UNIVERSITY OF RAJASTHAN
JAIPUR
SYLLABUS

Bachelor’s Degree in Design
B.Des. In Fashion Design

B.Des. (Foundation) Part-I Exam 2021
B.Des. Part-II Exam 2022
B.Des. Part-III Exam 2023
B.Des. Part-IV Exam 2024

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University of Rajasthan
JAIPUR
University of Rajasthan  
(B.Des. Industrial Design & B.Des in Communication Design)  

B. DES, INFASHION 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. Fashion 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 Centred Design, Universal Design, Design for Sustainability, Health care Design, Design for societal reeds, 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 user’s 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 class room 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 which will be of 3-year duration. Total duration of the undergraduate course will be of 4 years which includes 1 year of foundation course.
- 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 borne by the students.
- As B Design is a professional course, professionally qualified teachers will be assigned for practical and theory subjects.

Scheme of Exam

(10+2+4) Pattern

Duration of course:

4 Years (Maximum period allowed to complete course: 7 Years from the date of admission)

Medium: Medium of instruction and examination will be English/Hindi.

Eligibility: Candidate must have passed Senior Secondary Examination or equivalent with a minimum of 48% marks or equivalent grades

Passing criterion: For pass at each examination, a candidate shall be required to obtain a minimum of 36% in Theory paper and 40% in Practical.

Successful candidates will be qualified as under:

a) 50% and above but less than 60% marks  
II Division
b) 60% and above but less than 75% marks  
I Division
c) 75% marks and above  
I Division with Distinction
d) Aggregate 40% and above but less than 50% marks  
Pass

*No Division will be awarded in Part-I, Part-II and Part-III. Division will be awarded only after successful completion of the Four years course in the Final year result.

Course pattern:

a) Foundation (Common for all stream of Design)  
1 Year
b) Specialization (after successful completion of Foundation)  
3 years

Educational excursions/enrichment outings/activities:

Course will comprise of Group discussion, Seminars, Workshops, Exhibitions, Study tours, Visit to museum, Galleries, Industry visits etc. Visit/Excursion expenses will be borne by student.

Examination pattern: Annual
Qualifying papers: Compulsory papers like General English, General Hindi, Environmental Studies and Elementary Computer Applications may be cleared anytime by the course duration of Four years but clearing of paper is essential to obtain the degree.

Due Papers: Practical papers cannot be carried forward so a student failing in Practical paper will not be promoted to next year.

Attendance eligibility: Minimum 75% attendance is required in Theory and Practical classes individually to be eligible to appear for respective exams.

Seat reservation: As per University of Rajasthan rules

Design course material: Drawing board, Design related software, Art materials, Designing tools etc. will be to be bought by student only.

Assessment pattern:

a) Theory assessment:
- Each theory paper of 3 hours duration will be divided into 5 Units/Sections
- Each Unit/Section will have two questions from each of the Units of the Syllabus
- Student will be required to attempt one question from each unit/section with an internal choice
- All questions will carry equal marks (20 marks x 5 questions = 100 marks)

b) Practical assessment:
- Material required for Practical exam will have to be brought by the Student only.
- Each practical paper of 6 hours duration will comprise of ________ questions divided into ______ units/sections
- Student will be required to attempt a total of ______ questions selecting at least _____ question(s) from each unit/section.
- A board/panel of examiners will be formed for Practical examination by University of Rajasthan, which will comprise of an internal examiner from the College who will award from out of 40% marks for submissions, continuous internal assessments etc. and an external examiner who will award from out of 60% marks for Practical exam and viva voce for each Practical paper.
<table>
<thead>
<tr>
<th>Subject Compulsory only</th>
<th>Max Marks</th>
<th>Min. Pass Marks</th>
<th>Duration of Exam</th>
<th>Teaching Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>English, Communication</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>General Hindi</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>Environmental Studies</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>Elementary Computer Application</td>
<td>40 - Practical</td>
<td>14</td>
<td>2 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>60- Theory</td>
<td>22</td>
<td>2 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>Elementary Hindi</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
</tbody>
</table>

(in lieu of General Hindi for non-Hindi speaking students only)

**Subjects Optional**

**Theory**

FD-101 History of Art & Design

<table>
<thead>
<tr>
<th>Practicals</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>
</tr>
</thead>
<tbody>
<tr>
<td>FD-102 Fundamentals of Design</td>
<td>40</td>
<td>60</td>
<td>16</td>
<td>24</td>
<td>6 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>FD-103 Visualization &amp; Drawing Techniques</td>
<td>40</td>
<td>60</td>
<td>16</td>
<td>24</td>
<td>6 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>FD-104 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>FD-105 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>FD-106 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>

