Syllabus

of

Bachelor’s Degree in Design
(B.Des.)

in

Craft Accessory Design

B.Des. (Foundation)-Part -I Exam. 2018
B.Des. -Part-II Exam. 2019
B.Des. -Part-III Exam. 2020
B.Des. -Part-IV Exam. 2021

Dy. Registrar
(Academic)
University of Rajasthan
Jaipur
University of Rajasthan


B. DES. IN CRAFT ACCESSORY DESIGN

There will be 5 disciplines and the students can specialize in one of these disciplines.

1. Bachelor of Design (Industrial Design):
   I. Craft Accessory Design
   II. Fashion Design
   III. Interior Design
   IV. Jewellery Design

2. Bachelor of Design (Communication Design):
   I. Graphic Design

Bachelor of Design (Industrial)

I. Craft Accessory Design
II. Fashion Design
III. Interior Design
IV. Jewellery Design

Industrial Design discipline in the classical avatar covered a range of design activities such as Jewellery Design, Fashion Design, Craft Accessory Design, Interior Design, Industrial Design & Communication Design. In the 21st Century, we at Rajasthan University choose to redefine these Industrial Design subsets as Human Centered Design, Universal Design, Design for Sustainability, Health care Design, Design for societal needs, Heritage design and Way finding Design.

Our design programme stresses on the specific role of a designer – that of being for and only
about the user and the users’ needs, empathy and environment. The students will be taught critical thinking and the design process to become effective and innovative problem solvers for companies, the community and the consumers.

A range of domains such as nature and form studies, gestalt, semiotics, human factors & ergonomics, materials and processes and systems design will form an array of learning modules through studio tasks, real life projects, workshops projects both individually as well as in teams. Students typically will start projects by developing ideas and concepts from sketches to making models and finally working prototypes which will be tested in the real world.

Our Industrial Design graduates will be prepared to make a real difference in the world of design as entrepreneurs, employees of design firms as well as of industry and many will also form venture capital firms and some will also set up unique manufacturing hubs.

The pedagogy will consist of a combination of design skills, related theory, material and manufacturing science, social knowledge, communication skills and management principles. Learnings will be through classroom projects, assignments as well as exposure to industry via visits, industry immersion of a few weeks and working on live projects with Faculty and outside design experts.

The design programme will start with a common foundation year with the Communication Design students where all the students will be taught basic skills in design thinking and aesthetics, sensitizing their minds to the world around through on and off campus assignments as well as essential learning tools such as sketching, observation, photography, colour, perception, presentation, model making and workshop projects, history of design and a sprinkling of topics from philosophy to social anthropology.

- The specialization courses in the above said areas will be of 3 year duration. Total duration of the under graduate course will be of 4 years which includes 1 year of foundation course.
- The entrance qualification for the foundation course will be the passing of the +2 or equivalent examination with minimum 48% marks.
- Candidates have to choose their specialization subject while applying for the foundation course.
- Group discussions, seminars, workshop, exhibitions, study tour, visit to museum, galleries, industry visit are compulsory.
- Study tour is compulsory for all the students and they have to deposit additional charges according to the actual expenses must be beard by the students.

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As B Design is a professional course, professionally qualified teachers will be assigned for practical and theory subjects.

- Scheme of examination: Scheme of examination is annual, the minimum marks required to pass the examination are 36% for theory and 40% for practical candidates securing 75% and above marks will be placed in Distinction. 60% to 74% 1st Division. 50% 2nd and 40% to 49 pass. The division will be calculated at the final year examination of the specialization course aggregating the marks of all the four years examination.
- If the candidate fails to pass the English, Hindi, Environmental studies and Elementary Computer application papers of the foundation course shall be promoted to next class and the Elementary Computer application but paper must be cleared for a pass in B Design Final Examination.
- No student will be allowed to proceed to the next higher class unless he/she passes the practical examination prescribed for the year.
- A candidate must clear the B Design course within a period of seven years from the date of admission to the first year of the course.
- Each student shall be required to attend not less than 75% lecture & practical held during each year of the course of study.
- Seat reservations are as per university rules.
- Students have to purchase their own Drawing board, Art materials and Tools.

### (Year 1)

**Distribution of Marks**

**B.Des. - Craft Accessory Design (Foundation) Part-I**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Max Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam</th>
<th>Teaching Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compulsory only</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>English</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<tr>
<td>Communicatio</td>
<td></td>
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<tr>
<td>General Hindi</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
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<td>Environmental Studies</td>
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<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<tr>
<td>Elementary</td>
<td>40 - Practical</td>
<td>14</td>
<td>2 Hrs.</td>
<td>100</td>
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<td>Computer Application</td>
<td>60 - Theory</td>
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<td>2 Hrs.</td>
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<td>Elementary Hindi</td>
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<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<tr>
<td>(in lieu of General Hindi</td>
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<tr>
<td>for non-Hindi speaking students only)</td>
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<tr>
<td>Subject</td>
<td>Max Marks</td>
<td>Min. Pass Marks</td>
<td>Duration of Exam</td>
<td>Teaching Hours</td>
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**Dy. Registrar (Academic) University of Rajasthan JAIPUR**
### Theory

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Internal Max. Marks</th>
<th>External Max. Marks</th>
<th>Internal Min. P.M.</th>
<th>External Min. P.M.</th>
<th>Duration of Exam</th>
<th>Teaching Hours</th>
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<tbody>
<tr>
<td>CAD-101</td>
<td>History of Art &amp; Design</td>
<td>100</td>
<td></td>
<td>36</td>
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<td>3 Hrs.</td>
<td>100</td>
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<td>CAD-102</td>
<td>Fundamental of Design</td>
<td>40</td>
<td>60</td>
<td>16</td>
<td>24</td>
<td>6 Hrs.</td>
<td>100</td>
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<tr>
<td>CAD-103</td>
<td>Visualization &amp; Drawing Techniques</td>
<td>40</td>
<td>60</td>
<td>16</td>
<td>24</td>
<td>6 Hrs.</td>
<td>100</td>
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<tr>
<td>CAD-104</td>
<td>Material Studies</td>
<td>40</td>
<td>60</td>
<td>16</td>
<td>24</td>
<td>6 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>CAD-105</td>
<td>Design Principles</td>
<td>40</td>
<td>60</td>
<td>16</td>
<td>24</td>
<td>6 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>CAD-106</td>
<td>Design Method</td>
<td>40</td>
<td>60</td>
<td>16</td>
<td>24</td>
<td>6 Hrs.</td>
<td>100</td>
</tr>
</tbody>
</table>
1. GENERAL ENGLISH

Duration: 3 hrs.  Max. Marks: 100
Minimum Pass Marks: 36

The syllabus aims at achieving the following objectives:

1. Introducing students to phonetics and enabling them to consult dictionaries for correct pronunciation (sounds and word stress)
2. Reinforcing selected components of grammar and usage
3. Strengthening comprehension of poetry, prose and short-stories
4. Strengthening compositional skills in English for paragraph writing, CVs and job applications.

