Session outcome: Students will learn to handle different kinds of fabrics and appropriate seam application as per fabric. This will help them to handle different materials and appropriate seam application to be used in their garments while they would be making their further projects.

Linked CO/s : FD1208.1, FD1208.2 & FD1208.3

Week : 15,

Duration : 4 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Submission of Project (end term) 40 marks

Project brief : as mentioned in project work above.

All students will have to submit the project in box file

The assessment will be holistically on file on the bases of quality, finishing, and file presentation.

Quality : (sample fabric cutting in right direction, right information on sample, sample neatness) **10 marks**

Finishing : (accuracy of seam, proper seam allowances, stitch balancing,) **20 marks**

File presentation : (complete information as discussed and shown in the class, seam diagram, proper reflection) : **marks 10**

Note: Late submission and plagiarism will be treated as per the MUJ Policy.

Linked CO/s : FD1208.1, FD1208.2 & FD1208.3

G. REFERENCE BOOKS

- Bolsner, Jane. (2010). Sewing machine basics: step by step course for first stitcher London UK. CICO books.
- Phillips, Charlene. (2011). The Sewing machine classroom: Learn the ins and outs of your machine. WI, USA. Krause publication.
- Kunkel, Karen .E. (1998). The Complete Sewing Machine Handbook. NY. USA. Sterling Publishers.
- Giordano, John. (1997). The Sewing Machine Guide. Newtown, CT. USA. Taunton Press.
- Editors of Readers Digest. (1997). Complete guide to Sewing (revised & updated). NY USA. Readers Digest Publication.
- Smith, Alison .(1999).Complete Book of Sewing. Dorling Kindersley.

A. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
FD 1208.1	Acquire the knowledge and skills, regarding the operational use of industrial sewing machines, and its application.																		
FD 1208.2	Develop understanding of operating single needle lock stitch machine.																2		
FD 1208.3	Understand the importance and necessity of various construction techniques for different fabrics, and to acquire the skills to apply those construction techniques in a sample form.															1		2	

1. Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion
Design Course Hand-out

Textile Studies | FD 2101 | 3 Credits | 2 0 0 2

Class: B Des (Fashion Design) | SEM - III

INTRODUCTION: Textile study is a holistic study of fiber. This course will impart knowledge about natural and manmade fibers and provide an in-depth understanding of fibers.

COURSE OUTCOMES: At the end of the course, students shall be able to

- [1301.1]. Explore the understanding of fibers and their properties and to develop a sound knowledge of properties related to the commercial fabrics used For Home furnishing and apparel.
- [1301.2]. Demonstrate the understanding of yarns, fabric, weaves, material, their functions, performance and processes.
- [1301.3]. Source and synthesize information of textiles and apply in a symmetrical manner.
- [1301.4]. Apply the theoretical and technical framework to explore and experiment various aspects of Textile Studies.
- [1301.5]. Demonstrate effective communication and presentation skills.

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

- [PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.2] **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.
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- [PO.5]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
- [PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
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[PO.10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

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[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exams I	20
	Sessional Exams II	20
	In class Assignments , Activity feedbacks (Accumulated and Averaged)	10
End Term Exam (Summative)	End Term Exam	50
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	

<p>Make up Assignments (Formative)</p>	<p>Students who misses a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.</p>
<p>Homework / Home Assignment / Activity Assignment (Formative)</p>	<p>There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.</p>

SYLLABUS

- Classification of textile fibers, their properties and identification.
- Yarn production of natural & manmade fibers: spun & filament.
- Construction of yarn, yarn twist & yarn number
- Spinning machines involved for natural and manmade yarn production
- Commercial fabrics: Cotton, rayon, crepes, polyesters & blended fabrics
- Different looms with their product range and their details
- Development in weaving sector.
- Defects that occur in fabrics.

REFERENCE BOOKS

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- Pizzuto Joseph J, Arthur Price, Allen C. Cohen, 2005 "Fabric Science" Fairchild Publication, New York.
- Corbman Bernard P. 1983 "Textiles, Fiber to Fabric", 6th Edition, McGraw-Hill International, US.
- Gioello, Debbie Ann, 2002, "Understanding Fabrics: From Fiber to Finished Cloth", Fairchild Publications, New York
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- Tortora Phyllis G. and Collier, Billie J, 2001 "Understanding Textile", Sixth Edition-Prentice Hall Publishing Company.
- Wynne Andrea, 1997 "Textile, Fiber to Fabric", 6th Edition, McGraw-Hill International, US.
- Fritz Anne, Cant Jennifer, 1987, "Consumer Textiles", Oxford University Press Melbourne.
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- Baugh, G. The Fashion Designer's Textile Directory, London, Thames & Hudson.
- Humphries, M. (2008). Fabric Reference, New Jersey, Prentice Hall Publisher.
- Marypaul, Y. (1995). Textiles: A Handbook For designers, New York, W.W. Norton and Co.
- Chloe, C. (1991). New Textiles: Trends & Traditions, New York, Rizzoli Publishers.

ONLINE RESOURCES

- www.issuu.com
- <http://ftmlondon.org/digital-and-online-resources/>
- <http://www.vads.ac.uk/collections/ST.html>

SESSION PLAN

Session No.	Topics
1	<ul style="list-style-type: none">• Introduction to the module.• Overview of the textile industry.• Introduction to technical terms
2	<ul style="list-style-type: none">• Introduction to fibers• Classification of fibers. Study of Natural fibers
3	Study of Manmade Fibers.
4	<ul style="list-style-type: none">• Comparative study of fiber properties.• Identification of fibers through burning test
5	Study of drapability of different fabrics
6	<ul style="list-style-type: none">• Yarn Production Process. Manufacturing process of cotton yarn. Understanding of spun and filament Yarn.(Lecture demonstration to unravel fabric swatches and understand spun and filament yarn)• Understanding of Degree of Yarn Twist –Low twist and High twist, Single and Plied Yarn and Fancy Yarns
7	<ul style="list-style-type: none">• Yarn Numbering• Testing Lab Practical to calculate Cotton Count and Denier□• Fabric Properties-Thread count and GSM• Study of Plain woven cotton fabrics
8	<ul style="list-style-type: none">• Study of basic weaves and their variation• Study of Various types of checks and striped fabrics• Study of Fancy weaves, Piled fabrics and double cloth
9	Textile testing training
10	Organic textile- Cotton, Linen, Khadi, Lyocell, Bamboo, Jute the Eco Friendly Fabrics
11	Introduction to Textile sectors- Handloom industries of India Power looms and mill sector.
12	Submission of Document

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAMSPECIFI COUTCOMES					
		P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	P O 10	P O 11	P O 12	PS O 1	PS O 2	PS O 3	PS O 4	PS O 5	
FD 1301.1	Explore the understanding of fibres and their properties and to develop a sound knowledge of properties related to the commercial fabrics used For Home furnishing and apparel.																3		
FD 1301.2	Demonstrate the understanding of yarns, fabric, weaves, material, their functions, performance and processes.												2						
FD 1301.3	Source and synthesize information of textiles and apply in a symmetrical manner.														2				
FD 1301.4	Apply the theoretical and technical framework to explore and experiment various aspects of Textile Studies.													1			3		
FD 1301.5	Demonstrate effective communication and presentation skills.																		2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Fashion Studies | FD 2102 | 2 Credits | 2, 0, 0, 2

Class: B Des (Fashion Design) I SEM -
III

A. INTRODUCTION: the course is designed to introduce the students to fashion terminologies, fashion scenario and fashion industry. This will give comprehensive understanding of the world of design, its principles, aesthetics and terminology in Indian and international context. The course will help students to develop understanding of elements and principles of fashion and their use in a given silhouette of women's wear and exploring innovative approach to enhance the look.

B. COURSE OUTCOMES: At the end of the course, students shall be able

[2102.1] Identify appropriate terminology used in fashion world.

[2102.2] Evaluate the fashion cycles, principle of fashion, fashion consumer groups and fashion as business.

[2102.3] Study the history of fashion through the ages.

[2102.4] Compare and identify fashion capitals, national and international fashion designer plus fashion brands.

[2102.5] Understand the importance and working of the Design Process and develop an individualistic approach towards the same.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO1.] Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO2.] Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO3.] Design knowledge: Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO4.] Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO5.] Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO6.] Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO7.] Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO8.] The design and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO9.] Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO10.] Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO11.] Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO12.] Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	10
	Sessional Exam II	10
	Assignments , Activity feedbacks (Accumulated and Averaged)	30
	Total	60
End Term Jury (Summative)	End Term Jury, End term exam	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- Fashion Terminology
- Fashion Cycles,
- Fashion Adoption,
- Fashion Movements like (Belle époque, Flapper etc).
- Fashion Consumers.
- Fashion Global History.
- Designer's USP, Brands for Men, Women and Kids.
- Elements & Principles of fashion design and explorations of the same using different mediums and expressions.
- Fashion capitals.
- Study of various designers and their work.

F. REFERENCE BOOKS

1. Aspelund, K., 2010. The Design Process, New York, Fairchild Books.
2. Dillon Susan, 2011. The Fundamentals of Fashion Management, London UK AVA Publishing.
3. Editors of Phaidon, 2013. The Fashion Book - New & Expanded Edition New edition, London UK, Phaidon Press.
4. Eundeok Kim, Ann Marie Fiore & Hyejeong Kim, 2011. Fashion Trends: Analysis & Forecasting (understanding Fashion) Oxford, UK, Berg Publishers.
5. Frings, Gini Stephens, 2010. Fashion: From Concept to consumer, New Jersey, Prentice Hall.
6. Ireland, P.J., 2003. Introduction to Fashion Design, Oxford, Batsford.
7. Jeunissen Jose & Brand Jan., 2006. Global Fashion Local Tradition on the globalization of Fashion , 2nd Edition, Arnhem - Netherlands, Uitgeverij Terra Lanoo B.V Publishing.
8. Mc. Calls, 2011. Fashion in Color, London UK, The Hamlyn Publishing Group Ltd.
9. Mc Kelvey, K. and Munslow, J., 2012. Fashion Design: Process, Innovation and Practice, New York, Wiley.
10. Piras, C. and Roetzel, B., 2002. Ladies: A Guide to fashion and Style, Germany, DuMont.
11. Rouse, Elizabeth., 1999. Understand Fashion, Oxford UK, Blackwell science.
12. Sharpe Enterprises Inc., 2005. The Fashion Bible: The 10 things you need to know about the Fashion industry, Bloomington IN USA, AuthorHouse Publishing company.
13. Sumathi, G.J., 2002. Elements of Fashion and Apparel Design, New Delhi, New Age International Publications.
14. Tate, Sharon Lee., 2007. Inside Fashion Design, Delhi India, Baba Barkha Nath Printers

LEC NO	TOPICS	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1.	Fashion Terminology	Understanding the nuances of fashion terms.	Interactive lecture	2102.1	In class assignment
2.	Fashion Cycle	Reflection on different fashion cycle and their meanings.	Interactive lectures	2102.1 2102.2	In class assignment
3.	Factors that affect fashion	Understanding and reflecting on various factors that affect fashion cycle.	Interactive lectures	2102.2 2102.3 2102.1	quiz
4.	Fashion Global History	Understanding the context that has affected fashion in history	Interactive lectures & activities	2102.3 2102.2	In class presentation
5.	Fashion Movements	Learning about different fashion iconic movements that have shaped contemporary fashion looks.	Interactive lectures & activities	2102.2 2102.3	In class working process and concluding assignment
6.	Fashion Icons	Learning about different fashion iconic designers that have shaped contemporary fashion looks.	Interactive lectures & activities	2102.3	In class working process and concluding assignment
7.	Fashion Brands and their History	Learning about different fashion iconic fashion brands and their evolution.	Interactive lectures & activities	2102.4	In class working process and concluding assignment
8.	Elements & Principles of Fashion Design	Learning application of elements & principles of design	Interactive lectures & activities	2102.1 2102.2 2102.5	In class working process and concluding assignment
9.	Fashion Capitals	Learning about different fashion capitals and their unique style.	Interactive lectures & activities	2102.1 2102.3 2102.4	In class working process and concluding assignment

10.	Fashion Wear	Understanding different fashion categories.	Interactive lectures & activities	2102.1 2102.2 2102.3 2102.4	In class working process and concluding assignment
11.	Fashion ethics		Interactive lectures & activities	2102.2	In class working process and concluding assignment

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 2102.1	Identify appropriate terminology used in fashion world.	3						3						3				
FD 2102.2	Evaluate the fashion cycles, principle of fashion, fashion consumer groups and fashion as business.								3	2							2	1
FD 2102.3	Study the history of fashion through the ages.					2							2				3	2
FD 2102.4	Compare and identify fashion capitals, national and international fashion designer plus fashion brands.							3		3								
FD 2102.5	Understand the importance and working of the Design Process and develop an individualistic approach towards the same.	3						3							2			

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Fundamentals of Pattern Making & Draping | FD 2103 | 2 Credits | 0 0 4 2

Class: B Des (Fashion Design) | SEM - III

A. COURSE OBJECTIVES:

- To develop an understanding of fundamentals and principles of pattern making and draping. This includes how to take body measurements, understanding women's wear sizes, preparation of basic pattern templates and adaptation to styles.
- To develop the knowledge and skills for dart manipulation and learn the method of making pattern by draping and flat pattern making.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

[2103.1]. Demonstrate an understanding of pattern making terminology, tools, methodology and application of same in context to basic women's wear.

[2103.2]. Develop women's wear basic patterns by direct drafting/draping and adaptations.

[2103.3]. Make necessary fitting adjustments in patterns after doing test-fit of garment on the dress form and prepare specification sheets.

[2103.4]. Demonstrate an understanding of women's wear garment details & appropriate trim study.

[2103.5]. Efficiently estimate fabric consumption while maintaining grain-lines in the layout plan.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

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[PO.10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative handskills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- Introduction to pattern making terminology, methods and tools.
- Measurements: Direct, Indirect and how to take measurements.
- Basic understanding of draping/drafting.
- Pattern preparation of basic templates: Basic Bodice, Basic Skirt, Basic Torso, Basic Sleeve.
- Dart manipulation: Combination, Distribution, Shifting, Conversion to style lines.
- Sleeve Variations (lengthwise, flared, hybrid and sleeve bodice combinations, cuffs).
- Neckline finishes (Facing, Collars-flat, stand)
- Skirt variations (Gathered, circular, handkerchief, gore, godets).
- Waist finishes- waistband-elasticated, fix size, facing, yoke.
- Plackets and openings.
- Pockets-patch and in-seam.
- Specification Sheets.
- Basic Pant draft.

F. REFERENCE BOOKS

- Armstrong, H.J., 2009. *Pattern Making for Fashion Design*, New York, Prentice Hall.
- Aldrich, W., 2008. *Metric Pattern Cutting for Women's I*, Willey Blackwell Publication.
- Di Marco, S.M., 2010. *Draping Basics*, New York, Fairchild Books.
- Nakamichi, T., 2010. *Pattern Magic*, London, Lawrence King Publishing.
- Nakamichi, T., 2011. *Pattern Magic- II*, London, Lawrence King Publishing.
- Nakamichi, T., 2010. *Pattern Magic- Stretch Fabrics*, London, Lawrence King Publishing.

G. ONLINE RESOURCES

- <http://www.vogue.com>
- <http://www.style.com>
- <http://www.wgsn-edu.com>

H. SESSION PLAN

Session No.	Topics
1	Introduction to terminology, methodology and tools of pattern making - Drafting & Draping, Specification Sheets.
2	Introduction to female dress form, size charts, body types and types of measurements. Demonstration on how to take measurements on a female dress form to create a complete size chart for a given size.
3	Introduction to grain line, types and its relation to fabric in a garment. Trueing, Ironing and blocking of fabric.
4	Pattern making of Shift torso (front & back).
5	Pattern making of Sheath torso (front & back).
6	Pattern making of basic fitted skirt (front & back).
7	Pattern making of basic bodice (front & back).
8	Pattern making of gathered skirt with yoke (front & back).

9	Pattern making of flared (A-line), Circular, Handkerchief skirt (front & back).
10	Pattern making of pegged skirt (front & back).
11	Pattern making of basic Sleeve block and introduction to sleeve lengths.
12	Pattern making of basic pant draft (front & back).
13	Introduction to garment specification sheets.

I. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
FD 2103.1	Demonstrate an understanding of pattern making terminology, tools, methodology and application of same in context to basic women's wear.																	3	
FD 2103.2	Develop women's wear basic patterns by direct drafting/draping and adaptations.			1														2	
FD 2103.3	Make necessary fitting adjustments in patterns after doing test-fit of garment on the dress form and prepare specification sheets.																1		
FD 2103.4	Demonstrate an understanding of women's wear garment details & appropriate trim study.			2															
FD 2103.5	Efficiently estimate fabric consumption while maintaining grain-lines in the layout plan.												1				2		

2- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Garment Construction Details-I | FD 2104 | 2 Credits | 0042

Class: B Des (Fashion Design) | SEM - III

COURSE OBJECTIVE:

- To develop understanding and skills for garment construction details applicable in context to women's wear following the ready-to-wear clothing segment of market in global scenario.
- To learn about efficient fabric consumption and specification sheets for garments.