The Pattern of the Question Paper will be as follows:

Unit A: Phonetics and Translation (20 marks)
(10 periods)

I Phonetic Symbols and Transcription of Words (05)
III Translation of 5 Simple sentences from Hindi to English (05)
from English to Hindi (05)
IV Translation of 05 Words from Hindi to English (2½)
from English to Hindi (2½)

Unit B: Grammar and Usage (25 marks)
(10 periods)

I Elements of a Sentence (05)
II Transformation of Sentences (05)
(b) Active and Passive Voice

II Modals (05)

III Tense (05)

IV Punctuation of a Short Passage with 10 Punctuation Marks (05)

(As discussed in Quirk and Greenbaum)

Unit C: Comprehension (25 marks)

Following Essays and Stories in Essential Language Skills revised edition compiled by Macmillan for University of Rajasthan General English B.A. /B. Com./B. Sc.
Candidates will be required to answer 5 questions of two lines each to be answered out of 10 questions. There would be two questions from the prescribed text. (10)

Sujata Bhatt  Voice of the Unwanted Girl
Ruskin Bond  Night Train for Deoli
M.K. Gandhi  The Birth of Khadi
J.L. Nehru  A Tryst with Destiny
A.P.J. Abdul Kalam  Vision for 2020

The candidates will be required to answer 5 questions from the given unseen passage. (10)

One vocabulary question of 10 words from the given passage. (5)

Unit D: Compositional Skills (30 marks)

(15 periods)

I Letters-Formal and Informal (10)

II CV’s Resume and Job Applications and Report (10)

III Paragraph Writing (7)

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Recommended Reading:

Singh, R.P. Professional Communication. OUP. 2004
Judith Leigh. CVs and Job Applications. OUP. 2004
Quirk and Greenbaum: A University Grammar of English Longman, 1973
1. फलनों के सारी रूपों की ज्ञान - तपस्वी भाषात
2. लघुक लघुक विभाजन - हिंदी भाषात
3. संस्कृत भाषण - हिंदी भाषात
4. संस्कृत हास्य - हिंदी भाषात
5. संस्कृत विविधता - हिंदी भाषात
6. संस्कृत विज्ञान - हिंदी भाषात
7. संस्कृत विषय - हिंदी भाषात

8. आधुनिक भाषिक विचार - हिंदी भाषात
9. आधुनिक साहित्य - हिंदी भाषात
10. आधुनिक साहित्य - हिंदी भाषात

(हिंदी भाषिक प्रशिक्षण - तपस्वी भाषात) - लिखन भाषा

1. लघुक लघुक विभाजन - हिंदी भाषात
2. लघुक लघुक विभाजन - हिंदी भाषात
3. संस्कृत भाषण - हिंदी भाषात
4. संस्कृत हास्य - हिंदी भाषात
5. संस्कृत विविधता - हिंदी भाषात
6. संस्कृत विज्ञान - हिंदी भाषात
7. संस्कृत विषय - हिंदी भाषात
8. आधुनिक भाषिक विचार - हिंदी भाषात
9. आधुनिक साहित्य - हिंदी भाषात
10. आधुनिक साहित्य - हिंदी भाषात
COMPULSORY PAPER OF ENVIRONMENTAL STUDIES

Compulsory in 1 Year for all streams at undergraduate level

Scheme of examination

<table>
<thead>
<tr>
<th>Time</th>
<th>Min Marks</th>
<th>Max. Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 hrs</td>
<td>36</td>
<td>100</td>
</tr>
</tbody>
</table>

This paper will contain 100 multiple choice questions. Each question will carry 1 mark.

Students should be encouraged to visit places of Environmental Importance including Natural and Manmade Habitat.

Note:
1. The marks secured in this paper shall not be counted in awarding the division to a candidate.
2. The candidates will have to clear this compulsory paper in three chances.
3. Non-appearing or absence in the examination of compulsory paper will be counted as a chance.

Unit 1: The Multidisciplinary nature of environmental studies

Definition, scope and importance: Relationship between Environmental Studies and other branches of science and social sciences.

Need for Environmental awareness, Environmental education in present day context.

Unit 2: Natural Resources and Challenges

Natural resources and associated problems, Classification of resources: renewable resources, non-renewable resources, classes of earth resources, resources regions: Definition and criteria, resource conservation.

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

Water resources: Use and over-utilization of surface and groundwater, floods, drought conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

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Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticides problems, water logging, salinity, case studies.

Energy resources: Growing energy need, renewable and nonrenewable energy sources, use of alternate energy sources. Case studies.

Land resources: Land as a resource, Land degradation man induced Landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Unit 3: Ecosystems, Concepts, Structure, Functions and Types
- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types characteristics features, structure and function of the following ecosystem:
  a. Forest ecosystem, Tropical Temperate and Alpine Ecosystem
  b. Grassland ecosystem and Their Types
  c. Desert ecosystem with emphasis on Thar Desert
  d. Aquatic ecosystems(ponds, streams, lakes, rivers, oceans, estuaries) and Wet Lands

Unit 4: Biodiversity and its conservation
- Introduction –Definition, genetic, species and ecosystem diversity
- Biogeographically classification of India
- Value of biodiversity :consumptive use, productive use, social ethical, aesthetic and option values
- Biodiversity at global, National and local level
- India as a mega-diversity nation
- Hot-sport of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered, Threatened and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity
- Red Data Book
Unit 5: Environmental Pollution and Control Measures

Definition

- Causes, effects and control measures of:
  a) Air Pollution
  b) Water Pollution
  c) Soil Pollution
  d) Marine Pollution
  e) Noise Pollution
  f) Thermal Pollution
  g) Nuclear Hazards

- Solid waste management: Causes, effects and control measures of urban and industrial wastes
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone, and landslides

Unit 6: Social Issues, Environment, Laws and Sustainability

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns.
  Case studies
- Environmental ethics: Issues and possible solution.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies
- Wasteland reclamation.
- Consumerism and waste product.
- Environmental Protection Act.
- Air (Prevention and Control of Pollution) Act
- Wild life protection Act
- Forest Conservation Act
- Biological Diversity Act
- Issues involved in enforcement of environmental legislation
- Public Awareness

Unit 7: Human Population and the Environment

- Population growth, variation among nations
- Population explosion-Family Welfare Programme
- Environment and Human health
- Human Rights
- Value Education
- HIV/AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case Studies
Suggested Readings:

5. Goudie, Andrew. The Human Impact.
Syllabus of Elementary Computer Applications

Work load: Teaching 2 hours per week
Practical 2 hours per week

Max Marks: 100 (Main University Exam: Theory -60 Marks, Practical- 40 Marks)

Each candidate has to pass in Theory and Practical Examinations separately.

Main University Examination: Question pattern for Theory Paper

Part – I (very short answer) consists 10 questions of one mark each with two questions from each unit. Maximum limit for each question is up to 20 words.

Part – II (short answer) consists 5 questions of two marks each with one question from each unit. Maximum limit for each question is up to 40 words.

Part – III (Long answer) consists 5 questions of eight marks each with one question from each unit with internal choice. Maximum limit for each question is up to 400 words.

Unit – I

Introduction to Information Technology: evolution and generation of computers, type of computers, micro, mini, mainframe and super computer. Architecture of a computer system: CPU, ALU, Memory (RAM, ROM families) cache memory, input/output devices, pointing devices.

Concept of Operating system, need types of operating systems, batch, single user, multi-processing, distributed and timeshared operating systems, Introduction to Unix, Linux, Windows, Windows NT. Programming languages – Low level and high level languages, generation of languages, 3 GL and 4 GL languages, Graphic User Interfaces.

Unit – II

Word Processing Tool - Introduction, Creating, Saving, Copy, Move and Delete, Checking spelling and Grammar. Page Layout, interface, toolbars, ruler, menus, keyboard shortcut, editing, Text formatting, insert headers and footers, Bullets and Numbering, Find and Replace etc., Insert table and Picture, Macro, Mail Merge.

Power Point: Creating and viewing a presentation, managing Slide Shows, navigating through a presentation, using hyperlinks, advanced navigation with action setting and action buttons, organizing slides with Master Slides, applying and modifying designs, adding graphics, multimedia and special effects.

Unit – III

Electronic Spreadsheet - Worksheet basics. Create, save and open a worksheet, Entering data, numbers and formula in a worksheet, Inserting and deleting cells, cell formatting, inserting rows and columns in a worksheet, Formatting worksheets. Using various formulae and inbuilt actions. Update worksheets using special tools like spell check and auto correct. Setup the page

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And margins of worksheets for printing, Format the data in the worksheet globally or selectively, creating charts, Enhance worksheets using charts, multiple worksheets-concepts

Unit - IV

The Internet - History and Functions of the Internet, Working with Internet, Web Browsers, World Wide Web, Uniform Resource Locator and Domain Names, Uses of Internet, Search for Information, Email, Chatting, Instant messenger services, News, Group, Teleconferencing, Video-Conferencing, E-Commerce and M-Commerce.

Manage an E-mail Account, E-mail Address, configure E-mail Account, log to an E-mail, Receive E-mail, Sending mails, sending files an attachments and Address Book, Downloading Files, online form filling, E-Services - E-Banking and E-Learning.

Unit - V


Network Security - Risk assessment and security measures, Assets and types (data, applications, system and network), Security threats and attacks (passive, active); types and effects (e.g. Identity theft, denial of services, computer virus etc.), Security issues and security measures (Firewalls, encryption/decryption), Prevention.

Question Paper pattern for Main University Practical Examination

Max Marks: 40

Practical

The practical exercises will be designed to help in the understanding of concepts of computer and the utilization in the areas outlined in the theory syllabus. The emphasis should be on practical usage rather than on theoretical concepts only.

The practical examination scheme should be as follows:

- Three Practical Exercise (including Attendance & Record performance) 30 marks
  - Operating system
  - MS Word
  - MS Excel
  - MS Power Point
  - Internet
- Viva-voce 10 marks

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Core Paper-1

CAH-101: History of Art & Design (Theory)

Aim
The aim of this unit is to encourage an understanding of the social, psychological, cultural, historical and commercial factors which underpin all visual arts theory and practice across the spectrum of subject specialism's.

Learning outcomes
- Understand influences on art and design activities and outcomes through the interpretation and analysis of information
- Be able to assess, interpret and evaluate information
- Be able to evaluate and present conclusions.

Course content
Unit-I: Influences of Art and Design Movements, Cubism, Dadaism, Surrealism
Unit-II: Abstract Expressionism, Minimalism, Pop Art, Renaissance, Baroque, Bauhaus, Rococo, Roccoco,
Unit-III: Art Nouveau, Futurism, Impressionism and Post Impressionism,
Unit-IV: Arts and Crafts, Gothic, Historical Art and Design Developments,
Unit-V: Contemporary Art and Design Developments.

Reference
5. Sivarama murthy, (1997), Art of India, Marry N Abrams, NY

Core Paper-2

CAD -102: Fundamental of Design (Practical)

Aim
To make students see, make and appreciate the basic design concepts. The first level includes the vocabulary of design and principles of composition. This level includes 3D composition and study of Volumes.

Learning Outcome
- Student will be able to understand basics of design concepts.
- Student will be able to understand design & principles of composition & 3D compositions.

Course Contents
Unit I: Elements of design, Textures and patterns in design,
Unit II: Colour basics, colour theory, colour schemes,
Unit III: Isometry in design,
Unit IV: Nature drawing, Human figure drawing, object drawing,
Unit V: 2D geometry, 2D mark making techniques, 2D visual communication techniques, Use of formal elements in 2D visual communication, 3D geometry, 3D making techniques,Communicating design ideas using 3D making techniques, Use of formal elements in 3D visual communication.

Reference

Core Paper-3

CAD-103: Visualization & Drawing Techniques (Practical)

Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min P. M: 24

Aim

[Signature]

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The aim of this course is to understand the method of visualizing and drawing from nature, cast and product drawing.

Learning Outcome
- Student will be able to understand the methods & techniques of visualization & drawing.
- The student would be exposed to appreciation of drawing different products.

Course Contents
Understand the techniques of drawing such as pen and ink sketching, pencil sketching, pencil colour sketching etc., for drawings from nature, cast and product drawings; method of representing positive and negative spaces; light and dark tones etc. The students would.

Reference
- Dodson D., (1990), Keys to Drawing, North Light Publications, Cincinnati.

Core Paper-4

CAD -104: Material Studies (Practical)

Aim
Learners will be introduced to a brief history and introduction to 3D materials, tools and processes and made aware of the range of possibilities of different materials in their 2D and 3D application to design. This may be done through lectures / ppt presentations / swatches/ samples.

Learning Outcome
- Student will be able to understand the properties of different material.
- Student will be able to understand the techniques, process terminology and tools of materials.

Course Contents
Material exposure could range from paper, fabrics, glass, metals, metal foils, plastics, acrylic, rubber, wood- natural/manmade, foam, Styrofoam, sponge, leather, rexine, clay, plaster of parls, adhesives etc.

Techniques, Process terminology and Tools can cover a range of methods like – cutting, sawing, carving, cutting, welding, drilling, joinery, polishing, constructions, mould making,
modeling, casting, gluing, stitching, embroidery, weaving, tying, dying, surface embellishments and manual and mechanical tools used for such explorations.

Reference
- Building material Author Mr. G. C. Sahu & Joy Gopal.
- Building material Author Bhavi Kitti.
- Weaving reference books of Textile Technology
- Maria Dolors Ros Frijola, The Art & Craft of Ceramics

Core Paper -5

CAD -105: Design Principles (Practical)

Internal Max. M: 40
Internal Min. P. M: 16
External Max. M: 60
External Min P. M: 24

Aim
The aim of this unit is to enable learners to develop knowledge and understanding of the issues that have informed debate on the purposes and processes of design.