COURSE OUTCOMES: At the end of the course, students shall be able to

- [2104.1]. Develop an understanding of selection and application of appropriate techniques of construction in context to the selected design and fabric.
- [2104.2]. Acquire the skill and knowledge of appropriate garment construction techniques to assemble the endproduct.
- [2104.3]. Construct and finish the garment as per industrial standards of quality.
- [2104.4]. Critically analyse the fit and fall of the constructed garment and necessary fitting adjustment.
- [2104.5]. Prepare specification sheets of the stitched garment.

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

- [PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
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PROGRAM SPECIFIC OUTCOMES (PSO'S)

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ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
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SYLLABUS

- Sewing machine parts and operation, stitch practice, types of stitches.
- Seams and Seam Finishes, Edge Finishes, Hem Finishes.
- Circular lines and Angular lines in corner finishes.
- Plackets, Pockets, Cuffs, Collar.
- Waist Finishes, Darts, Pleats, Tucks and Gathers.
- Fasteners.
- Assembling a skirt and bodice with sleeve attachment.

REFERENCE BOOKS

- Aldrich, W., 2008. *Metric Pattern Cutting for Women's Wear*, Oxford, Willey Blackwell Publication.
- Amaden-Crawford, C., 2010. *A Guide to Fashion Sewing*, New York, Fairchild Books.
- Armstrong, H.J., 2009. *Pattern Making For Fashion Design*, New York, Prentice Hall.
- Di Marco, S.M., 2010. *Draping Basics*, New York, Fairchild Books.
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- Shaeffer, C., 2008. *Fabric Sewing Guide*, Wisconsin, Krause Publications.

ONLINE RESOURCES

- <http://www.crafty.com>
- <http://www.fiber2fashion.com>
- www.premierevision.com
- www.fdc.org

SESSION PLAN

Session No.	Topics
1	Introduction to Sewing Machines <ul style="list-style-type: none"> • Parts and operations of Sewing Machine. • Types of hand stitches and its practice.
2	Circular Lines & Angular Lines in corner finishes.
3 & 4	Seams and Seam Finishes including advance finishes Preparation of the samples on muslin <ul style="list-style-type: none"> • Plain Seam • French Seam • Flat-Fell Seam • Lapped Seam • Bound Seams • Corded or Piped Seam • Edge Finishes (Overlock, Pinking scissors) • Hem Finishes(hemming, facing, Turn and stitch, Picot)
5 & 6	Fullness Treatments <ul style="list-style-type: none"> • Pleats • Tucks • Gathers • Darts Waist Finishes
7	Plackets <ul style="list-style-type: none"> • Continuous bound placket • Two Piece Placket • Floating Placket • Separate Placket • Turn in and turn Out Placket Pockets <ul style="list-style-type: none"> • Patch Pocket • Kurta Pocket
8	Cuffs & Collars: Shirt Cuffs, Band, Mandarin Collar, Peter Pan Collar
9	Fasteners : Zippers, Hooks and Eyes, Button and Button Holes, Press Buttons
10,11 & 12	Construction of the Garment: Assembling a skirt and bodice with sleeve attachment.

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES							
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5			
2104.1	Develop an understanding of selection and application of appropriate techniques of construction in context to the selected design and fabric.													2				2			
2104.2	Acquire the skill and knowledge of appropriate garment construction techniques to assemble the end product.				2																
2104.3	Construct and finish the garment as per industrial standards of quality.																	3			
2104.4	Critically analyse the fit and fall of the constructed garment and necessary fitting adjustment.																	3			
2104.5	Prepare specification sheets of the stitched garment.																		3		

3- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

MANIPAL UNIVERSITY JAIPUR

School of Design and Art Department of Fashion Design

Course Hand-out

Creative Textiles | FD 2105 | 3 Credits | 1 0 2 2

Class: B Des (Fashion Design) | SEM - III

A. INTRODUCTION: This course is design to develop and enhance the approach towards holistic design process. Initiate further development in chosen area of surface ornamentation and needle work. Students will learn to explore innovative techniques and finishes applied on fabrics for an end use and understand & appreciate the use of combination of different techniques to construct aesthetically appealing compositions.

B. LEARNING OUTCOMES: At the end of the course, students shall be able to

[2105.1]. Analyse and study the archive textiles.

[2105.2]. Develop creatively visual ideas for contemporary textiles in response to imagery, pattern, composition, structure and surface.

[2105.3]. Explore practical, creative and decorative textile techniques.

[2105.4]. Use an appropriate and wide range of surface and structure media, skills and techniques to creatively develop design ideas.

[2105.5]. Understand and apply the current trend in creative and contemporary textile to the design brief.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO.5]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO.7]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO.9]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	

Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.
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E. SYLLABUS

- Surface ornamentation.
- Styles and Methods of ornamentation.
- Technology, material and techniques of ornamentation (Resist style of Dyeing, embroidery).
- Idea generation, visual and material exploration.
- Experimentation through workshop methods.
- Design Development and application of color.
- Repeats, Patterns and compositions in design.
- Texturing of fabric with color application and stitching techniques.
- Visual and verbal presentation of design inspiration, process and outcome.

F. REFERENCE BOOKS

- Shailaja D., et al. (2006). Surface designing of textiles fabrics, New Delhi, New Age International (P)Ltd. Publishers.
- Thomas, M. (1998). Dictionary of embroidery stitches, U.K., Hodder and Stroughton.
- Sabel, S. (1996). New craft machine embroidery, London, Lorenz Books.
- Naik, S.D. (1996). Traditional embroideries of India, New Delhi, APH.
- Rosemary, C. (1999). Indian embroidery, New Delhi, Prakash Books.
- Shrikant, U. (2000). Ethnic embroidery of India, Mumbai, Honesty.
- Carter, C. (1996). Machine embroidery, New York, Clarksons.
- Rayment, J. (2004). Creative tucks and textures for quilts and embroidery, London, Batsford.
- Hall, D. (1991). Tie dyed textiles of India: tradition and trade, London, Victoria and Albert Museum.
- Shaw, C., et al. (1996). Quilting patchwork and applique project book, Crabtree.
- Tomnay, S. (2007). Quilting, patchwork & applique, London, Thames and Hudson.
- Ganderton, L. and Wood, D. (1991). Creative stitch craft, Australia, Murdoch Books.

G. ONLINE RESOURCES

- <http://www.wgsn-edu.com>
- www.premierevision.com
- www.fdc.org
- www.pinterest.com
- <http://www.wikihow.com/Do-Smocking>
- <http://www.infinitefreedom.com/free-smocking-lessons>

H. SESSION PLAN

Session No.	Topics
1	Surface ornamentation. Introduction and importance of surface ornamentation by visuals and ppt presentation.
2	Styles and Methods of ornamentation. Different styles and methods of ornamentation: Printing, Dyeing, Embroidery, Applique, Patch work, Creative weaving, Smocking, Quilting work, Zari, Gotta Patti and sequins work.
3	Technology, material and techniques of ornamentation (Resist style of Dyeing). Tie and dye: Selection of dye, Process, technique.
4 & 5	<ul style="list-style-type: none">• Idea generation, visual and material exploration.• Experimentation through workshop methods.
6	Design Development and application of color. Understanding design development and application of color by printing styles: Block, Stencil, Batik.
7	Repeats, Patterns and compositions in design.
8	Texturing of fabric with color application.
9	Stitching techniques.
10 & 11	Visual and verbal presentation of design inspiration, process and outcome.
12	Final submission of Log book and document.

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES											CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 2105.1	Analyse and study archive textiles.							2				2	2					
FD 2105.2	Develop creatively visual ideas for contemporary textiles in response to imagery, pattern, composition, structure and surface.			3														
FD 2105.3	Explore practical, creative and decorative textile techniques.				2												2	
FD 2105.4	Use an appropriate and wide range of textile media, skills and techniques to creatively develop design ideas.	1															3	
FD 2105.5	Understand and apply the current trend in creative and contemporary textile to the design brief.	2										3						

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Fashion Illustration-I | FD 2106 | 2 Credits | 1 0 2 2

Class: B Des (Fashion Design) | SEM - III



COURSE OBJECTIVE:

- To develop the understanding of sketching fashion figures.
- To render the fabrics and working on fashion figures with reference to design aesthetics.
- To understand the importance of flat sketches with detailed specifications in the design.

COURSE OUTCOMES: At the end of the course, students shall be able to

[2106.1]. Draw the fashion figure of women and understanding the poses and movements of figures.

[2106.2]. Represent fabrics and textures in illustration accurately.

[2106.3]. Represent and communicate garment details, fabric type, fit, and embellishment through illustrationskills.

[2106.4] Represent fashion illustration with various technique and colour mediums.

[2106.5] Demonstrate the understanding of CAD to represent fashion illustration and flat details of the garment.

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books,media and technology.

[PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solutionof complex design problems.

[PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public healthand safety, and the cultural, societal, and environmental considerations.

[PO.5]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independentand life-long learning in the broadest context of technological change.

[PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manageprojects and in multidisciplinary environments.

[PO.7]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO.9]. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development,

and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative handskills & presentation technology.

ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	

Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.
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SYLLABUS

- Illustration of fashion figure and understanding the poses, movements of figures.
- Draping the fashion figures with different silhouettes.
- Understanding the drapes and falls of fabric in context to the texture.
- Drawing flat sketches/technical drawings of garments.
- Rendering with various mediums with respect to the texture and drape of the fabric.
- Developing range of women's wear for a given brief.

REFERENCE BOOKS

- Abling, B., 2007. *Fashion Sketchbook*, New York, Fairchild Books.
- Allen, A. and Seaman, J., 1993. *Fashion Drawing: Basic Principles*, Oxford, Batsford.
- Drudi, E. and Paci, T., 2010. *Figure Drawing For Fashion Design*, Amsterdam, Pepin Press.
- Ireland, P.J., 1993. *Fashion Design Illustration: Womens wear*, Oxford, Batsford.
- Ireland, P.J., 1993. *Figure Templates For Fashion Illustration*, Oxford, Batsford.
- Mc Kelvey, K. and Munslow, J., 2007. *Illustrating Fashion*, New Delhi, John Wiley & Sons.

SESSION PLAN

Session No.	Topics
1	Introduction to Fashion Illustration, its terminology, and types. Mechanical female figure in accordance with proportions and fleshing the front pose (8-head & 10-Head).
2	Understanding the ball joints of human figure and create different hands and leg movements of front pose.
3	Illustrating three quarter, side and back views of female fashion figure and creating various poses using the ball joints of them.
4	Introduction to draping on fashion figure and illustrating basic garments with an understanding of folds and falls.
5	Fashion stylization and signature style of illustration. Research about renowned fashion illustrators of all times and understand their distinct styles.
6	Designing and illustrating the final collection range board.
7	Understanding the importance of backgrounds and visual language in the portfolio
8	Final Assignment: Compiling the final portfolio and approval.
9	Final Assignment: Submission of the final portfolio and reviews.
10	Designing and illustrating the final collection range board.
11	Understanding the importance of backgrounds and visual language in the portfolio
12	Final Assignment: Compiling the final portfolio and approval.
13	Final Assignment: Submission of the final portfolio and reviews.

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
FD 2106.1	Draw the fashion figure of women and understanding the poses and movements of figures.																		2
FD 2106.2	Represent fabrics and textures in illustration accurately.																		3
FD 2106.3	Represent and communicate garment details, fabric type, fit, and embellishment through illustration skills.																		3
FD 2106.4	Represent fashion illustration with various technique and colour mediums.																2		3
FD 2106.5	Demonstrate the understanding of CAD to represent fashion illustration and flat details of the garment.																3		3

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Integrated Project - I | FD 2107 | 6 Credits | 3 0 6 6

Class: B Des (Fashion Design) | SEM - III

COURSE OBJECTIVE:

- To design and develop women's wear for a market segment/client.
- To apply appropriate research on trend forecast of silhouettes, fabric and color.
- To use pattern making, draping and sewing techniques to realize the design that has been conceptualized.

COURSE OUTCOMES: At the end of the course, students shall be able to

- [2107.1]. Develop a basic aptitude towards identifying existing trends in women's wear fashion by observing general body work of other established designers.
- [2107.2]. Develop an understanding of Principles & Elements of Fashion and apply them consciously while developing designs for women's wear project.
- [2107.3]. Understand the importance and working of the 'Design Process' and develop an individualistic approach towards the same.
- [2107.4]. Create a series of 'Design Boards' referring to inspiration/mood/colour/style/silhouette/materials /trims and derive a complete collection as per the 'Design Brief'.
- [2107.5]. Culminate the design process with a product which justifies the brief and design process.

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

- [PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.
- [PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- [PO.5]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
- [PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- [PO.7]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- [PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO.9]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative handskills & presentation technology.

ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	

Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.
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SYLLABUS

- **Design:** Develop a theme that is well researched for its content, trend, and forecast study of fabric, color and silhouette with client understanding for basic women's wear (range of five ensembles). Illustrated representation of final five ensembles using appropriate rendering techniques. Conversion of a visual to a 3- Dimensional form.
- **Design Studio:** Pattern making for the desired one ensemble from the range of five ensembles. Appropriate sewing techniques used for realizing the ensemble.

REFERENCE BOOKS

- Aspelund. K., 2010. *The Design Process*, New York, Fairchild Books.
- Cassin, S.J., 1986. *Illustrated Encyclopedia of Costume and Fashion*, London, Cassell Publishers.
- Ellinwood, J.G., 2010. *Fashion by Design*, New York, Fairchild Books.
- Gold, A.L. One, 2010. *World of Fashion*, New York, Fairchild Books.
- Mc Kelvey, K., 2008. *Fashion Source Book*, Oxford, Wiley-Blackwell Publication.
- Smith, P., et al., 2014. *You can find inspiration in everything, if you can't, look again*, U.K., Violette Editions.

SESSION PLAN

Session No.	Topics
1	• Introduction to trends. • Introduction to importance of cultural/musical/cinematic/artistic etc. influences for a fashion designer.
2	Discussion and presentation on the designers in class along with the presentation recommended viewing Breakfast at Tiffany, Coco Chanel.
3	Introduction to Fashion, Business of Fashion, Retail, and how things are combined to create Fashion.
4	• Introduction to Boards and Design Process. • Start a visual inspiration board.
5	Discussion on individual boards and the theme direction of students.
6	Addition of color and silhouette to the board.
7	Review of design process and finalisation of sketches.
8	Discussion Sample Worksheet, measurement standardisation and basics of costing.
9 & 10	Pattern making and construction of toile.
11	Toile jury and fitting corrections.
12 & 13	Final Garment Realization.
14	Documentation and submission.

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATE MENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 2107.1	Develop a basic aptitude towards identifying existing trends in women's wear fashion by observing general body work of other established designers.					1		2	2				1	3		2		
FD 2107.2	Develop an understanding of Principles & Elements of Fashion and apply them consciously while developing designs for women's wear project.		1	2			2					3	2					2
FD 2107.3	Understand the importance and working of the 'Design Process' and develop an individualistic approach towards the same.	3							2							1		2
FD 2107.4	Create a series of 'Design Boards' referring to inspiration/mood/colour/style/silhouette/materials /trims and derive a complete collection as per the 'Design Brief'.	2	2									2				3		
FD 2107.5	Culminate the design process with a product which justifies the brief and design process.	1	2		2		2		3		2	1			2	2		1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

Faculty of Science

School of Basic Sciences

Department of Chemistry Course

Hand-out

Environmental Science | CY1003 | 3 Credits | 2 | 0 3

Class: B Des (Fashion Design) | SEM - III

Introduction: This course is offered by Dept. of Chemistry as a Compulsory Course, targeting students who are studying in undergraduate courses of higher education of all branches including Science, Arts, Social Sciences, Design, Business and Commerce, Journalism and Mass Communication. Offers the knowledge of how natural world works, Environmental and natural processes which effects humans and how human activities and developmental processes change the environment and natural systems. Conservation of nature and natural resources, ecosystems and their services, biodiversity loss and its conservation, environmental pollution, effects and control, environmental policies and practices, human communities and the environment. Students are expected to have basic knowledge of science and social sciences for a better learning.

Course Outcomes: At the end of the course, students will be able to

- [I 003.1] Remember environmental components and their processes to make aware and sensitive.
- [I 003.2] Understand environmental problems concerning with human activities and developmental processes.
- [I 003.3] Acquire skills for identifying and solving environmental problems.
- [I 003.4] Apply strategies for conservation of nature and natural resources and to solve the emerging problems related to environmental degradation.
- [I 003.5] Evaluate physical and chemical processes required for environmental sustainability.
- [I 003.6] Design developmental plans and strategies in the perspective of sustainable development.