Learning outcomes
- Understand the relationship between form and function
- Understand the principles of cultural and contextual association
- Be able to develop concepts through the exploration of materials, techniques and processes
- Be able to develop concepts by the analysis of the needs of end-users.

Unit content

Reference

Core Paper-6

CAD-106: Design Method (Practical)

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<td></td>
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<tr>
<td></td>
<td>External Max. M: 60</td>
</tr>
<tr>
<td></td>
<td>External Min. P. M: 24</td>
</tr>
</tbody>
</table>

Aim
This unit aims to give learners opportunities to develop skills and knowledge in the development of new products or services in design pathways.

Learning outcomes
1. Know the phases of the design development cycle
2. Be able to plan a project using the design development cycle
3. Be able to use imagination and innovation in the development of a product
4. Be able to propose design improvements to the production process.

Unit content

Reference
- How Fashion Works by Gavin Waddell Blackwell
- Francis D. Ching – Design Drawing Publisher Weley
- Thomas E., French. Graphics Science & Design
Distribution of Marks
B. Des. - Craft Accessory Design Part-II

<table>
<thead>
<tr>
<th>Subject Theory</th>
<th>Max Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam</th>
<th>Teaching Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAD-201: History of World Craft</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>CAD-202: History of Indian Craft</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
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<td>Internal Max. M.</td>
<td>External Max. M.</td>
<td>Internal Min. P.M.</td>
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<tr>
<td>CAD-203: Terracotta &amp; Lac Craft</td>
<td>40</td>
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<td>16</td>
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<tr>
<td>CAD-204: Fashion &amp; Textile Material Understanding (Practical)</td>
<td>40</td>
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<tr>
<td>CAD-205: Leather Craft</td>
<td>40</td>
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<td>24</td>
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<tr>
<td>CAD-206: Computer Aided Design - Auto Cad</td>
<td>40</td>
<td>60</td>
<td>16</td>
<td>24</td>
</tr>
</tbody>
</table>

Core Paper-1

CAD-201: History of World Craft (Theory)

Max. M: 100
Min. P. M: 36

Aim
The aim of this unit is to encourage an understanding of the social, psychological, cultural, historical and commercial factors which underpin all world crafts’ history and practice across the spectrum of subject specialism’s.

Learning Outcome
- Understand influences on world craft and design activities and outcomes through the interpretation and analysis of information
- Be able to assess, interpret and evaluate information
- Be able to evaluate and present conclusions.

Unit-1
- Influences of World craft & Design in Craft
- Renaissance Craft
University of Rajasthan/Bachelor of Design/Craft Accessory Design

- Art Nouveau Craft
- Baroque Craft
- Rococco Craft

Unit-2
- Craft of Gothic Era
- Art Deco Craft
- Craft of Victorian Era

Unit-3
- Craft of France
- Craft of Germany
- Craft of England

Unit-4
- Craft of USA
- Craft of Italy
- Craft of China & Japan

Unit-5
- Craft of South East Asia
- Craft of Middle East
- Craft of Africa

Reference
- Around the world Crafts – Kathy Ceceri
- Great history reading books & Crafts

Core Paper-2

CAD-202- History of Indian Craft (Theory)

Max. M: 100
Min. P. M: 36

Aim
The aim of this unit is to encourage an understanding of the social, psychological, cultural, historical and commercial factors which underpin all Indian craft visual arts theory and practice across the spectrum of subject specialist's.

Learning Outcome
- Understand the historical evolution and visual characteristics of the work of artists and designers
- Understand and apply appropriate methods of research and analysis
- Be able to apply the influences of historical, contemporary and contextual factors to own practice
University of Rajasthan/Bachelor of Design/Craft Accessory Design

- Be able to synthesize research and present a professional and personal written study.
- This unit would have helped you gain /develop a perspective on key attributes and features of art movements.

Unit-1
- Influences of Trading Technology & Travel in Indian Handicrafts
- Craft of Indus Valley Civilization

Unit-2
- Craft of Medieval Period
- Craft of Mughal Era
- Craft of British Era

Unit-3
- Tribal Craft of India
- Craft of Rajasthan & Gujarat
- Craft of Jammu & Kashmir

Unit-4
- Craft of Himachal Pradesh & Uttrakhand
- Craft of Madhya Pradesh & Chhatisgarh
- Craft of West Bengal & Bihar
- Craft of Orissa
- Craft of Punjab & Haryana
- Craft of Andhra Pradesh & Tamilnadu

Unit-5
- Craft of Uttar Pradesh
- Craft of North East
- Craft of Maharashtra & Goa
- Craft of Karnataka & Kerala

Reference
- Glorious History of India – Nita Mehta
- The Craft of research – Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams
- Crafts of India, Handmade in India - Aditi Ranjan, M.P. Ranjan
- The Craft Traditions of India – Jaya Jaitly

Core Paper-3

CAD-203: Terracotta & Lac Craft (Practical)

Aim

Internal Max. M: 40
External Max. M: 60
Internal Min.P. M: 16
External Min.P. M: 24
This unit aims to develop learners' practical making skills in terracotta and to generate design work which shows understanding of historical and contemporary terracotta, & Understanding of Traditional Lacquer Craft of Rajasthan. To come up with a range of different products using Lacquer craft. Understanding and depth knowledge of Lacquer craft materials and techniques. New invention in the Lacquer craft for new look and refinement. Understanding the technique through practical demonstration. A comparative analysis of the past Lacquer product work as compared to the present.

**Learning Outcome (Terracotta Craft)**
- Understand the visual and tactile properties of terracotta materials
- Be able to develop designs for terracotta products
- Be able to make terracotta products
- Be able to employ professional practice.
- Properties of Terracotta
- Different techniques used in Terracotta
- Surface finishes on Terracotta
- Potters Wheel
- How to use Terracotta Furnace
- Glazing
- Market survey on Terracotta Products
- Case Study: Brands working with Terracotta
- Market Segmentation
- Clients Segmentation
- Inspiration Board
- Design Development
- Product detail & Orthography
- Prototype Development
- Product Photography
- Packaging
- Branding
- Portfolio

(Lac Craft)
- Understand the visual and tactile properties of Lacquer materials
- Be able to develop designs for Lacquer products
- Be able to make Lacquer products
- Be able to employ professional practice

**Unit Content**
- Properties of Lac
- Different techniques used in Lac
- Surface finishes on Lac
- Colors available in Lac
- Lac Craft Product Manufacturing Techniques
• Lac Craftsman's workshop
• Tools used in Lac Craft
• Lac Craft product Manufacturing process flow chart
• Case study: Brands working in Lac Craft
• Market Segmentation
• Clients Segmentation
• Inspiration Board
• Design Development
• Product detail & Orthography
• Prototype Development
• Product Photography
• Packaging & Branding
• Portfolio

Reference
• Harappan Terracotta Art – D. P. Sharma
• Paintin' Pots – by Joyce McWilliams.
• Pots with a purpose – By Sue Bailey
• Pots of fun for everyone
• Terracotta The Technique of Fired Clay Sculpture – Bruno Lucchesi
• Lac Remedies in Practice – Philip Bailey
• Lacquer Technology and Conservation – Mariame Webb

Core Paper-4

CAD-204: Fashion & Textile Material Understanding (Practical)

Aim
This unit helps the students to study the science of textile fibers and analyze the use of textile fiber for different seasons & the woven and knitted garment. This course would give a deep understanding of how the method of weaving affects the final fabric and would help the students in the selection of fabrics for the different lines created.