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. Design Knowledge: Apply the knowledge of design fundamental and specialization to the solution of complex design problems.

[PO.2]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.3]. Design / development of solutions: Design development for problems solving at commercial level that meet the specified needs with appropriate consideration for the public cultural, societal and environmental consideration.

[PO.4]. Modern tool usage: Design commercially by selecting and applying appropriate techniques and modern designing tools to solve complex problems with innovation and creativity.

[PO.5]. Social Interaction: Elicit views of others, mediate disagreements and perform consequent responsibilities relevant to the professional design practice to help reach conclusions in group settings.

[PO.6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.7]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.8]. Individual and team work: Function creatively as an individual and as a member or leader in diverse teams and in multidisciplinary settings.

[PO.9]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.10]. Project management and finance: Demonstrate knowledge and understanding of the visualization for any project and its management to apply principals and elements of design to one's own work as a member and leader in a team to manage project and in multidisciplinary environments.

[PO.11]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

[PSO.1]: To Recognize and apply the fundamental concepts of chemistry and their applications.

[PSO.2]: To Employ critical thinking and scientific inquiry in the interpretation of theoretical knowledge at a level suitable to succeed at an entry-level position in chemical industry or a post graduate chemistry program.

[PSO.3]: Understand the applications of chemical sciences in the areas of organic synthesis, synthesis of materials, corrosion inhibition, environment sustainability etc.

Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I (Closed Book)	20
	Sessional Exam II (Closed Book)	20
	In class Quizzes and Assignments, Activity feedbacks (Accumulated and Averaged)	20
End Term Exam (Summative)	End Term Exam (Closed Book)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a class will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment/ Activity Assignment (Formative)	There are situations where a student may have to work in home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity/ flipped classroom participation by a student will be assessed and marks will be awarded.	

SYLLABUS

INTRODUCTION Multidisciplinary Nature of Environmental Studies, Scope and importance, concept of

sustainability and sustainable development **ECOSYSTEMS** Concept, structure and function, energy flow in an ecosystem, food chain, food webs and ecological succession, examples. **NATURAL RESOURCES (RENEWABLE & NON RENEWABLE RESOURCES)** Land Resources and land use change, Land degradation, soil erosion and desertification; Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies **BIODIVERSITY AND CONSERVATION** Levels, Biogeographic zones, Biodiversity patterns and hot spots, India as a mega-biodiversity nation; Endangered and endemic species, threats, conservation, biodiversity services **ENVIRONMENTAL POLLUTION** type, causes, effects, and controls of Air, Water, Soil and Noise pollution, Nuclear hazards and human health risks, ill effects of fireworks, Solid waste management, case studies **ENVIRONMENTAL POLICIES & PRACTICES** Climate change, global warming, ozone layer depletion, acid rain, Environment laws, International agreements, nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context **HUMAN COMMUNITIES AND THE ENVIRONMENT** Human population growth, human health and welfare, Resettlement and rehabilitation, case studies, Disaster management, Environmental ethics, Environmental communication and public awareness, case studies, Field work and visit.

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K. *Environmental Studies*, New Age International Publishers, New Delhi, 2007.

T3. Bharucha, E., *Text book of Environmental Studies for undergraduate courses*, Universities Press, Hyderabad, 2nd Edition, 2013.

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R3. Groom, Martha J., Gary, K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.

R4. Singh, J.S., Singh, S.P., Gupta, S.R. *Ecology, Environmental Science and conservation*. S. Chand Publishing, New Delhi, 2014.

R5. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). *Conservation Biology: Voices from the Tropics*. John Wiley & Sons, 2013.

Lecture Plan:

Lec No	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1	Introduction to Environmental Studies: multidisciplinary nature of environmental studies	Explain about environment and its processes and to interpret as multidisciplinary subject	Lecture	1003.1	In Class Quiz Mid Term I End Term
2	Scope and importance, concept of sustainability and sustainable development	Recall concept of sustainability, Explain sustainable development, Scope and importance of environmental science	Lecture	1003.1	Mid Term I End Term
3,4	Ecosystem: concept, structure and function, Energy flow in an ecosystem, food chain, food webs	Explain ecosystem with structure, flow of energy, nutrients cycling in the ecosystem, food chain and food webs	Lecture	1003.1	In Class Quiz Mid Term I End Term
5,6	Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystem (Ponds, Streams, Lakes, River, Oceans, Estuaries)	Explain different type ecosystem with examples of terrestrial and aquatic ecosystem and their importance	Lecture	1003.1	In Class Quiz Mid Term I End Term
7,8	Ecological succession, Natural Resources (Renewable & Non Renewable Resources): Land Resources and land use change, Land degradation	Recall Ecological succession and its type, Explain different Natural Resources including Land Resources and land use change	Lecture	1003.1	In Class Quiz Mid Term I End Term
9	Soil erosion and desertification	Recall soil degradation by erosion and desertification	Lecture	1003.2	Mid Term I End Term
10	Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations	Recall Deforestation processes and their impact on the environment and biodiversity	Lecture	1003.2	Mid Term I End Term

11	Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water(international & inter-state).	Recall distribution and consumption pattern of water across the world and its related environmental issues including overexploitation and conflicts	Lecture	1003.2	In Class Quiz Mid Term I End Term
12	Energy resources: Renewable and Non-renewable energysources	Recall different Energy resources including coal, oil, nuclear and their environmental impacts on the environment and on human health	Lecture	1003.2	Mid Term I End Term
13	Use of alternate energy sources	Explain other energy resources including solar, water, wind, geothermal and hydrogen energy for sustainability.	Lecture	1003.2	Mid Term I End Term
14	Growing energy needs,case studies	Recall energy demand and supply in different sector and their environmental concern	Lecture	1003.2	Mid Term I End Term
15,16	Biodiversity and conservation: Levels of biological diversity:genetic, species and ecosystem diversity; Biogeographic zones of India	Recall different variety and variability of plantsand animals Explaindifferent type of biodiversity and Biogeographic zones of India	Lecture	1003.3	In Class Quiz Mid Term II End Term
17	Biodiversity patterns and global biodiversity hot spots	Compare biodiversity at national and global level and ecological hotspots for their respective biodiversity	Lecture	1003.3	Mid Term II End Term
18	India as a mega-biodiversity nation; Endangered and endemic species of India	Recall different mega-biodiversity nation including India Describe different Endangered and endemic species of India	Lecture	1003.3	Mid Term II End Term
19	Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biologicalinvasions	Explain biodiversity loss and their reasons, Explain biological invasive species and their impact on biodiversity	Lecture	1120.3	Mid Term II End Term

20	Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and informational value	Explain the goods and services provided by biodiversity and the ecosystem	Lecture	1003.4	Mid Term II End Term
21	Conservation of biodiversity: <i>In-situ</i> and <i>Ex-situ</i>	Explain different measures of conservation of biodiversity, Description of National parks, wildlife sanctuaries etc.	Lecture	1003.4	Mid Term II End Term
22	Environmental pollution: type, causes, effects, and controls of Air Pollution	Recall air pollution and their effects and explain different air pollutants and their impacts on environment and human health	Lecture	1003.5	Mid Term II End Term
23	Harmful effects of fireworks , Controls of Air Pollution	Describe harmful impact of fireworks and control methods of air pollutants like ESP, Scrubber	Lecture	1003.5	Mid Term II End Term
24	Type, causes, effects of Water Pollution	Describe water pollutants and their effects, BOD, COD, water quality parameters, DO, TSS	Lecture	1003.5	Mid Term II End Term
25	Controls of Water Pollution	Describe conventional and advance methods for prevention and control of water pollution	Lecture	1003.5	Mid Term II End Term
26	Causes, effects of Soil and Noise Pollution, Nuclear hazards and human health risks	Explain the Causes, effects of Soil and Noise Pollution, Nuclear hazards and human health risks	Lecture	1003.5	Mid Term II End Term
27	Solid waste management: control measures of urban and industrial waste, Pollution case studies,	Describe different type of solid waste and their methods of management	Lecture	1003.5	Mid Term II End Term
28,29	Environmental Policies & Practices: Climate change and global warming, International agreements: Kyoto protocols and	Recall of environmental pollution with some case studies, Describe sources and effects of greenhouse gases in global warming and	Lecture	1003.6	Mid Term II End Term

	Convention on Biological Diversity(CBD)	climate change and their environmental impact, Explain different treaties for reduction of greenhouse gases and conservation of biodiversity			
30,31	Ozone layer depletion, Montreal protocols, Acid rain and impacts on human communities and agriculture	Explain the importance of ozone layer and causes of its depletion, control measures, Describe the Acid Rain with its effects and control	Lecture	1003.6	In Class Quiz End Term
32,33	Environment laws; Water (Prevention and control of Pollution) Act, Air (Prevention and Control of Pollution) Act, Environmental Protection Act,	Describe the provision of Water Act, 1974, Air Act, 1981 for prevention and control of water and air pollution, Explain EPA, 1986	Lecture	1003.6	End Term
34,35	Wildlife Protection Act, Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context, Human communities and the Environment: Human population growth: impact on environment	Describe the provision of Wildlife Protection Act, Forest Conservation Act, Explain Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context, impact of population growth on environment	Lecture	1003.6	In Class Quiz End Term
36, 37	Human health and welfare, Resettlement and rehabilitation of project affected persons; case studies, Disaster management: flood, earthquake, cyclone and landslides	Explain human health with respect to environment, measures of disaster management, Describe natural disasters and their impact	Lecture	1003.6	In Class Quiz End Term
38	Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan,	Describe different movement in Indian continents for conserve environment and their socio-economic importance	Lecture	1003.6	End Term

39, 40	Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi). Revision on Ecosystem and Natural Resources	Describe role of ethics in preservation and conservation of environment, environmental awareness programme, green energy concept and revision	Lecture	I003.6	End Term
41-42	Revision on Biodiversity & Conservation, Environment Pollution and Environmental Policies	Revision for preparation for end term exam	Lecture	I003.6	Class quiz End Term

Course Articulation Matrix: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES							CORRELATION WITH PROGRAM SPECIFIC OUTCOMES		
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
CY I003.1	Remember environmental components and their processes to make aware and sensitive.		1	3			3	2	1	1	1
CY I003.2	Understand environmental problems concerning with human activities and developmental processes.	2		1	1	2	3	2			2
CY I003.3	Acquire skills for identifying and solving environmental problems.		1	2	2		3		2	2	
CY I003.4	Apply strategies for conservation of nature and natural resources and to solve the emerging problems related to environmental degradation.	3				2	3	3	1	1	1
CY I003.5	Evaluate physical and chemical processes required for environmental sustainability	3	2	1	1	3	3	2	3	3	1
CY I003.6	Design developmental plans and strategies in the perspective of sustainable development.	2	1	2	1	3	3	2	3	1	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation
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MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand- out

Traditional Textiles & Crafts| FD 2201 | 3 Credits | 2 0 2 3

Class: B Des (Fashion Design) | SEM - IV

INTRODUCTION: This course is design to study and research traditional textiles, arts and crafts of India and be able to record and document the process of craft for colors, motifs, traditional techniques and tools. Also to gain hands on experience of learning traditional textile techniques from master crafts persons and to sensitizethe students to value traditional textiles& crafts of India.

COURSE OUTCOMES: At the end of the course, students shall be able to

- [2101.1]. Demonstrate the identification of traditional textile and crafts of India.
- [2101.2]. Demonstrate the understanding of design motifs, tools, technique and skills used for a chosen crafts.
- [2101.3]. Gain the knowledge about the significance and cultural relevance of traditional textiles and crafts.
- [2101.4]. Acquire the knowledge about the characteristics of Indian traditional dyed, printed, painted,woven, and embroidered textiles.
- [2101.5]. Explore the contemporary form of the traditional textiles and factors influencing the development of contemporary textiles – textiles from other countries, influential designers and movements,textile art.

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

- [PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame ourthinking and actions, checking out the degree to which these assumptions are accurate and valid,and looking at our ideas and decisions (intellectual, organizational, and personal) from differentperspectives.
- [PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world byconnecting people, ideas, books, media and technology.
- [PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.
- [PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- [PO.5]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
- [PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of thedesign and management principles and apply these to one's own work, as a member and leaderin a team, to manage projects and in multidisciplinary environments.
- [PO.7]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- [PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant tothe professional design practice.
- [PO.9]. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national

development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework/ Home Assignment/ Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

SYLLABUS

- Brief explanation of the Traditional textiles and crafts of different states of India.
- History, origin, raw materials & processes.
- Understanding of Traditional Textiles for Process, Application and Design for the Following:
 - **Dyed and Printed** – Bandhej and Leheria, Block Printing Of Bagru And Sanganer, Dabu Printing, Kalamkari, Ajrakh, Ikat
 - **Painting** – Phad Painting, Pichhwai, Madhubani Painting, Mata Ni Pachedi, Warli.
 - **Woven** – Mashroo, Paithani, Himroo, Maharashtrian Shalu, Brocades of Banaras, Chanderi , Maheshwari , Baluchari, Andra Cotton And Silk Sari, Bengal Cotton Sari, Ikkal, Kasavu, Kota, Orissa Cotton And Silk Sari, Tamil Nadu Cotton And Silk,
 - **Embroidery** – Chamba Rumal, Phulkari, Bagh, Gota Patti, Zardozi, Chikankari, Kasuti, Kutch, Appliqué.

REFERENCE BOOKS

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- Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal*, New Delhi, Wiley Eastern.
- Gillow, J. and Barnard, N. (1991). *Traditional Indian Textiles*, London, Thames and Hudson.
- Desai, C. (1988). *Ikat Textiles of India*, California, Chronicle Books.
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- Askari, N. and Crill, R. (1997). *Colors of the Indus: Costume and Textiles of Pakistan*, London, Merrell Publishers Ltd.
- Ghosh, G.K. (2011). *Indian Textiles: Past and Present*, New Delhi, Abhishek Publications.
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- Mathur, A. (2006). *Woven Wonder: the Tradition of Indian Textiles*, New Delhi, B.P.I. India.
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ONLINE RESOURCES

- www.craftrevival.org
- www.cruzio.com/zdino/bookreviews/creative.habit.com
- www.vogue.com
- www.style.com
- www.wgsn-edu.com
- www.stylesite.com
- www.premiervision.fr
- www.academia.edu/840618/An_overview_of_Traditional_Textiles_of_India
- www.indiaheritage.org/creative/creative_textiles.htm
- www.academia.edu/205115/Traditional_Textile_of_India_Kashmir_Textiles
- www.academia.edu/259095/Traditional_Indian_Costumes_and_Textiles
- www.nopr.niscair.res.in/bitstream/123456789/10310.pdf

SESSION PLAN

Session No.	Topics
1	<ul style="list-style-type: none"> Brief explanation of the Traditional textiles and crafts of different states of India. Introduction of Traditional Textiles and Crafts of India by visuals and ppt presentation.
2	Kantha of West Bengal: Introduction, Origin, Material used, Types, Stitches used and products by demonstration and ppt presentation.
3	Chikankari of Uttar Pradesh: Introduction, Origin, Material used, Types and products by demonstration and ppt presentation.
4	Traditional Weaving Techniques: Banaras Brocade, Kanchivaram, and Chanderi (Introduction, Significance, Material and end products)
5	Presentation on different weaving techniques by students.
6-7	Weaving Techniques: Jamawar, Kullu, Pathni and Mekla Chaddar (Introduction, Techniques, Materials)
8-9	Traditional Paintings: Warli, Madhubani, Kalamkari (History, Origin, Process, and Products)
10	Kasuti of Karnataka: Introduction, Origin, Material used, Types and products by demonstration and ppt presentation.
11	Kathiawar of Gujarat: History, origin, raw material, types and end uses by demonstration and ppt presentation.
12	Resist Printing Techniques: Tie-dye, Ikat, Patola, and Pochampalli (Introduction, Technique and End-use)
13	Resist Techniques: Ajrakh and Dabu (History, Origin, Techniques, End-use)
14	Phulkari of Punjab: History, origin, raw material, types and end uses by demonstration and ppt presentation.
15	Final documentation

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAMSPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS 1	PS 2	PS 3	PS 4	PS 5
FD2101.1	Demonstrate the identification of traditional textile and crafts of India.												2					
FD2101.2	Demonstrate the understanding of design motifs, tools, technique and skills used for a chosen crafts.												3					
FD2101.3	Gain the knowledge about the significance and cultural relevance of traditional textiles and crafts.															3		
FD2101.4	Acquire the knowledge about the characteristics of Indian traditional dyed, printed, painted,woven, and embroidered textiles.											2						
FD2101.5	Explore the contemporary form of the traditional textiles and factors influencing the development of contemporary textiles – textiles from Other countries, influentialdesigners and movements, textile art.	2							2									

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Advanced Pattern Making & Grading | FD2202 | 3 Credits | 1 0 4 3

Class: B Des (Fashion Design) | SEM - IV

INTRODUCTION: This course is designed to meet the industry standards. Students will learn the manipulations from basic blocks to achieve the desired design by using finished stylized flat patterns and draping in Indian wear (women's).

COURSE OUTCOMES: At the end of the course, students shall be able to

[2202.1]. Understand body proportions, measurements and study the fit and fall of a garment on human body.

[2202.2]. Apply the pattern making skill for advance styles of women's wear by drafting and draping.

[2202.3]. Demonstrate an understanding of women's wear garment details & appropriate trim study.

[2202.4]. Make the necessary fitting adjustments in the garment on the dress Form and the human body.

[2202.5]. Plan a layout of pattern pieces to achieve the most economical use of fabric while maintaining grain lines.

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

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SYLLABUS

- Drafting patterns for individual measurements.
- Conversion of dart fullness into design.
- Darts manipulation for blouse styles.
- Dart conversion into gathers, pleats.

- Pattern making of Indian women's wear- Salwar-Kameez, Chudidhar, Kalidar Kurta, Patiala salwar, Zouve-offpants, Kurti-Kanchali (poshak), Dhoti pants.

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- Nakamichi, T. (2010). Pattern Magic, London, Lawrence King Publishing.
- Nakamichi, T. (2011). Pattern Magic- II, London, Lawrence King Publishing.
- Shoben, M. (1992) "J.P. Pattern Cutting & Making Up: The professional Approach", Oxford University Press, London
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- Zarapkar, K.R. (2005). Zarapkar System of Cutting, India, Navneet Publications.
- "Bombay catalog", Salwar Kameez publication Int.

ONLINE RESOURCES

- <http://www.vogue.com>
- <http://www.style.com>
- <http://www.wgsn-edu.com>
- <http://www.salwartimes.com>

SESSION PLAN

Sessi on No.	Plan of action	Topics
1	CONTENTS COVERED BEFORE VACATIONS	Introduction to female garment sizes, fit, styles, design details, trims and fabrics in Indian wear.
2		Demonstration on how to take body measurements of individual or client with help of peer to create a customized complete size chart for self or peer or client.
3		Skirt Variations in Indian wear context. For example, Gathered, circular,panelled, yoked, godet, contoured.
4		Importance of Darts and their application in developing style lines. Conversion ofDarts into gathers, pleats, tucks.
5		Drafting & Pattern making of Basic Salwar, Patiala Salwar.
6		Drafting & Pattern making of Churidar pajami, Leggings, Zouve pants.
7		Drafting & Pattern making of Female Basic Pant draft, Dhoti Pants.
8		Adaptation of princess line, empire line from bodice or torso block and Sleevevariations.

9	CONTENTS TO BE COVERED TILL 31ST MAY	Neckline, armhole and hemline finishes facing, bias binding, piping.
10		Waist band finishes, fixed waistband, elasticated waistband, yoke along with appropriate fasteners and closures.
11		Drafting & Pattern making of Basic Blouse.
12		Adaptation of Torso Block with sleeve for own or client's size derived from existing Torso Block of adjacent size by moderations on test fit.
13		Drafting & Pattern making of Kalidar Kurta.
14-16	CONTENTS TO BE DELIVERED IN JUNE	Drafting & Direct Cutting of fabric for Poshak Kurti, Kanchali, Ghaghra, Chunri which is traditional attire for women in Rajasthan and Gujrat.

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
FD 2202.1	Understand body proportions, measurements and study the fit and fall of a garment on human body.															3			
FD 2202.2	Apply the pattern making skill for advance styles of women's wear by drafting and draping.															3			
FD 2202.3	Demonstrate an understanding of women's wear garment details & appropriate trim study.																3		
FD 2202.4	Make the necessary fitting adjustments in the garment on the dress Form and the human body.															3			
FD 2202.5	Plan a layout of pattern pieces to achieve the most economical use of fabric while maintaining grain lines.				1							2	3						

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Garment Construction Details-II | FD2203 | 2 Credits | 0 0 4 2

Class: B Des (Fashion Design) | SEM - IV

INTRODUCTION: This course is offered to the student to acquire the skill and knowledge of the use of appropriate garment construction techniques to assemble the end product. And to understand the details of garment construction in Indian wear (women's).

COURSE OUTCOMES: At the end of the course, students shall be able to

[2203.1]. Plan, organize and utilize acquired knowledge and skills of construction techniques of Indian wear.

[2203.2]. Use the appropriate seams, seam finishes, trims, fasteners as per the fabrics used in various styles of Indian wear.

[2203.3]. Understand the making of the necessary fitting adjustments in the garment on the dress Form and the human body.

[2203.4]. Construct and finish the garment as per industrial standards of quality to upgrade employability.

[2203.5]. Prepare specification sheets of the stitched garment.

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO.5]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO.7]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO.9]. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions,

and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative handskills & presentation technology.

ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

SYLLABUS

- Work on Indian Wear detailing like Magzi, Kalis, Potli Buttons.

- Construction of Indian wear, Salwar Kameez, Chudidar, Kalidar kurta, Patiyala, Zauve pant, Dhoti Pant, blouse,skirt variation.
- Poshak construction.

REFERENCE BOOKS

- Amaden-CrawFord, C. (2010), A Guide to Fashion Sewing , New York, Fairchild Books.
- Shaeffer, C. (2001), High Fashion Sewing Secrets from the World's Best Designers: A Step - By - Step Guideto Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More , New York, Rodale Books
- Vogue
- Elle

ONLINE RESOURCES

- <http://www.crafty.com>
- <http://www.fiber2fashion.com>
- www.premierevision.com
- www.fdc.org
- <http://www.wgsn-edu.com>

SESSION PLAN

Session No.	Plan of action	Topics
1, 2	CONTENTS COVERED BEFORE VACATIONS	Construction and finishing of Basic salwar, Patiala Salwar
3		Construction and finishing of Churidar Payjami
4, 5		Construction and finishing of Zouave Pants, Dhoti Pants.
6	CONTENTS TO BE COVERED TILL 31ST MAY	Construction of Indian Wear Details like, Magzi, Potli Buttons, Kalis
7		Demonstration and Practice of Traditional Finishing methods used for Indian Wear of women.
8, 9		Construction and finishing of Basic Kameez, Kalidar Kurta
10		Construction and finishing of Blouse.
11, 12		Construction and finishing of Skirt variation.
13, 14	CONTENTS TO BE DELIVERED IN JUNE	Compilation and submission of the Garments with specifications sheets.

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 2203.1	Plan, organize and utilize acquired knowledge and skills of construction techniques of Indian wear.				3									1				
FD 2203.2	Use the appropriate seams, seam finishes, trims, fasteners as per the fabrics used in various styles of Indian wear.																	
FD 2203.3	Understand the making of the necessary fitting adjustments in the garment on the dress Form and the human body.														2			
FD 2203.4	Construct and finish the garment as per industrial standards of quality to upgrade employability.															3		
FD 2203.5	Prepare specification sheets of the stitched garment.					2												

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

INTRODUCTION:

- To explore and experiment basic print design skills and surface design techniques.
- To develop and enhance the approach towards holistic design process.
- To understand and appreciate the use of color and different techniques to construct aesthetically appealing compositions.

COURSE OUTCOMES: At the end of the course, students shall be able to

- Apply theoretical, technical and design understanding to explore Surface Design techniques.
- Develop skills of exploring design principles, experiment, interpret and adapt a concept into a design solution.
- Explore current design trends and analyze them to use appropriately to develop Surface Design.
- Appropriately apply functional, structural and aesthetic aspects of design process to conceptualize product.

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.2]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.3]. Design knowledge: Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO.4]. Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO.5]. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO.6]. Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO.7]. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO.8]. The design and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO.9]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated And Averaged)	60
End Term Jury (Summative)	End Term Jury	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

SYLLABUS

Introduction to textile printing and surface embellishment. Exploration of styles and methods of printing and embellishment. Varied creative surface techniques including exploration of needle work, texturing of fabric with color application. Repeats, Patterns and compositions in design. Idea generation, visual and material exploration. Design Development and application of color. Visual presentation of design inspiration, process and outcome.

REFERENCES:

1. Meller, S., 1991. *Textile designs*. New York: Harry N Abrams, Inc.
2. Naik and Wilson., 2006. *Surface designing of textiles fabrics*. New Delhi: New Age International (P) Ltd. Publishers.
3. Singer, 2000. *Color and design on fabric*. Minnetonka, MN: Creative Publication International, Inc.
4. Stanley, S., 1996. *New craft machine embroidery*. London: Lorenz Books.
5. Storey, J., 1992. *Manual of Textile printing*. London: Thames & Hudson,
6. Thomas, M., 2006. *Dictionary of embroidery stitches*. Hodder and Stroughton.
7. Ujii, H. ed, (2006). *Digital printing of textiles*. England: Woodhead Publishing Ltd, Cambridge.

ONLINE RESOURCES

- www.craftrevival.org
- www.cruzio.com/zdino/bookreviews/creative.habit.com
- www.vogue.com
- www.style.com
- www.wgsn-edu.com
- www.stylesite.com
- www.premiervision.fr
- www.academia.edu/840618/An_overview_of_Traditional_Textiles_of_India
- www.indiaheritage.org/creative/creative_textiles.htm
- www.academia.edu/205115/Traditional_Textile_of_India_Kashmir_Textiles

SESSION PLAN

Session No.	Topics
1	<p>Introduction to Types of Prints, patterns n graphics Application & Importance of Prints in our everyday lives. DIY prints-Cut Copy paste! Use comics, magazine, old books, newspapers, Color mediums etc.</p> <p>Introduction to Personal scrapbook</p> <p>Home Assignment-Group Exercise</p> <p>Market survey on current trends in prints Presentation on swatch collection</p> <p>Individual swatch file to be made on each type of prints.</p>
2	<p>Color Play</p> <p>Introduction to Advanced color. Importance of color in our lives.</p> <p>Color blocking Exercise, composition and Colourways,</p>
3	<p>Color Behavior</p> <p>Understand Color Behavior using Color mixing Make ombree and geometric patterns.</p> <p>Making composition & Color ways</p>
4	<p>Sustainable design-Repeats, Pattern and Textures</p> <p>Using theme boards in previous week</p> <p>Explore different mediums (Photo Ink, Poster Colors, Water colors, Stealer colors) and createtextures.</p> <p>Use waste or recycle materials.</p> <p>Final Outcome- Upcycle any one of the waste product using printer textures.</p>
5	<p>Basics of screen making -</p> <p>Pick any one theme and use its elements to design repeats</p>

	<p>Work on colour ways Create Positive and Negative Pattern Pre requisite Visit to Screen Printing company</p>
6-7	<p>Screen development process & Swatch Sampling in Printing Lab</p> <p>Experimenting different mediums to create patterns Foil Printing Sublimation Printing Embossed Printing</p>
8-9	<p>Basics of Digital Techniques-Printing /laser,Exercise –</p> <p>Pick up a Folk / typography theme and make 10 Over-lapping and mix media using software ware skills. 10 positive negative patterns using hand and computer kills</p>
10-14	<p>Design Development Process</p> <ul style="list-style-type: none"> -Make 2 Theme Boards, Mood Boards from one of the movements and My Jaipur - creating color palette - Conversion of nature motifs in any of the art movement -Conversation of object motifs into Conversational print
	<p>Design Development Process</p> <ul style="list-style-type: none"> - Finalize motifs - Go nature-Design 10 repeat and patterns - Conversational patterns-Design 10 repeat and patterns
	<p>Design Development Process</p> <p>Finalise one print for swatch development using any one of the printing techniques learnt in this module.</p> <ul style="list-style-type: none"> -Print coordinates -2D mapping on one product and fabric development

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAMSPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
FD 2204.1	Apply theoretical, technical and design understanding to explore Surface Design techniques.	2												2					
FD 2204.2	Develop skills of exploring design principles, experiment, interpret and adapt a concept into a design solution.													3					
FD 2204.3	Explore current design trends and analyze them to use appropriately to develop Surface Design.																3		
FD 2204.4	Appropriately apply functional, structural and aesthetic aspects of design process to conceptualize product.												2						

1 - Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand- out

Fashion Illustration-II | FD 2205 | 2 Credits | 1 0 2 2

Class: B Des (Fashion Design) | SEM - IV

A. INTRODUCTION: This course is design to further develop illustration, graphic and visualization skills. Students will learn rendering and illustrations of surface embellishments, prints and weaving patterns with different mediums and techniques.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

[2205.1]. Develop the individual style for communication individual design.

[2205.2]. Develop the skills in watercolour, dry pastels, poster etc.

[2205.3]. Understand Indian style of illustrations and which can be applied as part of design concept communication.

[2205.4]. Understand the technical drawing of Garments.

[2205.5]. Understand the different fall for different fabric for effective representation.

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO.5]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO.7]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO.9]. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national

development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	

<p>Homework / Home Assignment / Activity Assignment (Formative)</p>	<p>There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.</p>
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SYLLABUS

- Understanding the difference between western and Indian figure.
- Illustrate various components of Indian ethnic wear.
- Rendering and draping various fabrics according to texture and volume.
- Wet media rendering and expression.
- Introduction to graphic and digital illustration using Adobe Illustrator and Adobe Photoshop.
- Informative presentation of an Illustration sheet.
- Workshop on Miniature Painting and Indian wear details.

REFERENCE BOOKS

- Drudi, E. (2003). *Wrap and Drape Fashion: History, Design and Drawing*, Amsterdam, Pepin Press.
- Abling, B. (2007). *Fashion Sketchbook*, New York, Fairchild Books.
- Allen, A. and Seaman, J. (1993). *Fashion Drawing: Basic Principles*, Oxford, Batsford.
- Ireland, P.J. (1993). *Fashion Design Illustration: Womenswear*, Oxford, Batsford.
- Ireland, P.J. (1993). *Figure Templates For Fashion Illustration*, Oxford, Batsford.
- Mc Kelvey, K. and Munslow, J. (2007). *Illustrating Fashion*, New Delhi, John Wiley & Sons.
- Drudi, E. and Paci, T. (2010). *Figure Drawing For Fashion Design*, Amsterdam, Pepin Press.
- Borrelli, L. (2000). *Fashion Illustration Now*, London, Thames & Hudson.

SESSION PLAN

Session No.	Topics
1	Introduction to graphic design. Basics of vector images, Starting with Adobe Illustrator. Layouting for assignments in software's.
2	Text tool in illustrator, Create layout using typography, alignments etc.
3	Basic tool bar, Making Geometrical shapes Creating shapes using Pathfinder tool.
4	Set References for doing the graphic art work and starting to use pen tool and its properties.
5	Practice art work in illustrator, Creating patterns, repeats, and print making.
6	Design a motif and create a vector drawing of the same.
7	Checking assignments, Creating 4 more art works on given themes, and making vector drawings for the same.
8	Assignment of Vector Print Portfolio
9	Stylization of female figure. Introduction to difference between Indian and western figures.
10	Illustrating drapes of different Indian wear to the female figures, understanding falls, folds and flares of various fabrics.
11	Rendering the drapes figures using various color mediums.
12	Using Color mediums other than watercolors, for different textures and appearance.
13	Illustrate Flat drawing of the above Indian wear Illustrations.
14	Inking the flat drawings into vector illustrations in Adobe Illustrator.
15	Final Lay outing of the design portfolio compiling all the above designs and their flat drawings.
16	Final portfolio submission.

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAMSPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 2205.1	Develop the individual style for communication individual design.												2					
FD 2205.2	Develop the skills in water colour, dry pastels, poster etc.																	3
FD 2205.3	Understand Indian style of illustrations and which can be applied as part of design concept communication.							1										3
FD 2205.4	Understand the technical drawing of Garments.					2												
FD 2205.5	Understand the different fall for different fabricfor effective representation.					2												3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Integrated Project-II | FD 2206 | 6 Credits | 3 0 6 6

Class: B Des (Fashion Design) | SEM - IV

INTRODUCTION: This course provides deep understanding of fashion design process along with fashion forecasting & trend study. Students will be able to address a market-oriented design brief with Indian aesthetics and sustainability. They will also gain advance knowledge of pattern making, draping and sewing techniques to realize the design that has been conceptualized.

COURSE OUTCOMES: At the end of the course, students shall be able to

- [2206.1]. Develop the understanding of Indian wear, market and brands for entrepreneurship.
- [2206.2]. Create awareness about Indian designer and their working with different material for different categories of Indian wear.
- [2206.3]. Develop an individual style in visual representation of design.
- [2206.4]. Understand and develop style of design process (as per the design brief).
- [2206.5]. Demonstrate effective presentation and communication skills.

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

- [PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.
- [PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- [PO.5]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
- [PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- [PO.7]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- [PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.
- [PO.9]. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative handskills & presentation technology.

ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

SYLLABUS

Design:

- Research on Indian market, trends, Forecasts, brands for specific Indian wear ensembles.
- Designing for a market-research on current trends for Indian wear including appropriate fabric choices, embellishment details and desired fit and drape of the garments.
- Research on Indian costumes details, silhouettes, textures, trims and finishes.
- Client research with the support of visual research.
- Study of fashion forecasting
- Fabric sourcing and surface development for Indian wear.