This course would provide the knowledge of finishing the fabrics constructed and the method of ornamenting the same.

Learning Outcome
• Be able to exploit the properties of natural, manmade and sheet materials in their application to fashion and textiles products
• Understand different systems of fabric manufacture and how these affect properties and characteristics
• Understand the relationship between properties of fibres, fabrics and processing methods, garment construction and the need for economically efficient manufacturing costing.
• Student will be able to understand finishing & fabric construction.
• Student will be able to understand how to make samples with dying printing & embroideries.

Unit Content
• Introduction to textiles; manufacturing of the natural fibers; properties for natural fibers and their significant use for different seasons; manufacturing of the man-made fibers; properties of man-made fibers and their significant use for different seasons.
• Weaving types of weaves; identification of weaves; method of weaving; differences between weaving and knitting types of knitting, knitting types of knitting identifications of knits; crocheting tatting non-woven.
• Grey preparation, dyeing, printing, finishing, embroidery stitches – hand and machine, traditional embroidery of India.

Reference
• Textiles revolutionary fabrics for fashion and design
• Arthur Cohen, Johnson, Joseph J. Pizzut, (2009), JJ Plozutto's Fabric Science, Fairchild Publications,
• S. Clarke, (20110 Textile Design, Laurence king Publishing.
Core Paper-5

CAD-205: Leather Craft (Practical)

Aim
This unit aims to develop learners’ practical making skills in leather and to generate design work which shows understanding of historical and contemporary leather.

Learning Outcome
- Understand the visual and tactile properties of leather materials
- Be able to develop designs for leather products
- Be able to make leather products
- Be able to employ professional practice.

Unit Content
- History of leather
- Classification of Leather
- Leather processing and printing
- Leather dyeing process - the dyes, the methods of dyeing, suitability of dyes, the processes involved
- Leather finishing process - the importance, the processes involved
- Quality control in leather industry.
- Leather craft line- drawing of footwear
- Leather craft line- drawing of garments
- Leather craft line- drawing of belts, bags, other accessories etc.

Reference
- The Leather Craft Book – Pat Hills
- The Art of Leather Craft – The Essential Tools & Techniques
- Inside Fashion Business by Dickerson Pearson
- Inside Fashion Design by Tate Pearson

Core Paper-6

CAD-206: Computer Aided Design - Auto Cad (Practical)

Aim
This unit intends to equip the students with concepts and principle of CAD pertaining to Interior Design using software like AUTOCAD and similar ones.

**Learning Outcome**
- The implementation strategy will include practice and total use of all commands relate to windows and AutoCAD for making designs and
- 2D drawings
- Line compositions to be taken Color compositions, painting in windows
- Drawing simple geometry objects and drafting of room give building / apartment / flat and Bungalows

**Unit Contents**
- Introduction to AUTOCAD 2D
- Starting & Closing AutoCAD
- Screen Layout and Mouse operation
- Pull Down Menu, Tool Bars, Command Window
- **Drawing file operation**
  - Creating Entities - Line - Arc - Circle
  - Erase - Redraw
  - Entity Selection
  - Draw Toolbars
  - Hatch Patterns
  - Working with Text & Fonts Stiles
  - Modify Tool Bar
  - Editing with Grips
  - Pline and Editing of Polyline
  - Entity Tools
  - Using Arrays
  - Zoom options
  - Making Blocks and Insertion of objects
  - Specifying Units and Limits
  - Understanding Scale factors
  - Using Grip and Snap Modes
  - Standard and Properties Bar
- **Creating Assigning, Controlling, working with Layers and Line Types**

**Dimension Menu**
- Enquiry
- Printing/ Plotting the Drawings
- Creation of sample drawing
- Introduction to AUTOCAD - 3D
- Concept of Evaluation! Thickness
- Use of 3D view point, Tripode and view option
- Top, Side, Front view
- Hide & Shade option
Dynamic 3D viewing - Perspective View
Use of 3D Face! 3D polyline / 3 dimension
Use of Ucs & U csicon
Edge surface, Ruled surface, Revolution Surface & Tabular Surface
Wire Frame and Solid Modeling
Boolean Functions
Erendering
Concept of Slides and Scripts
Model Making
Use of Layers and Colors in 3D
Adding Shadows and Materials
Background Scenes & light effects
Insertion Landscape & people
Export and Import of 3D model to and from 3D Studio
Sample Project

Reference
- Oscar Riera Ojed, Lu cast Guerre, Hyper realistic Computer Generated Architectural Renderings .
- Giuliano Zampi Conway Lloyd Morgan, Virtual Architecture.
## (Year 3)
### Distribution of Marks

#### B. Des. - Craft Accessory Design Part-III

<table>
<thead>
<tr>
<th>Subject Theory</th>
<th>Max Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam</th>
<th>Teaching Hours</th>
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<tr>
<td>CAD-301: Professional Practice</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<tr>
<td>CAD-302: Wood, Ceramic, Glass, Light Metal in Art &amp; Design</td>
<td>100</td>
<td>36</td>
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<td>CAD-303: Wood in Art &amp; Design</td>
<td>40</td>
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<td>6 Hrs.</td>
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<tr>
<td>CAD-304: Ceramic, Glass in Art &amp; Design</td>
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<td>60</td>
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<td>24</td>
<td>6 Hrs.</td>
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<tr>
<td>CAD-305: Light Metal in Art &amp; Design</td>
<td>40</td>
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<td>16</td>
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<td>6 Hrs.</td>
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<td>CAD-306: Virtual Prototyping 3DS MAX</td>
<td>20</td>
<td>30</td>
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<td>CAD-307: ELECTIVE(Choose any one)</td>
<td>20</td>
<td>30</td>
<td>8</td>
<td>12</td>
<td>4 Hrs.</td>
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</table>
  a. Product Photography                              |           |                 |                  |                  |     |
  b. Fashion Accessory                                |           |                 |                  |                  |     |
  c. Visual Merchandising                              |           |                 |                  |                  |     |
  d. E-Commerce for Product Life Style                |           |                 |                  |                  |     |

Core Paper -1

CAD-301: Professional Practice (Theory)

32
Aim
The aim of this unit is to extend learners' knowledge of professional practices within their specialist area and to relate these to personal goals and career opportunities.