Design Studio:

- Advance pattern making, draping and construction for Indian Wear.
- Appropriate Indian wear details, trims, fasteners and construction technique.
- Design Realization.

REFERENCE BOOKS

- Bhandari, V. (2005). *Costume, Textile and Jewellery of India: Traditions in Rajasthan*, California, MercuryBooks.
- Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal*, New Delhi, Wiley Eastern.
- Kumar, R. (1999). *Costume and Textile of Royal India*, U.K., Christie's.
- Bhatnagar, P. (2005). *Decorative Design History in Indian Textile and Costume*, New Delhi, Abhishek Publications.
- Prakash, K. (2004). *Indian Fashion Designs*, New Delhi, English Edition Publishers.
- Amaden-Crawford, C. (2010). *A Guide to Fashion Sewing*, New York, Fairchild Books.
- Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, Rodale Books.
- Zarakar, K.R. (2005). *Zarakar System of Cutting*, India, Navneet Publications.
- Armstrong, H.J. (2009). *Pattern Making For Fashion Design*, New York, Prentice Hall.
- Aldrich, W. (2008). *Metric Pattern Cutting For Womenswear*, Oxford, Wiley Blackwell Publication.

ONLINE

- www.fdc.org

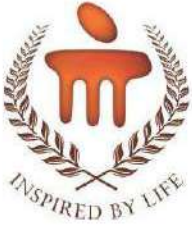
SESSION PLAN

Sessi on No.	Plan of action	Topics
1	CONTENTS COVERED BEFORE VACATIONS	Brief about Indian Wear as a market. Discussion on styles & history of Indian wear.
2		Discussion on styles and various terms used for Indian Wear. Follow up on craft assignment.
3		Presentation on Crafts of various states.
4		Understanding the market concept and making a research questionnaire.
5	CONTENTS TO BE COVERED TILL 31ST MAY	Market survey, styles, and measurements. Discussion on common fabric use for Indian wear.
6		Presentation on Market research. Selection of Theme and working on Mood Board.
7		Discussion on individual boards and the theme direction of students.
8		Addition of color and silhouette to the board. Review of design process and finalization of sketches, fabrics and swatches.
9		Discussion on Sample Worksheet, measurement standardization and basics of costing.
10	CONTENTS TO BE DELIVERED IN JUNE	Pattern making and construction of toile.
11		Toile jury and fitting corrections.
12		Final Garment Realization.
13		Documentation and submission.

COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 2206.1	Develop the understanding of Indian wear, market and brands for entrepreneurship.														2			
FD 2206.2	Create awareness about Indian designer and their working with different material for different categories of Indian wear.													2				
FD 2206.3	Develop an individual style in visual representation of design.												3					2
FD 2206.4	Understand and develop style of design process (as per the design brief).	3																
FD 2206.5	Demonstrate effective presentation and communication skills.																	3

4- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Intellectual Property Rights | FD 3101 | 2 Credits | 1, 0, 2, 2

Class: B Des (Fashion Design) | SEM - V

A. INTRODUCTION: This Course is designed to give students an insight on protecting the design work legally and understand the importance of giving credit to the creator of any design. Copying and marketing of any design is legally punishable offense and should be avoided by the young designers and building industrialists. The course also touches upon the legal aspects of Intellectual Property Rights.

B. COURSE OUTCOMES: At the end of the course, students shall be able

[3101.1]. Apply intellectual property law principles (including copyright, patents, designs, and trademarks) to real problems.

[3101.2]. Analyse the social impact of intellectual property law and policy.

[3101.3]. Analyse ethical and professional issues which arise in the intellectual property law context.

[3101.4]. Write reports on project work and critical reflect on your own learning.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO1.] Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO2.] Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO3.] Design knowledge: Apply the knowledge of design fundamentals, and a specialization to the solution of complex design problems.

[PO4.] Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations. Page 179 of 179

[PO5.] Life-long learning: Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO6.] Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO7.] Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO8.] The design and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues, and the consequent responsibilities relevant to the professional design practice.

[PO9.] Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO10.] Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO11.] Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO12.] Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider, and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	10
	Sessional Exam II	10
	Assignments	30
	Quiz	10
	Total	60
End Term Jury (Summative)	End Term Jury, End term exam	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- Overview & Importance of IPR.
- Patents and their definition granting, infringement, searching & filing, Utility Models an introduction.
- Copyrights and their definition granting, infringement, searching & filing, distinction between related rights and copy rights.
- Trademarks: importance, protection, registration, domain names.
- Design Patents: scope, protection, filing infringement, difference between Designs & Patents.
- Geographical indications.
- Licensing, commercialization, legal issues, enforcement.
- Case studies in IPR.

F. REFERENCE BOOKS

1. Parulekar, A. and D'Souza, S., 2006. Indian patents law. Delhi: Macmillan India.
2. Wadehra, B., 1999. Law relating to patents, trade marks, copyright & designs. Delhi: Universal Law Pub. Co.
3. Laddie, H., Prescott, P. and Vitoria, M., 1995. The modern law of copyright and designs. London: Butterworths.
4. Matthews, D., 2006. Globalising Intellectual Property Rights. London: Routledge.
5. Engdahl, S., 2010. Intellectual property rights. Detroit, MI: Greenhaven Press.
6. Subbaram, N., 2009. Demystifying intellectual property rights. Gurgaon, Haryana, India: LexisNexis Butterworths Wadhwa Nagpur.
7. Bonner, K., 2006. The Center for Intellectual Property handbook. New York: Neal-Schuman Publishers.
8. Caenegem, W., 2014. Trade secrets and intellectual property. Alphen aan den Rijn: Kluwer LawInternat.

Session No.	TOPICS	Session Outcome	Mode of Delivery	Corresponding CO	Final submission	Maximum Marks	No. of hours
1	Overview & Importance of IPR.	To understand the basics definition & purpose of IPR with examples.	Lecture and presentation	FD3101.1	Report	6	4
2	Patents and their definition granting, infringement, searching & filing, Utility Models an introduction.	Ability to file for a patent on relevant portal	Lectures and practical	FD3101.2	Report	6	8
3	Copyrights and their definition granting, infringement, searching & filing, distinction between related rights and copy rights.	Understanding the process of registering one copyright	Lectures and practical	FD3101.3	Report	10	8
4	Trademarks: importance, protection, registration, domain names.	Experiencing the possibility of registering under Trademark category	Lectures and practical	FD3101.4	Report	6	6
4	Design Patents: scope, protection, filing infringement, difference between Designs & Patents.	Develop and apply for patenting of one design developed by the student	Lectures and practical	FD3101.1	Report	9	8
5	Geographical indications.	Understanding the steps involved in registering a product under GI	Lectures and practical	FD3101.2	Report	0	4
6	Licensing, commercialization, legal issues, enforcement.	Knowledge on legal issues and commercialization	Lectures and practical	FD3101.3	Report	9	2
7	Case studies in IPR.	Knowledge of few case studies registered under any of the categories mentioned above	lectures	FD3101.4	Report	9	2

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
[3101.1].	Apply intellectual property law principles (including copyright, patents, designs, and trademarks) to real problems.	1				1												
[3101.2].	Analyse the social impact of intellectual property law and policy.						2	1										
[3101.3].	Analyse ethical and professional issues which arise in the intellectual property law context.						1		1	2								
[3101.4].	Write reports on project work and critical reflect on your own learning.	1	1										1					

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art
Department of Fashion Design
Course Hand-out

Research Methods | FD 3101 | 3 Credits | I 0 2 2
Class: B Des (Fashion Design) | SEM - V

A. INTRODUCTION: This course is designed to make students understand the overall research process. The purpose of research is information generation. Also to contextualize its findings within the larger body of research. The results of the study should have implications for policy and project implementation.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

- [3101.1]. Appraise the depth and systematic understanding of research and be able to impart the knowledge at the Forefront of Fashion Design.
- [3101.2]. To have a comprehensive understanding of research-based techniques/ methodologies applicable to the Fashion Industry
- [3101.3]. Translate the learning independently with originality in problem-solving and is able to interpret the tasks at a professional level.

C. PROGRAM OUTCOMES (PO's)

[PO.1]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.2]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.3]. Design knowledge: Apply the knowledge of design fundamentals, and specialization to the solution of complex design problems.

[PO.4]. Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO.5]. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO.6]. Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO.7]. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO.8]. The design and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO.9]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO's)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups / segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Sessional Exam I	20
	Sessional Exam II	20
	Assignment, Activity feedbacks (Accumulated and averaged)	20
End Term Jury (Summative)	End Term Exam	40

	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- Harvard referencing and Literature review.
- How to Research? Different approaches to research: Survey, Action Research, Experiments etc.
- Introduction to Research Methodology.
- A collection of Data: Primary and Secondary.
- Analysing and synthesizing the collected information.
- Visual referencing and documenting.
- Documentation and presentation skills in the soft and hard copy.

F. REFERENCE BOOKS

- Kothari, C.R. (1985). Research Methodology - Methods & Techniques, New Delhi, New Age International.
- Kothari, S.R. (2012). Research Methodology Methods and Techniques, New Delhi, New Age International.
- Kumar, R. (2010). Research Methodology: A Step by Step Guide For Beginners, New Delhi, Sage Publications.
- Locke, L.F. (2009). Reading and Understanding Research, New Delhi, Sage Publications
- Creswell J. W. (2013). Research Design: Qualitative, Quantitative and Mixed Method Approaches, New Delhi, Sage Publications.
- Trochim, W. (2006). The Research Methods Knowledge Base, Ohio, The Atomic Dog Publishers.

G. ONLINE RESOURCES

- <https://doresearch.wordpress.com/>
- <http://blogs.bl.uk/socialscience/research-methods/>

H. SESSION PLAN

Session No.	Topics
1	Overview of Research and Research Methodology: Define Research, Objectives of Research, Types of Research, overview on research methods and Research Process.
2	Deep Play: Notes on the Balinese Cockfight By Clifford Geertz. Understanding the tools for Research process.
3	What Makes a Good Research Question? Understanding the tools for Research and to focus on formulating a research question.
4	What Is a Literature Review and Why Do We Need to Do One? To familiarize yourself with the nature and benefits of conducting a literature review and types of literature review.
5	Referencing and Bibliography: Harvard referencing, Visual referencing and documenting,
6	Documentation and presentation skills in the soft and hard copy.
7	Why Are Planning and Management Skills Important for Research?
8	How Do You Know You Have Been a Good Researcher at the End of a Project?
9	To reflect upon the value of a good question, and provide an outline research proposal.
10	Reading and discussing Rathwa Phitoto by Vishavjet Pandya. Understanding the research process and research outcome
11	Project: Identifying the problem, Field research, Secondary research, application of methodologies etc.
12	Final report of the research project.

I. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAMSPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 3101.1	To appraise the depth and systematic understanding of research and be able to impart the knowledge at the Forefront of Fashion Design.	3	1	3		2		3	3	2		1	2	3		3	2	2
FD 3101.2	To have a comprehensive understanding of research-based techniques/ methodologies applicable to the Fashion Industry	3	1	3	3	1		1	3		1		1	3	3	1	2	2
FD 3101.3	To translate the learning independently with originality in problem-solving and is able to interpret the tasks at a professional level.	3		3	3	2	2	1	2				1	3	3	3	2	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Knit Wear | FD 3103 | 4 Credits | 2 0 4 4

Class: B Des (Fashion Design) | SEM - V

INTRODUCTION: The course is designed to develop an understanding of the fashion design process knit wear garments. To provide advanced knowledge in pattern cutting for knit wear materials by developing construction and pattern making skills considering the different properties of knit wear fabrics and their handling. To understand the marketing plan and strategies of existing brands in the growing domestic and foreign markets.

A. COURSE OUTCOMES: At the end of the course, students shall be able to

[3103.1]. Understand and use of machinery and work aids used for handling knits and stretch fabrics.

[3103.2]. Draft and develop the patterns for knits and other stretch fabrics.

[3103.3]. Design and plan a logical garment construction sequence including making allowances for seams and stretch for knitted fabric.

B. PROGRAM OUTCOMES (PO's)

[PO1]. Problem analysis: Identify, formulate, research literature, and analyze complex design problems reaching substantiated conclusions using elements and principles of design.

[PO2]. Communication: Communicate effectively on complex design activities with the design community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

[PO3]. Design knowledge: Apply the knowledge of design fundamentals, and a specialization to the solution of complex design problems.

[PO4]. Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO5]. Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern designing and IT tools including prediction and modeling to complex designing activities with an understanding of the limitations.

[PO6]. Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO7]. Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

[PO8]. The Designer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional

design practice.

[PO9]. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

[PO10]. Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the designing practice.

[PO11]. Environment and sustainability: Understand the impact of the professional designing solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

[PO12]. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

C. PROGRAM SPECIFIC OUTCOMES (PSO's)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups / segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal assessment will be conducted in two parts as : Internal Assessment I : {40 marks (65% of internal assessment) week 9} Internal Assessment II : {20 marks (35% of internal assessment) week12}	Internal Assessment Total marks : 60 Assignment I : 40 marks Assignment II 20 marks
End Term (Summative)	End Term Project 40 marks {week 15 (External)}	End Term Assessment Total Marks 40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	

<p>Make up Assignments (Formative)</p>	<p>Students who misses a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.</p>
<p>Homework / Home Assignment / Activity Assignment (Formative)</p>	<p>There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.</p>

E. SYLLABUS

Design development of Knit wear. Understanding of knit fabric grain, ease and characteristics. Introduction to “Kid’s wear”. Kids body anatomy and sizes. Understanding of machines and aids (folder and attachments) used for stitching knit fabrics. Drafting and development of knitted T-shirt. Drafting and development of knitted pajama. Drafting and development of jersey block.

F. SESSION PLAN

Week : 1, Duration : 4 hrs

Mode of Session : Face-To-Face (lecture and interactive)

Understanding of Knit fabrics:

- Knit fabric grain (1 hrs)
- Knit fabric characteristics (1 hrs)
- Knit fabric Stretch and recovery (1 hrs)
- Body dimension and measurements for knits garment (1 hrs)

Pre- requisite : Measuring Tape, Note book and Pen

Outcome of the session : To understand the knit fabrics, their characteristics, and types

Linked CO : 3103.1

Week : 2, Duration : 4 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Basic pattern development for upper torso :

- Pattern development for T-Shirt (1 hr)
- Production pattern development of T-Shirt (1 hr)
- Pattern Development for Lower {pyjama (1 hr)}
- Production Pattern for lower {pyjama (1 hr)}

Pre- requisite : Pattern making tools, Pattern Paper, Note book and Pen

Outcome of the session : To understand and examine the pattern development skill considering the silhouette and shape for upper and lower torso.

Linked CO : 3103.1 & 3103.2

Week : 3, Duration : 4 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Submission of Internal Assessment II {20 marks (35% of internal assessment)} :

Internal assessment II Brief:

Internal assessment II is an on-going process. The students are required to submit the following:

Submission of Knitted Jersey Hoody) : marks 20

Requirements of the Submissions-

The Garment & pattern set to be kept in A-3 file in individual leaf and need to be labelled neatly.

The garment should be neatly finished and shows the learning and application of the processes taught in the class.

The patterns should cover all the pattern information as taught in the class.

All the block patterns and production patterns to be submitted related to garments.

Note: Late submission and plagiarism will be treated as per the MUJ Policy.

Pre- requisite : Knit fabric, Pattern Making tools, Sewing Kit, Note book and Pen

Outcome of the session : To produce and examine a qualitative garment with appropriate seam applications and finishes along with complete understanding of pattern development for jersey.

Linked CO : 3103.1, 3103.2 & 3103.3

Week : 13 & 14,

Duration : 8 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Pattern Development and construction of designed top and bottom for kids for final project:

Brief of final project :

- Students to design and construct a top and bottom for kids wear. applying the previous class learnings and seam application with qualitative finishes.
- Students will be free to use any accessory and trims to produce a good and qualitative garment.

Pre- requisite : Knit fabric, Pattern Making tools, Sewing Kit, Note book and Pen

Outcome of the session : To examine the understanding past overall learning and application of different constructional methods of knits garments.

Linked CO : 3103.1, 3103.2 & 3103.3

Week : 15,

Duration : 4 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Submission of End Term Assessment {End Term Project (40 marks)} :

End Term assessment Brief:

The End Term assessment will consist, one designed outfit (top & bottom) in knits. The students are required to submit the following:

Design elements in the garment : marks 05

Quality and finishing of the garment : marks 10

Assembling process : marks 20

Class participation : marks 05

Requirements of the Submissions-

The Garment & pattern set to be kept in A-3 file in individual leaf and need to be labelled neatly.

All the garments should be neatly finished and shows the learning and application of the processes taught in the class.

The patterns should cover all the pattern information as taught in the class.

All the block patterns and production patterns to be submitted related to garments.

Note: Late submission and plagiarism will be treated as per the MUJ Policy.

Pre- requisite : Knit fabric, Pattern Making tools, Sewing Kit, Note book and Pen

Outcome of the session : To produce and examine a qualitative garment with appropriate seam applications and finishes along with complete understanding of pattern development for jersey.

Linked CO : 3103.1, 3103.2 & 3103.3

G. REFERENCE BOOKS

1. Aldrich, W., 1998. *Metric Pattern Cutting for Children's Wear*. Oxford: Blackwell Science.
2. Atharely, K., 2016, *The Beginners Guide to writing knitting patterns: Learn to Write Pattern Other Can Knits*, Paperback.
3. Melville S., 2013, *Knitting Pattern Essential: Adapting and Drafting Knitting Pattern for Great Knitwear*, Paperback.
4. Nakamichi, T., 2010. *Pattern Making - Stretch Fabrics*, London. Lawrence King Publishers.

H. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
FD 3103.1	Understand and use of machinery and work aids used for handling knits and stretch fabrics.			1		1									2				
FD 3103.2	Draft and develop the patterns for knits and other stretch fabrics.			1		3										1			2
FD 3103.3	Design and plan a logical garment construction sequence including making allowances for seams and stretch for knitted fabric.				2						1	3	2		1	3			

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning and Design

Department of Fashion Design

Course Hand-out

Creative Pattern Making | FD 3104 | 4 Credits | 2 0 4 4

Class: B Des (Fashion Design) | SEM - V

A. INTRODUCTION: The course is designed to provide advanced knowledge in pattern making & Construction for high fashion (structured & contour) garments. To further enhance the pattern development techniques relating to the constraints and properties of various fabric types.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

[3104.1] Display a more sophisticated grasp of specialized pattern development, cutting and tailoring techniques.

[3104.2] Apply individual expressions and techniques of design and develop creative garments.

[3104.3] Focus on value addition and surface ornamentation techniques for Indian fashion in dress making.

[3104.4] Develop entrepreneurial skills for high-end designer wear, bridal wear market and employability.

[3104.5] Enable to incorporate contemporary design cues & styles into the high fashion women's wear.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and a specialization to the solution of complex design problems.

[PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO.5]. **Life-long learning:** Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO.7]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues, and the consequent responsibilities relevant to the professional design practice.

[PO.9]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance with the buyer groups/segments.

[PSO.3]. To be able to understand the market structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider, and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments, Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	

Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.
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E. SYLLABUS

- Contouring principles and applications in pattern making for women's wear.
- Construction of structured garments i.e. Bustier, Corset.
- Use of trims like Boning/singeing, attachment of cups, Underwire and appropriate sewing techniques.
- Understanding advance and innovative approaches in pattern making, construction relevant to complexity of design and materials.
- Advanced draping – cowls, rouching, fluting.
- Development of boat neck, Halter, One/off-shoulder, etc.
- Transformation of re-construction TR techniques
- Appropriate construction techniques and attachment of cups
- Design realization

F. REFERENCE BOOKS

- Aldrich, W., 2004. *Metric Pattern Cutting for Women's wear*, Oxford, Blackwell Publishing.
- Armstrong, H. J., 2009. *Pattern making For Fashion Design*, New York, Prentice Hall.
- Di Marco, S.M., 2010. *Draping Basics*, New York, Fairchild Books.
- Maynard, L., 2010. *The Dressmaker's Handbook of Couture Sewing Techniques: Essential Step by Step Techniques for Professional Results*, U.S.A., Interweave Press.
- Armstrong, H.J. (2009), *Pattern Making for Fashion Design*, New York, Prentice Hall.
- Haye, Amy De La (1998) "Fashion Source Book ", Macdonald.
- McKelvey, K. (2006 Ind. Rep) "Fashion source book" Blackwell, U.K.
- Nakamichi, T. (2010). *Pattern Magic- Stretch Fabrics*, London, Lawrence King Publishing.
- Richardson, K. (2008). *Designing and Pattern making For Stretch Fabrics*, New York, Fairchild Books.
- Shoben, M. (1992) "J.P. Pattern Cutting & Making Up: The professional Approach", Oxford University Press, London
- Shoben, M.M. & Ward, J.P., 2005. *Pattern Cutting & Making Up: The Professional Approach*. New Delhi, CBS Publishers & Distributors.
- Taunton. (1996) "Fitting Solutions, Pattern Altering Tips for Garments That Fit".
- Winifred, A. (1998). *Metric Pattern Cutting for Children's Wear*, Oxford, Blackwell Science.
- Zarapkar, K.R. (2005). *Zarapkar System of Cutting*, India, Navneet Publications.

G. SESSION PLAN

Session No.	TOPICS	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1,2	Construction of structured garments i.e. Bustier, Corset.	Display a more sophisticated grasp of specialist pattern development, cutting and tailoring techniques.	Interactive lecture & Practical Demonstration	3104.1	In class assignment
3,4,5	Use of trims like Boning/singeing, attachment of cups, Underwire and appropriate sewing techniques.	Apply individual expressions and techniques of design and develop creative garments.	Interactive lecture & Practical Demonstration	3104.2	In class assignment
6,7,8	Understanding advance and innovative approaches in pattern making, construction relevant to complexity of design and materials.	Focuses the design on dress making, value addition and surface techniques for Indian fashion.	Interactive lecture & Practical Demonstration	3104.3	In class assignment
9,10,11	Advanced draping – cowls, rouching, fluting.	Develop entrepreneurial skills for fashion, bridal market and designer market and employability.	Interactive lecture & Practical Demonstration	3104.4	In class assignment
12	Development of boat neck, Halter, One/off-shoulder, etc.	Apply individual expressions and techniques of design and develop creative garments.	Interactive lecture & Practical Demonstration	3104.2	In class assignment
13,14	Transformation of re-construction TR techniques	Apply individual expressions and techniques of design and develop creative garments.	Interactive lecture & Practical Demonstration	3104.2	In class assignment
15,16	Design realization	Enable to incorporate contemporary design cues & styles into the high fashion women's wear for employability.	Interactive lecture & Practical Demonstration	3104.5	In class assignment

H. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 3104.1	Display a more sophisticated grasp of specialist pattern development, cutting and tailoring techniques.				3		1				1		3				2	2
FD 3104.2	Apply individual expressions and techniques of design and develop creative garments.				2				1			2			3			2
FD 3104.3	Focuses the design on dress making, value addition and surface techniques for Indian fashion.	3				3			1				3	2	3		2	1
FD 3104.4	Develop entrepreneurial skills for fashion, bridal market and designer market and employability.		2						2				2				2	
FD 3104.5	Enable to incorporate contemporary design cues & styles into the high fashion women's wear for employability.		3		3							2			3		3	

2- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR
School of Design and Art Department of
Fashion Design Course Hand-out
Integrated Project-III | FD 3106 | 6 Credits | 3 0 6 6
Class: B Des (Fashion Design) | SEM - V

A. INTRODUCTION: The course is designed to apply the understanding of fashion design process along with Fashion Forecasting and trend study. To provide advanced knowledge in pattern cutting for Evening Wear. To further extend pattern development techniques relating to the constraints and properties of various fabric types and train for independent research and study. To enable the students to address a market oriented design brief.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

- [3106.1]. Conceptualize, structure and communicate a design process independently for Evening wear following the design brief.
- [3106.2]. Focus on design realization, value addition and surface embellishments for Evening wear keeping in mind the contemporary design issues and styles.
- [3106.3]. Demonstrate understanding of commercial aspects of Evening wear including market awareness, costing and pricing to update the entrepreneur skill.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

- [PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.
- [PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- [PO.5]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
- [PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- [PO.7]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- [PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.
- [PO.9]. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- [PO.10]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative handskills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

Design:

- Designing for a Market.
- Fashion Trend and Forecasting.

- Fashion Resources.
- Specific market research.
 - Client research.
- Visual research.

Design Studio:

- Contouring principles- Cup torso and Princess Torso.
- Support Structures and Under Structures.
- Corsetry and Boning.
- Advanced draping – cowls, rouching, fluting.
- Bias draping including slip dress.
- Explorations- Halter, one shoulder, etc.
- Pattern making for Evening Wear.
- Appropriate construction techniques.
- Costing for custom made garments.
- Design realization.

F. REFERENCE BOOKS

- Aldrich, W. (2004). Metric Pattern Cutting for Womens wear, Oxford, Blackwell Publishing
- Armstrong, H. J. (2009). Pattern making For Fashion Design, New York, Prentice Hall.
- Maynard, L. (2010). The Dressmaker’s Handbook of Couture Sewing Techniques: Essential Step by Step Techniques for Professional Results, U.S.A., Interweave Press.
- Nakamichi, T. (2010). Pattern Magic- Stretch Fabrics, London, Lawrence King Publishing.
- Richardson, K. (2008). Designing and Pattern making For Stretch Fabrics, New York, Fairchild Books.
- Shoben, M. (1992) “J.P. Pattern Cutting & Making Up: The professional Approach”, Oxford University Press, London
- Taunton. (1996) “Fitting Solutions, Pattern Altering Tips for Garments That Fit”
- Kim, I. and Uh. M. (2008). Apparel Making in Fashion Design , Oxford, Berg Publications.
- Coffin, D. (1998). Shirt Making: Developing Skills for Fine Sewing, Newton, Taunton Press.

G. SESSION PLAN

Session No.	Topics
1	Introduction to structure and contoured garments. Introduction to different fabrics used for evening wear dresses.
2 & 3	Introduction of drape and fall of woven and knitted fabrics for dressesIntroduction of pattern development for structure garment.
4 & 5	Advanced draping – cowls, ruching, fluting Pattern development for corset
6 & 7	Introduction of construction techniques and material used for structure and contoured garments.
8 & 9	Adaptation of Princess and Bra-top foundation (bodice and torso) and test-fit of the same. Explorations- Halter, one shoulder, etc.
10	Test fit for contoured garments.
11	Understanding of costing and consumption of materials.
Final project realization to take 4 weeks after 31st may	Final Project work.
	Final Project work.
	Final Project work.
16	Final jury

H. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAMSPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
FD 3106.1	To conceptualize, structure and communicate a design process independently for Evening wear following the design brief.			3		2	3					1			3		2	2	
FD 3106.2	To focus on design realization, value addition and surface embellishments for Evening wear keeping in mind the contemporary design issues and styles.	3							1				2		2				
FD 3106.3	Demonstrate understanding of commercial aspects of Evening wear including market awareness, costing and pricing to update the entrepreneur skill.	3	2			3			1								1		

I. Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

MANIPAL UNIVERSITY JAIPUR
School of Design and Art

Department of Fashion Design
Course Hand-out

Portfolio Development | FD3201 | 2 Credits | 1 0 2 2
Class: B Des (Fashion Design) | SEM - VI

A. INTRODUCTION: This course is devoted at developing a design portfolio for men's wear / women's wear / Kid's wear. The design portfolio is an expression of a fashion designer involving his creativity, design ability, illustration and presentation skills.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

- [3201.1].** Create a professional fashion portfolio, using the skills acquired in the past semesters.
- [3201.2].** Showcase the signature style of the student and areas of interest towards the fashion industry.
- [3201.3].** Apply design principles and theories to design problems through design work
- [3201.4].** Enable students develop a comprehensive portfolio showcasing their professional competencies and skills.
- [3201.5].** Develop design work based on current industry standards and relevant trends to enhance employability skills .

C. PROGRAM OUTCOMES (PO's)

[PO1]. Problem analysis: Identify, formulate, research literature, and analyze complex design problems reaching substantiated conclusions using elements and principles of design.

[PO2]. Communication: Communicate effectively on complex design activities with the design community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

[PO3]. Design knowledge: Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO4]. Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO5]. Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern designing and IT tools including prediction and modeling to complex designing activities with an understanding of the limitations.

[PO6]. Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO7]. Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

[PO8]. The Designer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO9]. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

[PO10]. Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the designing practice.

[PO11]. Environment and sustainability: Understand the impact of the professional designing solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

[PO12]. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES (PSO's)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups / segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60

End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- Research and theme based contextual project, design development, tech pack, flat sketch etc. compiled into a professional portfolio.
- Introduction to Portfolio (Importance and essentials of Portfolio)
- Personal qualities and skills required to work for Fashion Industry
- Presentation formats.
- Area of Specialization – Women's wear / Kid's wear / Men's wear - Fashion styling - Fashion communication

F. REFERENCE BOOKS

- Brannon, E. L. (2005). Fashion Forecasting (3rd ed.). New York: Fairchild Publications. [ISBN: 1-56367-820-2]
- Regan, C. L. (2008). Apparel Product Design & Merchandising Strategies. Upper Saddle River, New Jersey: Pearson Prentice Hall. [ISBN: 0-13-119759-2]
- Hethorn, J., & Ulasewicz, C. (2008). Sustainable Fashion: Why Now? New York: Fairchild Publications.

G. ONLINE RESOURCES

- www.wgsn-edu.com
- www.premierevision.com
- www.fibre2fashion.com

H. SESSION PLAN

Session No.	Topics	Session Outcome	Mode of Delivery	Corresponding CO	Mode of Assessing the Outcome
1	Introduction to various kind of portfolio. (printed & digital medium)	Analyse the Portfolios available in different medium and to study the need of portfolios.	Lecture, Interaction	3201.1	
2, 3	Developing the material / content for the portfolio.	Recall and analyse manually or digitally that assures the student's communication with skills and knowledge required for Fashion Industry.	One to one interaction	3201.1 3201.2	Approach towards the content of portfolio
4, 5	Selecting the theme or look for overall portfolio.	Recall individual communication style	One to one interaction	3201.2 3201.3	In-depth understanding of self and the theme
6, 7	Fashion / product photography (studio visit)	Recall the technique needed for professional photo shoot	Field visit	3201.3	Working style with professional fashion photographer
8, 9, 10	Compilation	Recall and analyse the portfolio which contain various collections made for Men's, Women's and Kid's for various categories like Casual wear, Party wear, Ethnic wear, Sportswear etc.	One to one interaction	3201.4	Output document
11, 12	Creating a one page for portfolio website	Recall the digital platform for the student's portfolio	One to one interaction	3201.3	One page portfolio website
13, 14	Creating behance portfolio	Recall the online platform for the student's portfolio	One to one interaction	3201.3 3201.4	Behance portfolio
15, 16	Documentation	Recall the overall learning of the module and to incorporate different projects and internship work as per industry demands.	One to one interaction	3201.5	Final Document

I. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5		
FD 3201.1	To create a professional fashion portfolio, using the skills acquired in the past semesters.	2																2		
FD 3201.2	To showcase the signature style of the student and areas of interest towards the fashion industry.		1									1								3
FD 3201.3	To apply design principles and theories to design problems through design work	3										1					3			3
FD 3201.4	To enable students develop a comprehensive portfolio showcasing their professional competencies and skills.	2																2		2
FD 3201.5	To develop design work based on current industry standards and relevant trends to enhance the employability skills.											2							2	

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art

Department of Fashion Design

Course Hand-out

Men's Wear Pattern Making | FD 3202 | 4 Credits | 2 0 4 4

Session: Jan - May 2023 | Faculty: Mahboob Anwer | Class: Core

INTRODUCTION: The course is designed to inculcate the skills of making patterns for men's wear which is expected to grow in Indian market in terms of export and domestic market. Students would be encouraged to make their unique sketches and make the patterns for the same. Also to familiarize the students with the concept of men's fashion.

A. COURSE OBJECTIVE:

- To understand the pattern making and development of different styles for men's wear, which is expected to grow in Indian market in terms of exports and domestic market
- To develop individual designs and make the patterns for the same.
- To introduce and familiarize with the concept of basic grading system.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

- [3202.1] Draft and develop the understanding of basic Men's wear categories and styles for fashion industry.
- [3202.2] Check the fit and fall of a garment.
- [3202.3] Make patterns, layout plan and estimate efficient fabric consumption while maintaining grain-lines.
- [3202.4] Demonstrate an understanding of grading system and grading (sizing) in men's wear as per the specification sheet.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

- [PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.
- [PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- [PO.5]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
- [PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO.7]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO.9]. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.12]. **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

D. PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

E. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal assessment will be conducted in two parts as : Internal Assessment I {40 marks (class process for making the pattern of Shirt and trouser) week 9} Internal assessment II {20 marks (class process for making the pattern of Jeans) week 12}	Internal Assessment Total marks : 60 Assignment I : 40 marks Assignment II 20 marks
End Term Jury (Summative)	End Term assessment {40 marks(Jacket pattern 30 marks, waist coat pattern 10 marks) week 15}	End Term Assessment Total Marks 40

	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

F. SYLLABUS

Drafting and development of Basic shirt. Different types of collars for shirt and jacket (two piece shirt collar, stand collar, notch collar). Different types of cuffs and plackets. Drafting and development of basic trouser and Jeans block. Different types of pockets and waistband. Drafting of basic waistcoat with lining. Drafting of basic jacket with lining. Fundamentals of grading system and grading terminology related to Men's wear. Visit to relevant industry.