Learning Outcome
- Be able to place themselves and their work in the context of their selected discipline
- Understand their specialist area and the career opportunities available
- Be able to develop and present a professional portfolio in an appropriate format
- Understand how to promote themselves and their work professionally.

Unit-1
- **Goal setting:** eg through SWOT analysis, Belbin questionnaire, self-reflection, brain storming, decision trees, aspirations, needs, wants, transferable skills, action plans, business plan
- **Career direction:** eg educational; employment; work experience; business start-up; freelance, part time, apprenticeship; new directions; gap year

Unit-2
- **Aspirations:** eg creative, managerial, team working; autonomy, personal ethics eg causes; environmental, ecological, charitable, educational; short term, long term
- **Responsibilities:** to agents; sponsors; clients; employers eg meeting deadlines, respecting confidentiality, settling bills; to consumers eg protection of consumers, supply of quality work; to self eg conscience, costing, salary, ethics, legal issues

Unit-3
- **Research:** through marketing information; interviews; collecting and collating data; past experiences; industry contacts
- **Considerations:** qualities required eg visual competence, communication skills, confidence, team working skills, experience, empathy, resilience, hard work, negotiation skills; practical eg money, cost of living, distance to travel, family commitments, working conditions, potential colleagues, promotional prospects
- **Practicalities:** eg personal and public liability, insurance, taxes, freelance, self employment, fees structures, negotiating, using agencies, copyright, intellectual property, contracts.

Unit-4
- **Portfolio:** format eg paper-based, CD, video, interactive media; supporting information eg focus, intentions, developmental, finished, research, evaluation
- **Organised:** eg structured, clarity, cohesive, creative, chronological, descriptive
- **Supporting Information:** eg CV, business card, headed paper, personal statement, job application, references, named referees, work experiences endorsements

Unit-5
- **Personal qualities:** eg attitude, dress, manner, speaking, listening; strategic eg adjusting to situation, trouble shooting, varying circumstances
• Presentation skills: eg formal, informal, oral, visual, finished, work in progress, interview techniques
• Personal development: eg confidence, diplomacy, verbal communication, positive attitude
• Promotional opportunities: eg exhibitions, trade fairs, competitions, displays, shows; events eg receptions/private views, film premieres, celebrity endorsement, trade publications; internet eg social networks, blogs; use of media eg editorial, interviews; personal promotion eg business cards; CV, personal statement, postcards, flyers

Reference
• Professional Practice - K. G. Krishnamurthy & S. V. Ravindra

Core Paper-2

CAD-302: (Wood, Ceramic, Glass, Light Metal) in Art & Design (Theory)

Max. M: 100
Min. P. M: 36

Aim
The aim of this unit is to extend learners’ knowledge of Wood, Ceramic, Glass, Light Metal in Art & Design their specialist area and to relate these to personal goals and career opportunities.

Learning Outcome
• Understand how to promote themselves and their work professionally.
• Personal development, confidence, diplomacy, verbal communication, positive attitude
• Understand the visual and tactile characteristics of Wood, Ceramic, Glass, Light Metal in Art & Design
• Understand professional practice in working with Art & Design and associated materials

Unit Content
Unit-1
• Aesthetic Characteristics of Art & Design
• Functional Characteristics of Art & Design
• Historical research of Art & Design
• Creative Potential of Art & Design

Unit-2
• Wood Craft Products Manufacturing of Art & Design
• Wood- Hand & Machine Making Processes
• Wood Production Methods Processes
• Design Development of Wood-Art & Design
• Case Study: Wood-Products Manufacturing Industry

Unit-3
• Ceramic Materials
• Ceramic Products Manufacturing Process

Dy. Registrar
(Academics)
University of Rajasthan
JAIPUR
• Functional Characteristics of Ceramic and Art & Design
• Different kind of Ceramic products of Art & Design
• Case Study: Ceramic Products Manufacturing Industry

Unit-4
• Aesthetic Characteristics of Glass
• Functional Characteristics of Glass
• Historical research of glass-Art & Design
• Creative Potential of Glass-Art & Design
• Materials and equipments used in Glass Manufacturing

Unit-5
• Packaging & Branding with Art & Design
• Computer Aided Design
• Finishing and Design Development
• Documentation & Presentation
• Portfolio

Reference
• Case Study: All (Art & Design) Products Manufacturing Industry

Core Paper-3

CAD-303: Wood in Art & Design (Practical)

Aim
In this unit learners will develop their understanding by generating and refining design ideas and develop their practical making skills in producing outcomes using wood and wood-based materials.

Learning Outcome
• Understand the visual and tactile characteristics of wood
• Be able to develop designs and communicate ideas
• Be able to make products using wood and wood-based materials
• Be able to employ professional practice when working with wood.

Unit Content
• Aesthetic Characteristics of Wood
• Functional Characteristics of Wood
• Tactile characteristic of Wood
• Visual characteristic of Wood
• Historical research of Wood Products
• Different Markets of Wood products
Different kind of Wood products
Wood Craft Products Manufacturing Process
Hand & Machine Making Processes
Production Methods
Case Study: Brands working in Wood Craft
Legislation, Ethical & environmental considerations
Design Development
Product Detail & Orthography
Computer Aided Design
Prototype Development
Packaging & Branding
Portfolio

Reference
- Relief Carving Wood Spirits – Lera S.
- Gordon Wood – The Nature of Art

**Core Paper-4**

**CAD-304: Ceramic, Glass in Art & Design (Practical)**

<table>
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<tr>
<th>Internal Max. M: 40</th>
<th>External Max. M: 60</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Min.P. M: 16</td>
<td>External Min.P. M: 24</td>
</tr>
</tbody>
</table>

**Aim**
This unit aims to develop learners' practical making skills in Ceramics, Glass and to generate designwork which shows understanding of historical and contemporary Ceramics, Glass. Aims to develop learners' skills and understanding of the manufacturing processes and applications of Ceramics, Glass and the functional, decorative and aesthetic potential of Ceramics, Glass in art and design.

**Learning Outcome**
- Understand the visual and tactile properties of ceramic, glass materials
- Be able to develop designs for ceramic products
- Be able to make ceramic products
- Be able to employ professional practice.
- Be able to produce a portfolio of development work to meet creative intentions
- Be able to respond to design requirements
- Understand professional practice in working with ceramic, glass and associated materials.

**Unit Content**
- ceramic, glass Materials
- **Visual Properties of Ceramics, Glass Material**
- Tactile Properties of Ceramics, Glass Material
- Functional Characteristics of Ceramics, Glass
- Historical research of Ceramics, Glass
- Different Markets of Ceramics, Glass products
- Different kind of Ceramics, Glass products
- Ceramics, Glass Products Manufacturing Process
- Surface Decoration
- Finishing
- Case Study: Ceramics, Glass Products Manufacturing Industry
- Materials and equipments used in Glass Jewellery Manufacturing
- Glass Jewellery Manufacturing Process
- Contemporary Enameling
- Materials and equipments and Supplies
- Preparation of Enamels and Melting
- Firing Procedures
- Sgraffito
- Wet Packing
- Cloissone
- Foil Technique
- Documentation & Presentation
- Legislation, Ethical & Environmental Consideration
- Design Development
- Product detail in Orthography
- Computer Aided Design
- Prototype Development
- Packaging & Branding
- Portfolio

**Reference**
- Ceramic Design – John B. Kenny
- Ceramic Design – Daab
- The Ceramic Design Book – Val M. Cushing
- Masterpieces of Art Nouveau Stained Glass Design – Arnold Isyongrun
- Viennese Stained Glass Designes – Franz C. Renner and Max Seemann.
- Stained Glass Pattern Book – Sibbett JR.

**Core Paper-5**

**CAD-305: Light Metal in Art & Design (Practical)**
Aim
This unit aims to develop learners' practical skills and understanding when working with light metals and in translating designs into 3D outcomes.

Learning Outcome
- Understand the characteristics of light metals
- Be able to develop designs and communicate ideas
- Be able to use construction and finishing techniques to produce 3D outcomes
- Be able to employ professional practice when working with light metals.

Unit Content
- Visual Characteristics of Light Metals
- Tactile Characteristics of Light Metals
- Functional Characteristics of Light Metals
- Historical research of Light Metals
- Hand & Machine Making processes
- Surface Decoration
- Light Metal Products Manufacturing Process
- Surface Decoration
- Health & Safety
- Case Study: Light Metal Products Manufacturing Industry
- Legislation, Ethical & Environmental Consideration
- Different kind of light metal product
- Design Development
- Product detail in Orthography
- Computer Aided Design
- Prototype Development
- Packaging & Branding
- Portfolio

Reference
- Designing with Light – Jason Uvngston

**Core Paper – 6**

**CAD-306: Virtual Prototyping 3DS MAX(Practical)**

Internal Max. M: 40
External Max. M: 60
Internal Min.P. M: 16
External Min.P. M: 24
Aim

Learning Outcome
- Be able to manipulate product environments to meet design requirements.
- Be able to respond to aesthetic and functional requirements of a product design brief
- Be able to employ technical processes to a product brief
- Be Understand how to operate as a professional product designer

Unit Content
- Camera 1. Free and Target camera 2. Camera Animation
- Texturing 1. Diffuse and Bump Mapping 2. ink and paint 3. Environment and background images 4. Material library/Architectural Materials
- Particles and Dynamics 1. Particle systems (Rain System) 2. Object Properties and motion blur
- Final project

Reference
- Autodesk 3ds Max 2013 – Bible – Kelly L. Mudrock
- 3ds Max 2012 – Kelly L. Mudrock

Core Paper - 7

CAD-307: Elective-(Choose any one)(Practical)

Aim
This unit aims to develop learners’ skills and understanding in Product Photography.
Learning Outcome
- Be able to use space and equipment
- Be able to use sets, lights and backgrounds.

Course Content
Various aspects of photography including lighting for indoor & outdoor, handling of studio equipment and set planning & composition.

Reference
- How to Set Up Photography Lighting for a Home Studio Kindle Edition by Amber Richards (Author)
- Photo Studio Photography Kit 3 Light Bulb Umbrella Muslin 3 Backdrop Stand Set

Elective
- b) Fashion Accessory

Aim
The aim of this unit to impart intensive training for complete understanding of fashion accessories, techniques and process, product development and quality, market intelligence, management and operational methods.

Learning Outcome
- Student will be able to understand about fashion accessories.
- Student will be able to understand the techniques & process of fashion accessories.
- Student will be able to understand the product development, quality & marketing aspects.

Course Content

Reference
- Encyclopedia of Fashion Accessories author

Elective
- c) Visual Merchandising

Aim
This course would require the students to develop merchandising plan for the women's apparel. The basics of visual merchandising, display windows, planning etc., would be covered in this course.

Learning Outcome
- Present and coordinate merchandise so that related goods are shown in a unique, desirable, and saleable manner.
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- Apply basic design principles and colour theories to the construction of promotional displays and advertising.
- Understand the basic functions of retail store operations including store location and layout, shopping centre analysis, retail market segmentation and strategies, and the merchandising mix.
- Prepare and execute displays for exhibitions and promotional events using the visual dynamics of light as a design element.

Course Content
Merchandising concepts and theories tools and techniques for merchandise display, windows; creative thinking for merchandise display, store layout, display, fashion retailing

Reference

Elective
d) E-Commerce for Product Life Style

Aim
The aim of this unit is to develop understanding of the dynamics of online business and online buying behavior to create a consumer-oriented online business strategy along with holistic knowledge on product development for E-Commerce platform.

Learning Outcome
- Student will be able to understand global online business sensibilities.
- The student will be able to understand Global Online Business Industry.
- The student will be able to understand with the knowledge and skills required to manage the online venture for a long period of sustainable profits, but will also challenge them to achieve career goals by fueling their passion.

Course Contents
Reference
- Enterprise Resource Planning System Author Daniel E. O'leary.
- E-Commerce Get it Right! Author Ian Daniel.

**Year 4**

**Distribution of Marks**

B. Des.- Craft Accessory Design Part-IV

<table>
<thead>
<tr>
<th>Subject Theory</th>
<th>Max Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam</th>
<th>Teaching Hours</th>
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<tbody>
<tr>
<td>CAD-401: Brand development</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
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<td>CAD-402: Entrepreneurship</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
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**Subject –Practical**

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<th>Duration of Exam</th>
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<td>CAD-403: Range Development-Personal Luxury Brand</td>
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Core Paper-1

CAD-401: Brand development (Theory)  
Max. M: 100  
Min. P. M: 36

Aim

A brand is a philosophy of a designer transformed in to value added products. Generally, consumers recognize brands by names which could be logos or unique colors. A brand successfully makes recognition through coming up with distinct design features such as style, color or use of certain features unique to the brand. Here a student thinks about a very important variable of design called design philosophy which is unique and is thinking how to transform ones design philosophy into fashion and lifestyle products. Therefore this part of the project holds maximum importance in this assignment.

Learning Outcome
Towards the completion of this unit a student would think about the brand philosophy and development with above parameters. The student will be able to develop own brand.

Unit-1
- Understand the concept
- Design thinking
- Knowledge and understanding
- identify relevant research

Unit-2
- Skills and abilities
- Ability to work individually
- Team working
- Judgment and approach
- Potential and limitations
- Responsibility

Unit-3
- International market and strategy
- Strategic Brand Management
- Quantitative Marketing Research Methods
- Logical reasoning
- Laws and By laws

Unit-4
- Trends and forecasts
- Brand Philosophy with Logo
- Inventions affecting the future

Reference
Rethinking Place Branding, Comprehensive brand development for cities and regions, Author Mihalis Kavaratzis – Gary Warnaby & Gregory J. Ashworth.

Make a name for yourself Author Robin Fisher Roffer.