G. SESSION PLAN

Week : 1-2

Duration : 12 hrs

Mode of Session : Face-To-Face (lecture and interactive)

Drafting and development of basic shirt:

- Understanding of Men's body shape and silhouette (2 hrs)
- Basic Shirt block (Body), size 40 (5 hrs)
- Basic Sleeve Block, size 40 (2 hrs)
- Production Pattern of basic shirt (3 hrs)

Pre- requisite : Measuring Tape, Note book and Pen

Outcome of the session : To apply understanding & exploring the men's wear silhouette pattern making process.

Linked CO : 3202.1

Week : 3-4

Duration : 12 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Collars :

- Two piece shirt collar (2 hr)
- Band collar (2 hr)
- Mandarin collar (2 hr)
- Yoke variation (3 hr)
- Shirt front variations (3 hr)}

Pre- requisite : Pattern making tools, Pattern Paper, Note book and Pen

Outcome of the session : To understand and apply the pattern making techniques for different components and parts of the men's Shirt.

Linked CO : 3202.1

Week : 5, Duration : 6 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Cuffs and plackets :

- Different types of cuffs (1 hr)
- Different types of shirt plackets (2 hr)
- Understanding of grading system & terminology (2 hr)
- Understanding of fabric consumption and marker making (2 hr)
- Understanding of specification sheet (1 hr)

Pre- requisite : Pattern making tools, Pattern Paper, Note book and Pen

Outcome of the session : To understand and apply the pattern making techniques for different components and parts of the men's Shirt and apply the grading system.

Linked CO : 3202.1, 3202.2 & 3202.4

Week : 7 Duration : 6 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Men's trouser pattern development :

- Basic Trouser Block (Front & Back) size 34
- Production pattern of trouser
- Waist band pattern (one piece and two piece)
- Basic jeans pattern
- Production pattern of jeans

Pre- requisite : Pattern making tools, Pattern Paper, Note book and Pen

Outcome of the session : To understand and apply the pattern making techniques for different components and parts of the men's Trouser and jeans.

Linked CO : 3202.1, 3202.2 & 3202.3

Week : 8, Duration : 6 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Pockets :

- Slant pocket (1hr)
- Side seam pocket (1hr)
- Round pocket (1hr)
- Welt pocket (1hr)
- Fly pieces (1hr)
- Jet pieces (1hr)

Pre- requisite : Pattern Making tools, Pattern Paper, Note book and Pen

Outcome of the session : To understand and apply the pattern making techniques for different components and parts of the men's Trouser and jeans

Linked CO : 3202.1, 3202.2 & 3202.3

Week : 9, Duration : 6 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Submission of Internal Assessment I {40 marks (65% of internal assessment)}:

Internal assessment I Brief:

Internal assessment I is an on-going process. The students are required to submit the following:

Submission of basic shirt with production pattern of all the components: marks 20

Basic trouser pattern with production pattern of all components: marks 20

Requirements of the Submissions-

Students will have submit the above mentioned pattern kept in A-3 file in individual leaf and need to be labelled neatly.

All the block patterns and production patterns to be submitted.

Note: Late submission and plagiarism will be treated as per the MUJ Policy.

Linked CO : 3202.1, 3202.2 & 3202.3

Week : 10, Duration : 6 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Jeans Pattern:

- Basic 5 pocket jeans patters (4 hrs)
- Production pattern of jeans (2 hrs)

Pre- requisite : Pattern Making tools, Pattern Paper, Note book and Pen

Outcome of the session : To examine the understanding of pattern development of basic jeans.

Linked CO : 3202.1, 3202.2 & 3202.3

Week : 11, Duration : 6 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Waist coat pattern development :

- Waist coat front pattern (2 hrs)
- Waist coat back pattern (2 hrs)
- Waist coat lining pattern (2 hrs)

Pre- requisite : Pattern Making tools, Pattern Paper, Note book and Pen

Outcome of the session : To understand and apply the pattern making techniques for men's waist coat

Linked CO : 3202.1, 3202.2 & 3202.3

Week : 12, Duration : 6 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Submission of Internal Assessment II {20 marks (35% of internal assessment)} :

Internal assessment II Brief:

Internal assessment II is an on-going process. The students are required to submit the following:

Jeans pattern with all components : marks 20

Requirements of the Submissions-

The complete pattern and component along with production patterns to be kept in A-3 file in individual leaf and need to be labelled neatly.

Note: Late submission and plagiarism will be treated as per the MUJ Policy.

Linked CO : 3202.1, 3202.2 & 3202.3

Week : 13 & 14, Duration : 12 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Men's Jacket pattern development:

- Understanding of jacket shapes and fittings. (1 hr)
- Jacket front pattern development (3 hrs)
- Jacket back pattern development. (2 hrs)
- Division in fore part, gore part and back part. (3 hrs)
- Two piece sleeve pattern (2 hrs)
- Jacket lining pattern. (1 hr)

Pre- requisite : Pattern Making tools, Pattern Paper, Note book and Pen

Outcome of the session : To examine the understand pattern development of men's jacket with lining.

Linked CO : 3202.1, 3202.2 & 3202.3

Week : 15, Duration : 4 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Submission of End Term Assessment {End Term Project (40 marks)} :

The End Term assessment will consist, Jacket and waist coat patterns

students are required to submit the following:

jacket pattern (block and production) along with lining pattern : marks 30

waistcoat patterns (block and production) along with lining pattern : marks 10

Requirements of the Submissions-

The patterns set to be kept in A-3 file in individual leaf and need to be labelled neatly.

The patterns should cover all the pattern information as taught in the class.

Linked CO : 3202.1, 3202.2 & 3202.3

H. REFERENCE BOOKS

- Aldrich, W. (2010), Metric Pattern Cutting For Men's Wear , Oxford, Willey Blackwell Publishers.
- Kershaw, G. (2013). Pattern Making for Mens Wear, London, Lawrence king Publishing. Cassin, S.J. (1986). Illustrated Encyclopedia of Costume and Fashion, London, Cassell Publishers.
- Kim, I. and Kim, M. (2014). Pattern Making For Mens Wear: Classic to Contemporary , New York, Fairchild Books.
- Coffin, D. (1998). Shirt Making: Developing Skills for Fine Sewing, Newton, Taunton Press.
- Coffin, D. (1998). Making Trousers for Men and Women: A Multimedia Sewing Workshop, Newton, Taunton Press.
- Doyle, M. and Rodgers, J. (2013). Essentials of Pattern Grading, Canada, Hanover Phist.
- Price, J. (1996). Grading Techniques for Fashion Design, New York, Fairchild Books.

- Moore, C. L. (2008). Concepts of Pattern Grading, New York, Fairchild Books.

I. ONLINE RESOURCES

J. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
3202.1	Draft and develop the understanding of basic Men's wear categories and styles for fashion industry.					1							2						
3202.2	Check the fit and fall of a garment				2									1					
3202.3	Make patterns, layout plan and estimate efficient fabric consumption while maintaining grain- lines.						1										3		
3202.4	Demonstrate an understanding of grading system and grading (sizing) in men's wear as per the specification sheet.																3		

3- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art
Department of Fashion Design
Course Hand-out

Men's Wear Garment Construction | FD 3203 | 4 Credits | 2 0 4 4
Session: Jan - May 2023 | Faculty: Mahboob Anwer | Class: Core

INTRODUCTION: The course is designed to inculcate the skills of Men's wear garment construction techniques, with focus on fit and details.

A. COURSE OBJECTIVE:

- To impart the skill and information to sew and construct using various methods.
- To analyse the assembly sequence of the basic and self-designed but high quality garment for men's wear.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

- [2104.1]. Develop an understanding of selection and application of appropriate techniques of construction in context to the selected design and fabric.
- [2104.2]. Acquire the skill and knowledge of appropriate garment construction techniques to assemble the end product.
- [2104.3]. Construct and finish the garment as per industrial standards of quality.
- [2104.4]. Critically analyse the fit and fall of the constructed garment and necessary fitting adjustment.
- [2104.5]. Prepare specification sheets of the stitched garment.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

- [PO.1]. **Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- [PO.2]. **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- [PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.
- [PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- [PO.5]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
- [PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- [PO.7]. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO.9]. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO.11]. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

[PO.12]. **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal assessment will be conducted in two parts as : Internal Assessment I {40 marks (class process for making the of Shirt) week 8} Internal assessment II {20 marks (class process for making the of waist coat) week 11}	Internal Assessment Total marks : 60 Assignment I : 40 marks Assignment II 20 marks
End Term Jury (Summative)	End Term Jury : submission of Trouser (week 15)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	

Pre- requisite : Fabric (muslin/poplin/any fabric cotton based), sewing kit, fusing material for collar and plackets, buttons, note book and pen.

Outcome of the session : To understand and apply the learning of constructional techniques for shirt component.

Linked CO : 3203.1 & 3203.2

Week : 4 **Duration : 6 hrs**

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Cuffs and plackets :

- Different types of cuffs (3 hr)
- Different types of shirt plackets (3 hr)

Pre- requisite : Fabric (muslin/poplin/any fabric cotton based), sewing kit, fusing material for cuffs, buttons, note book and pen.

Outcome of the session : To understand and apply the constructional sequences of different components and parts.

Linked CO : 3203.1 & 3203.2

Week : 5-7 **Duration : 18 hrs**

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Assembling (construction) of shirt :

- Attachment of collar with shirt
- Pocket attachment
- Sleeve attachment
- Cuff attachment
- Hem finishing

Pre- requisite : Fabric for shirt (muslin/poplin/any fabric cotton based), sewing kit, fusing material for cuffs, buttons, note book and pen.

Outcome of the session : To understand and apply the constructional sequences of assembling different components and parts of the shirt.

Linked CO : 3203.1, 3203.2 & 3203.3

Week : 8, **Duration : 6 hrs**

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Submission of Internal Assessment I {40 marks (65% of internal assessment)}:

Internal assessment I Brief:

Internal assessment I is an on-going process. The students are required to submit the following:

Submission of fully stitched men's basic shirt on muslin or any fabric: marks 40

Requirements of the Submissions-

Students will have submit the above mentioned garment kept in A-3 file with relevant information and reflection.

Note: Late submission and plagiarism will be treated as per the MUJ Policy.

Linked CO : 3203.1, 3203.2, 3203.3 & 3203.4

Week : 9-10, **Duration : 12 hrs**

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Waist coat:

- Waist coat construction (shell)
- Waist coat construction (lining)
- Assembling of waist coat shell & lining

Pre- requisite : fabric for waist coat, sewing kit, buttons for waist coat, note book and Pen

Outcome of the session : To understand and apply the constructional sequences of assembling different components and parts of the waist coat.

Linked CO : 3203.1, 3203.2, 3203.3 & 3203.4

Week : 11, **Duration :** 6 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Submission of Internal Assessment II {20 marks (35% of internal assessment)} :

Internal assessment II Brief:

Internal assessment II is an on-going process. The students are required to submit the following:

Fully constructed waist coat with lining : marks 20

Requirements of the Submissions-

Students have to submit fully completed waist coat with lining kept in A-3 file/folder with relevant information and reflection.

Note: Late submission and plagiarism will be treated as per the MUJ Policy.

Linked CO : 3203.1, 3203.2, 3203.3 & 3203.4

Week : 12 & 14 **Duration :** 12 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Construction of Men's Trouser:

- | | |
|--|---------|
| • Trousers fly making (concealed method) | (3 hr) |
| • Slant pocket making with jet piece | (1 hr) |
| • Welt pocket making with jet piece | (3 hrs) |
| • Waist band attachment | (2 hrs) |
| • Crotch attachment | (2 hrs) |
| • Hook eye attachment | (1 hr) |

Pre- requisite : Trouser fabric, sewing kit, zipper, fusing material. Hook & Eye, note book and pen.

Outcome of the session : To understand and apply the constructional sequences of different components and parts of the trouser.

Linked CO : 3203.1, 3203.2, 3203.3 & 3203.4

Week : 15, **Duration :** 4 hrs

Mode of Session : Face-To-Face (lecture, interactive & Demonstration)

Submission of End Term Assessment {End Term Project (40 marks)} :

The End Term assessment will consist, fully stitched trouser

students are required to submit the following:

Fully constructed trouser in trouser fabric : marks 40

Requirements of the Submissions-

The stitched trouser to be kept in A-3 file/folder in individual leaf and need to be labelled neatly.

Linked CO : 3203.1, 3203.2, 3203.3 & 3203.4

G. REFERENCE BOOKS

- Cabrera, R., (2009). *Classic Tailoring Techniques: A Construction Guide For Men's Wear*. New York: Fairchild Books.
- Coffin, D., (1998). *Shirt Making: Developing Skills for Fine Sewing*. Newton: Taunton Press.
- Coffin, D., (1998). *Making Trousers for Men and Women: A Multimedia Sewing Workshop*. Newton: Taunton Press.
- Kim, I. a. U. M., 2008. *Apparel Making in Fashion Design*. Oxford: Berg Publications.
- Kim, I. a. K. M., 2014. *Pattern Making For Men's Wear: Classic to Contemporary*. New York: Fairchild Books
- Kershaw, G., 2013. *Pattern Making for Men's Wear*. London: Lawrence king Publishing
- Shaeffer, C., 2001. *High Fashion Sewing Secrets from the Worlds Best Designers: A Step - By - Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*. New York: Rodale Books.

H. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
3202.1	Analyze the components, parts, trims and to plan a logical garment construction sequence with proper seams and stitches					1							2						
3202.2	Understand and apply appropriate seam allowances.				2								1						
3202.3	Understand and make necessary fitting adjustments in garment after test fit on the dressform/human body.						1										3		
3202.4	Prepare specification & cost sheet of constructed garment.																3		

I. Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

MANIPAL UNIVERSITY JAIPUR

School of Design and Art
Department of Fashion Design
Course Hand-out

Merchandising and Production Methods | FD 3204 | 3 Credits | I 0 2 2
Class: B Des (Fashion Design) | SEM - VI

A. INTRODUCTION: The course is designed to develop the knowledge of various production methods to evaluate various clothing manufacturing systems and equipment in the industry. To acquire an understanding of fashion design process along with relevant market segments. To develop basic knowledge and skills in the area of product development, co-ordination of merchandise and apply different techniques of costing.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

- [3204.1]. Acquire an in-depth understanding of the garment manufacturing industry in respect of Fashion Industry.
- [3204.2]. Demonstrate understanding of commercial aspects of fashion including market awareness, costing and pricing.
- [3204.3]. Demonstrate understanding of basic concepts and principles in apparel merchandising, seasonal planning of merchandise, sourcing, buying.
- [3204.4]. Acquire comprehensive knowledge of the fashion product source market for finished products as well as the raw materials of fashion.
- [3204.4]. Demonstrate adequate presentations and communication skills to promote a product.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

- [PO.1]. **Problem analysis:** Identify, formulate, research literature, and analyze complex design problems reaching substantiated conclusions using elements and principles of design.
- [PO.2]. **Communication:** Communicate effectively on complex design activities with the design community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- [PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.
- [PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- [PO.5]. **Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern designing and IT tools including prediction and modelling to complex designing activities with an understanding of the limitations.
- [PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- [PO.7]. **Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

[PO.8]. The design and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.

[PO.9]. Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

[PO.10]. Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the designing practice.

[PO.11]. Environment and Sustainability: Understand the impact of the professional designing solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

[PO.12]. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative handskills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100

Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.

E. SYLLABUS

- Introduction to garment manufacturing industry.
- Merchandising: Definition of merchandise and overview of merchandising concepts.
- Role and responsibilities of a merchandiser (Purchase Order, Approvals, Sampling, BOM & Technical Package, Time and Action Calendar.
- Market survey to understand the product design and the Merchandise mix.
- Sourcing and Product Development.
- Preparation of cost sheets, trim sheets, fabric sheets, style sheets.
- Marketing and Retail: Introduction to marketing, definitions, needs, wants & demand.
- Marketing Segmentations: Understanding how markets are divided into consumer groups/segments, DILQ.
- Targeting & Positioning.
- Study of Production Process and Planning in cutting, sewing & finishing room.
- Management information systems & documentation procedures.
- Time & Motion study and its relevance: - an overview.
- Quality Department functions of a garment industry.
- Inspection systems from raw material to dispatch.
- Commercial aspects of garments like; cost effectiveness, production viability, proper labelling, etc.

F. REFERENCE BOOKS

- Gioello, D., et al. (1979). Fashion Production Terms, New York, Fairchild Books.
- Waddell, G. (2004). How Fashion Works: Couture, Ready to wear and Mass Production, New York, John Wiley & Sons.
- Liu, C. (2010). Garment Merchandising, Hong Kong, Monsoon Hong Kong Ltd.
- Rosenau, J. A. and Wilson, D. L. (2014). Apparel Merchandising: The Line Starts Here, New York, Fairchild Books.
- Myers- Mc Devitt P.J. (2010) Apparel Production Management and the Technical Package, New York, Fairchild Books.
- Kunz, G.I. (2004). Apparel Manufacturing: Sewn Product Analysis, New Jersey, Prentice Hall.
- Kadolph, S. J. (2007). Quality Assurance for Textiles and Apparel, New York, Fairchild Books.