Core Paper-2

CAD-402: Entrepreneurship (Theory)

Max. M: 100
Min. P. M: 36

Aim

This course would introduce the students to the concept of setting up a small scale industry. The students would be motivated through different activities to identify the entrepreneurial competencies and prepare a business proposal for starting a fashion enterprise of their choice.

Learning Outcome

- Student will be able to understand about entrepreneurship and evolution of entrepreneurship.
- Student will be able to understand creating and starting the venture.
- Student will be able to understand managing, growing and ending the new venture.
- Student will be able to understand entrepreneurship Development and Government.

Course content

Unit-1
Introduction to Entrepreneurship - Entrepreneur- meaning, importance, Qualities, nature, types, traits, culture, similarities and economic differences between Entrepreneur and intrapreneur. Entrepreneurship development, its importance, Role of Entrepreneurship, entrepreneurial environment.

Unit-2
Evolution of Entrepreneurs - Entrepreneurial promotion, Training and developing motivation factors, mobility of Entrepreneurs, Entrepreneurial change, occupational mobility factors in mobility, Role of consultancy organizations in promoting Entrepreneurs, Forms of business for entrepreneurs.

Unit-3
Creating and starting the venture - Steps for starting a small industry- selection of types of organizations.

Unit-4
Managing, growing and ending the new venture - Preparing for the new venture launch-early management decisions Managing early growth of the new venture-new, venture expansion strategies and issues, Going public ending the venture.

Unit-5

Reference
1. Vasanth Desai "Dynamics of Entrepreneurial Development and Management Himalaya Publishing House."

Core Paper-3

CAD-403: Range Development- Personal Luxury Brand (Practical)

Aim
In economics, a luxury good is a good for which demand increases more than proportionally as income rises, and is a contrast to a "necessity good", for which demand increases proportionally less than income. Luxury goods are said to have high income elasticity of demand: as people become wealthier, they will buy more and more of the luxury good. This also means, however, that should there be a decline in income its demand will drop. Income elasticity of demand is not constant with respect to income, and may change sign at different levels of income. That is to say, a luxury good may become a normal good or even an inferior good at different income levels, e.g. a wealthy person stops buying increasing numbers of luxury cars for his automobile collection to start collecting airplanes (at such an income level, the luxury car would become an inferior good).

Learning Outcome
- Towards the completion of this unit a student would think about the luxury brand philosophy and development with above parameters
- The student will be able to develop own luxury brand.

Unit Content
- What is Luxury Brand
- Global Luxury Brands of Craft product

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University of Rajasthan/Bachelor of Design/Craft Accessory Design
- Influence of Fashion in Luxury Craft product Brands
- Trends and influences
- Forecasting
- Supply Chain Management
- Branding
- Packaging
- Visual Merchandising
- Case Study: any one Luxury Craft product Brand
- Collection Analysis
- Market Segmentation
- Client & Mood Board
- Inspiration Board
- Design Development
- Product Detailing
- Prototyping
- Product Photography & Portfolio

Reference
- The cult of the Luxury Brand – Radha Chadha & Paul Husband.
- Luxury Brand Management – A world of Privilege – Michel Chevalier & Gerald Mazzalovo.

Core Paper-4

CAD-404: Design Portfolio (Practical)

| Internal Max. M: 20 |
| External Max. M: 30 |
| Internal Min.P. M: 08 |
| External Min.P. M: 12 |

Aim
Design portfolio is the expression of student to translate themes into design. Here one gets inspired by different themes which could be art movements, sport, historic eras, music, dance, culture, nature, traditions etc. and picks out tangible and intangible elements which are to be used as design elements in the collection. The ability of a designer to exhibit and use design elements is highlighted which is further on translated into projects. A portfolio is an exhibit of the overall knowledge of the student work which he/she has gained through the course of four years. The purpose lies in promoting the skills of students in a single format.

Learning Outcome
Students will present a portfolio of all the files/folders/projects created during the course of study in I to III year. The portfolio should include projects, industrial visit reports, any other...
projects made during the academic session. The external examiner will evaluate the portfolio and take a viva of the student.

Core Paper-5

CAD-405: Sustainable Design (Eco Design, Social Cause, Green Marketing) Mentored by Industry (Practical)

Internal Max. M: 40
External Max. M: 60
Internal Min. P. M: 16
External Min. P. M: 24

Aim

Sustainability is regarded as the future of fashion design sector. A student should have practice to implement sustainable strategies to their designing a collection for fashion design. Now sustainability is a very complex concept when it comes to input it into fashion industries on the whole. When it comes to fashion design a fashion design student shall concentrate on designing the PRODUCT.

Learning Outcome

- Student will be able to understand how to implement sustainable strategies to their designing a collection for fashion design.
- Student will be able to understand the product development to the final process of marketing it to the consumer.

Course Content

This unit is describes the extent of the project. It contains product development to the final process of marketing it to the consumer. Hereby the project shall be divided into certain stages in order to structure the ideology.

- State-1- Product Development
- State-2- Marketing the product
- State-3- Where to retail

Reference

- Sustainable Fashion & Textiles author Kate Fletcher
- The sustainable design book author Rebecca Proctor
Core Paper-6

CAD-406: Professional Practice (Internship & Industry Mentored) (Practical)

- Internal Max. M: 20
- External Max. M: 30
- Internal Min.P. M: 08
- External Min.P. M: 12

Aim
The aim of this unit is to extend learners' knowledge of professional practices within their specialist area and to relate these to personal goals and career opportunities.

Learning outcomes
- Be able to place themselves and their work in the context of their selected discipline
- Understand their specialist area and the career opportunities available
- Understand how to promote themselves and their work professionally.

Course Content
Goal setting, Career direction, Responsibilities, Research, Presentation skills, Personal development & Promotional opportunities.

Reference
- Enhancing Professional Practice Author Charlotte Danielson.

Core Paper-7

CAD-407: Dissertation (Documentation & Visual Presentation, practical aspect)

- Internal Max. M: 40
- External Max. P. M: 60
- Internal Min. P. M: 16
- External Min. P. M: 24

Each student will have to submit a dissertation comprising minimum 1000 words with Visual material and resource bibliography, conclusion, Public collection etc under the guidance of the supervisor choosing the dissertation topic preparation and presentation of a written document & visual presentation, practical aspect with 10-to-15 photograph's
The topic of the dissertation will be closely related to regards as a major subjects. It's meant to reflect an understanding of the critical, historical and philosophical issues from the past of present in conclusion and their intellectual sources or a theme analysis. The written assignment has to be submitted one week before the final examination of the practical works, which will be submitted in 3 copies duly signed by the Guide and the Head of Department in the prescribed format.

The evaluation of the dissertation shall be based on the quality of the Written assignment and the overall performance of the student. The evaluation of the dissertation papers will be conducted by a Board of internal /subject teacher and external examiners.

Industry Exposure
The student would be given an opportunity to visit & understand working environment of different department of Industry.