G. SESSION PLAN

Session No.	Topics
1	Introduction to Garment Manufacturing Industry Understanding of departments and their functioning.
2 & 3	Understanding of merchandising Different types of merchandising Concept of merchandising Roles and responsibilities of merchandiser
4	Sourcing and product development Fabric sourcing places in India and abroad Different types of work sheets used by merchandiser's
5 & 6	Understanding of marketing & retailing 7 Ps of marketing Difference between retail stores and exclusive showroom
7	Understanding of software used in industry MIS ERP
8 & 9	Understanding of time and motion study Method study Work measurement
10 & 11	Inspections:- Raw material inspection On line inspection Final inspection AQL
12 & 13	Product commercials Labelling & tagging
14	Industry visit or project
15	Project work.
16	Final project presentation

H. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAMSPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 3204.1	Acquire an in-depth understanding of the garmentmanufacturing industry in respect of Fashion Industry.										2	1						
FD 3204.2	Demonstrate understanding of commercial aspects of fashion including market awareness, costing and pricing.														2			
FD 3204.3	Demonstrate understanding of basic concepts and principles in apparel merchandising, seasonal planning of merchandise, sourcing, buying.	3											3				3	
FD 3204.4	Acquire comprehensive knowledge of the fashion product source market for finished products as well as the raw materials of fashion.				3													
FD 3204.5	Demonstrate adequate presentations and communication skills to promote a product.	2			2													

1. Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Design and Art
Department of Fashion Design
Course Hand-out

Integrated Project-IV | FD 3205 | 4 Credits | 3 0 6 6

Class: B Des (Fashion Design) | SEM - VI

A. INTRODUCTION: The course is designed to understand the functional areas of the garments from design, illustration technical perspective. It requires students to initiate, explore and apply the design process to develop functional aspects of garments and actualize the design through pattern making and construction skills in menswear garments with emphasis on exploring innovative functions and detailing. Also to understand the application and finishes of material, and accessories.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

- [3205.1]. Demonstrate the understanding of Men's wear garments from technical perspective and functional aspects.
- [3205.2]. Independently manage process of design and construction with emphasis on innovation and functionality of details.
- [3205.3]. Apply understanding of finishes of materials, trims and accessories in Men's wear.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

- [PO.1]. **Problem analysis:** Identify, formulate, research literature, and analyze complex design problems reaching substantiated conclusions using elements and principles of design.
- [PO.2]. **Communication:** Communicate effectively on complex design activities with the design community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- [PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.
- [PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- [PO.5]. **Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern designing and IT tools including prediction and modelling to complex designing activities with an understanding of the limitations.
- [PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- [PO.7]. **Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- [PO.8]. **The design and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.
- [PO.9]. **Individual and team work:** Function effectively as an individual, and as a member or leader in diverse

teams, and in multidisciplinary settings.

[PO.10]. Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the designing practice.

[PO.11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO.12]. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

[PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.

[PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.

[PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.

[PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.

[PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative handskills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	60
End Term Jury (Summative)	End Term Jury (External)	40
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- Introduction to the importance of functional aspect in design.
- Fashion design process and exploration of design details.
- Material, trims and accessory explorations.
- Developing a Men's wear Range.
- Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
- Specification sheets for required designs.

F. REFERENCE BOOKS

- Peacock, J. (1996). *Men's Fashion-The complete Sourcebook*, London, Thames and Hudson.
- Roetzl, B. (2008). *Gentlemen- A Timeless Fashion*, Germany, Langenscheidt Pub. Inc.
- Piras, C. and Roetzl, B. (2002). *Three sixty five Style and Fashion Tips for Men*, Germany, Du Mont Publishers.
- Blackman, C. (2012). *Hundred Years of Men's wear*, London, Lawrence King Publishers.
- Shaeffer, C. (2001). *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*, New York, RodaleBooks.
- Kim, I. and Uh. M. (2008). *Apparel Making in Fashion Design*, Oxford, Berg Publications.
- Cabrera, R. (2009). *Classic Tailoring Techniques: A Construction Guide for Men's Wear*, New York, Fairchild Books.
- Aldrich, W. (2010), *Metric Pattern Cutting for Men's Wear*, Oxford, Willey Blackwell Publishers.
- Collezioni Uomo.
- GQ

G. SESSION PLAN

Session No.	Topics
1	Introduction to the importance of functional aspect in designs.
2	Fashion design process and exploration of design details.
3	Material, trims and accessory explorations.
4 & 5	Developing a Men's wear Range.
6 & 7	Applying different types of trims, interfacing and buttons/fastenings for creating innovative look with experimental details.
8	Specification sheets for required designs & cutting of toile.
9 & 10	Construction of Toile
11 & 15	Final Project work.
16	Final jury

H. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAMSPECIFIC OUTCOMES						
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5		
FD 3205.1	Demonstrate the understanding of Men's wear garments from technical perspective and functional aspects.					2	1				1							2		2
FD 3205.2	Independently manage process of design and construction with emphasis on innovation and functionality of details.		2						1			2								
FD 3205.3	Apply understanding of finishes of materials, trims and accessories in Men's wear.		2			3			1											

1. Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning and Design

Department of Fashion Design

Course Hand- out

Final Design Project | FD-4201 | 21 Credits | 12 0 18 21

Faculty :

Course : **Core**

A. INTRODUCTION: This course is devoted to draw upon and integrate learning of all the subjects across all the years of course and to apply this integrative learning to identify, create and solve design problems/ opportunities in the apparel industry. To tie all of the various strands of learning together into a significant body of work and to generate a design concept from the initial idea through to final realization, product strategy and promotion. This project is the culmination of your personal ideas and investigations towards the realization of an original, creative and innovative body of work. You will be encouraged to work more independently, setting your own briefs, focusing on problem solving and working towards your objectives. This subject will help students For strengthening themselves professionally in preparation For a career according to their choice of design category and various market options.

B. COURSE OUTCOMES: At the end of the course, students shall be able

[4201.1]. To conduct independent research on self-directed design briefs for gathering information using specialized skills across a focused area of study.

[4201.2]. To use techniques of forecasting trends sourcing fabrics and trimmings and design.

[4201.3]. To able to give pricing and costing of the product taking into consideration all the costs involved in producing the product.

[4201.4]. To demonstrate ability to plan schedules and manage time effectively.

[4201.5]. To demonstrate the values, ethics and competencies as a design entrepreneurs.

[4201.6]. To exhibit effective oral and visual communication skills using a range of media to prepare and present product range.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO.1]. **Problem analysis:** Identify, formulate, research literature, and analyze complex design problems reaching substantiated conclusions using elements and principles of design.

[PO.2]. **Communication:** Communicate effectively on complex design activities with the design community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

[PO.3]. **Design knowledge:** Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO.4]. **Design/development of solutions:** Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

- [PO.5]. **Modern tool usage:** Create, select, and apply appropriate techniques, resources, and modern designing and IT tools including prediction and modeling to complex designing activities with an understanding of the limitations.
- [PO.6]. **Project management and finance:** Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- [PO.7]. **Conduct investigations of complex problems:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- [PO.8]. **The Designer and society:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.
- [PO.9]. **Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- [PO.10]. **Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the designing practice.
- [PO.11]. **Environment and sustainability:** Understand the impact of the professional designing solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- [PO.12]. **Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

- [PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.
- [PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.
- [PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.
- [PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.
- [PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	In class Assignments , Activity feedbacks (Accumulated and Averaged)	420
End Term Jury (Summative)	End Term Jury (External)	280
	Total	700
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who misses a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework /Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- Contextual research:** to identify potential areas of design research & development. During this subject students are expected to gather information and visual materials in a field which has sufficient scope for design research and development.
- Formulation of design brief, design concept, research methods and project schedule (log book):** By week 2 student will have to develop and negotiate a design brief by developing a concept based on a particular theme. At this stage student is expected to present their design concept based on a colloquium paper in front of a jury of faculty mentors. After the approval of concept, student will be expected to meet the design mento rat least twice in a week at scheduled times. Formative Feedback will be provided at each meeting and student have to maintain a log book which shows their progress and gives evidence of following the design process. When students are in the process of design exploration, they are expected to research and conduct surveys in the areas of market structure, client group, fabrics and trims sources.
- Prototype and portfolio development:** To develop prototypes, student have to explore new and appropriate methods of pattern making, draping and garment construction in relation to the relevant fabrics and the functional aspect of the garment. There will be a “Toile Presentation” where student will be expected to present the entire process and findings along with prototypes (total 5 ensembles) to a Jury of design and technical mentors and peers.
- Pricing & Costing of Final products:** Student will achieve optimum costs of production through an understanding of fabric development and finishing processes. Students are also expected to do the individual pricing and costing of your final products (total 5 ensembles).

- **Final submission and presentation:** The Final Submission of (total 5 ensembles with entire process) which is in week 16 will be supported by an oral presentation and submission of a design portfolio in front of a Jury, where student will be expected to justify the validity/originality of their design process and findings.
- **Reflective Journal:** Additionally student will be required to submit a Reflective Journal which represents their involvement and overall journey of learning and what specifically they reflected on.
- Development and presentation of the work done in previous years.
- Development of personal development plan.
- Recording, documenting learning process.
- Application of layout and individuality in presentation.
- Design process/ Techniques/ Material/ Markets/ Trends Research.
- Presentation of learning experience.
- Photographs of projects and all the work during the Four years presented in a professional way using soft skills.

F. REFERENCE BOOKS

Students will identify reading which is relevant to their design concept For example: current fashion and business magazines, trade journals, Forecast magazines and fashion journals etc. Throughout the module students will be expected to refer to material both from the internet and any available library to gather information.

- Aldrich, W. (2008), Metric Pattern Cutting for Women's Wear, Oxford, Willey Blackwell Publication.
- Armstrong, H.J. (2009), Pattern Making for Fashion Design, New York, Prentice Hall.
- Atkinson, M. (2012). How to Create Your Final Collection, London and Lawrence King Publishing.
- Barrett, J. (2012). Designing your Fashion Portfolio: From Concept to Presentation, New York, Fairchild Books.
- Borrelli, L. (2008). Fashion illustration by Fashion Designers, London, Thames and Hudson.
- Daniel, T. (2011). The Fashion Sketchpad: 420 Figure Templates For designing Looks and Building your Portfolio, California, Chronicle Books.
- Di Marco, S.M. (2010). Draping Basics, New York, Fairchild Books.
- Faerm, S. (2012). Creating a Successful Fashion Collection: Everything you need to develop a Great Line and Portfolio, London, Barron's Educational Series.
- Nakamichi, T. (2010). Pattern Magic- Stretch Fabrics, London, Lawrence King Publishing.
- Nakamichi, T. (2011). Pattern Magic- II, London, Lawrence King Publishing.
- Posner, H. (2011). Marketing fashion: Portfolio Series, London, Lawrence Kind Publishing.
- Szkutnicka, B. (2010). Flats: Technical drawing For Fashion, London, Lawrence King Publishing.
- Tain, L. (2010). Portfolio Presentation for Fashion Designers, New York, Fairchild Books.
- Young, D. (2012). Swatch Reference Guide to Fashion Fabrics, New York, Fairchild Books.

G. ONLINE RESOURCES

- <http://www.fdcj.org>
- <http://www.premierevision.com>
- <http://www.style.com>
- <http://www.style.com>
- <http://www.vogue.com>
- <http://www.wgsn-edu.com>
- Collezioni

- Vogue
- Elle
- Collezioni Uomo
- Verve
- Grazia
- Harper's Bazaar
- GQ
-

A. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAMSPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 4201.1	To conduct independent research on self-directed design briefs for gathering information using specialized skills across a focused area of study.			3	3		2							3				
FD 4201.2	To use techniques of forecasting trends sourcing fabrics and trimmings and design.	3									2					3		
FD 4201.3	To able to give pricing and costing of the product tak into consideration all the costs involved in producing t product.	3																
FD 4201.4	To demonstrate ability to plan schedules and manage time effectively.						2	2		1			1				3	
FD 4201.5	To demonstrate the values, ethics and competencies as a design entrepreneurs.							3						2				3
FD 4201.6	To exhibit effective oral and visual communication skills using a range of media to prepare and present product range	3		3	2						3			3				

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



MANIPAL UNIVERSITY JAIPUR

School of Planning and Design

Department of Fashion Design

Course Hand-out

Long Industry Attachment | FD-4101 | 21 Credits | 0 0 42 21

Faculty : | Class : **Core**

A. INTRODUCTION: To enable student's exposure and experience to prevalent commercial, professional and industrial practice in the area of their focus in organized or developmental sectors. This course help students to make choices for further focus on their area of design development expertise in men's, women's or kid's wear. It gives an opportunity to get experience of project planning, execution, operation, management and presentation as a fashion designer. During the course student will develop the ability to work as an effective and contributing member of a team and sharpen problem-solving skills.

B. COURSE OUTCOMES: At the end of the course, students shall be able to

[4101.1]. To demonstrate a comprehensive understanding of design and development and production.

[4101.2]. To demonstrate understanding of the entire supply chain of production.

[4101.3]. To demonstrate a personal design philosophy.

[4101.4]. To exhibit good logical, creative and intuitive ability towards successful negotiation and completion of professional requirements.

[4101.5]. To exhibit full range of transferable skills preparatory to a professional career.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO1]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO2]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO3]. Design knowledge: Apply the knowledge of design fundamentals, and an specialization to the solution of complex design problems.

[PO4]. Design/development of solutions: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO5]. Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

- [PO6]. Project management and finance: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- [PO7]. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- [PO8]. The design and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional design practice.
- [PO9]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
- [PO10]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
- [PO11]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.
- [PO12]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.

PROGRAM SPECIFIC OUTCOMES (PSO'S)

- [PSO.1]. Ability to discuss fashion and design with intelligence and contextual connect in terms of issues related to it and its business globally and nationally.
- [PSO.2]. To be able to apply conceptual and practical design process to create innovative fashion products in accordance to the buyer groups/segments.
- [PSO.3]. To be able to understand the markets structure, operational procedures of the industry, client requirements and expectations in terms of domestic and international market trends and quality standards prevailing in the fashion and textile industry.
- [PSO.4]. Adapt and understand the situations with curiosity and an open mind, take initiative, consider and set objectives, plan and manage research activities, reflect on and evaluate the outcomes.
- [PSO.5]. Achieve proficiency in professional presentations and demonstrate ability to work with creative hand skills & presentation technology.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Activity feedbacks (Accumulated and Averaged)	180
End Term Jury (Summative)	End Term Jury (External)	120
	Total	300
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester Examination/Jury. The allowance of 25% includes all types of leaves including medical leaves.	
Make up Assignments (Formative)	Students who miss a session will have to report to the teacher about the absence. A makeup assignment on the topic taught on the day of absence will be given which has to be submitted within a week from the date of absence. No extensions will be given on this. The attendance for that particular day of absence will be marked blank, so that the student is not accounted for absence. These assignments are limited to a maximum of 5 throughout the entire semester.	
Homework / Home Assignment / Activity Assignment (Formative)	There are situations where a student may have to work at home, especially before a flipped classroom. Although these works are not graded with marks. However, a student is expected to participate and perform these assignments with full zeal since the activity / flipped classroom participation by a student will be assessed and marks will be awarded.	

E. SYLLABUS

- Specialist technical skill development
- Specific project on the job to sharpen skills required for chosen area of specialism
- Further development of generic / cognitive skills
- Design development specific to a trend, market and commerce brief
- Market study and trend forecast study
- Product development
- Product details and costing
- Project Portfolio

F. REFERENCE BOOKS

- Current fashion and business magazines / related and relevant bibliography if any and as relevant to work experience / job responsibility
- Trade journals / news papers

G. ONLINE RESOURCES

- <http://www.vogue.com>
- <http://www.style.com>
- www.wgsn-edu.com
- www.premierevision.com
- www.fibre2fashion.com

H. SESSION PLAN

Session No.	Topics
Week 1-24	Industry Exposure
Week 25	Presentation
11-14	Students will also incorporate different projects and on internship work. Special contribution work such as Craft documentation can also be the part of Portfolio.

H. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES												CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
FD 4101.1	To demonstrate a comprehensive understanding of design and development and production.	3		3	3		2		2			1	2		3			
FD 4101.2	To demonstrate understanding of the entire supply chain of production.		3	3		3			2	1	2					3		
FD 4101.3	To demonstrate a personal design philosophy.	3	2	3	3				2	2		2	2	3				
FD 4101.4	To exhibit good logical, creative and intuitive ability towards successful negotiation and completion of professional requirements.									1	2		1				3	
FD 4101.5	To exhibit full range of transferable skills preparatory to a professional career.	1	2		3					2	2							3

1- Low Correlation;