Compulsory Paper 1

\[\text{Signature} \quad \text{Registrar (Acad.)} \quad \text{University of Rajasthan JAIPUR}\]
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 (2\(\frac{1}{2}\))
from English to Hindi (2\(\frac{1}{2}\))

Unit B: Grammar and Usage (25 marks)
(10 periods)
I Elements of a Sentence (05)
II Transformation of Sentences (05)
   a. Direct and Indirect Narration
   b. Active and Passive Voice
II Modals (05)
III Tense (05)
IV Punctuation of a Short Passage with 10 Punctuation Marks (As discussed in Quirk and Greenbaum) (05)

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.

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Candidates will be required to answer 5 questions out of ten questions from the prescribed texts. Each question will be of two (2) marks.

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

The candidates will be required to answer 5 questions from an unseen passage.

One vocabulary question of 10 words from the given passage.

Unit D: Compositional Skills  
(15 periods)  
(30 marks)

I Letters-Formal and Informal  
II CV’s Resume and Job Applications and Report  
III Paragraph Writing  
(10)  
(10)  
(10)

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
वी.ए. प्रथम वर्ष – (कला, विज्ञान एवं वाणिज्य संकाय)

भी.ए./भी.एस.सी./भी.कॉम./आन्तर.)
सामान्य हिंदी

पृष्ठांक 100

नोट: 36 से का अंक लाने पर छात्रों को उल्लेख नहीं किया जायेगा। इस प्रश्न-पत्र में प्राप्त अंकों को श्रेणी निर्धारण हेतु नहीं जोड़ा जायेगा।

अंक 2 माइजन - प्रश्न पत्र में दो भाग होंगे - 1. साहित्य खंड एवं 2. व्यक्तिक खंड। साहित्य खंड में दो भाग होंगे - गद्य भाग एवं पद्य भाग। प्रत्येक खंड के लिए 50 अंक निर्धारित है।

50 अंक

क) दो व्याख्या पद्धति से (प्रत्येक में विकल्प देना है) 5 x 2 = 10 अंक
ख) दो व्याख्या पद्धति से (प्रत्येक में विकल्प देना है) 5 x 2 = 10 अंक
ग) आलोचनात्मक प्रश्न पद्धति से (विकल्प देना है) 7½ x 2 = 15 अंक
घ) आलोचनात्मक प्रश्न पद्धति से (विकल्प देना है) 7½ x 2 = 15 अंक

साहित्य खंड – 'क' :- गद्य-पद्धति की निर्धारित स्थानान्तरण

1. कहानी - प्रेमचंद से (वेदों में विकल्प देना है) विजयदास देशान - सिकंदर और जीआ
2. संस्मरण - कविदेवल इंदिरा द्वारा 'मनधार' - व्यक्तित्व के ज्ञान की उन लहरों में।
3. रेखाविद्य - रामदास खेमपुरी - रणनीता
4. विज्ञान - 'गुणधर्मा गुल्लर' - शानि सबसे सुन्दर ग्रह
5. निबंध - आरतिक नादा - राजस्थान की सांस्कृतिक वर्तनी
6. व्यंग्य - शादियों - जीवं पर स्वास्थ्य इत्यादि
7. पर्यावरण - अनुमति इंदिरा - आज भी खराब है तालाब

पद्य भाग :- (कवीर शंकरानी से संस. - स्थानान्तरण दास)

1. कवीर - वरिष्ठ संस. - गुरुदेव को अंग - 7,12,28,30 सूक्ष्म संस. - 10,17,24,26 विशेष को अंग - 2,6,10,18 संस. और ज्योति दंड संस. - 21,33
2. चूड़ास चूड़ासांग चार - विद्वान भवति पद सं. - 55,58 गोकुल ललित पद सं. - 10,28 उदात ललित पद सं. - 77,79
3. हलसीतास - विनय पत्रकार, नीतिप्रचार, गोरखपुर पद सं. - 87,99,90,156,158
4. मौर - पद्माश्री संस. - नरेशदेव समाजी पद सं. - 1,3,4,5,10
5. रहिम - राहुल शंकरानी विषयक विश्वासयात्रा विश्व, गोरखन रजनीश (दोहों) 186,191,212,214,218,219,220,223,224
6. शैलीललिका गुल्लर - गुरुदेवाल धातु संस. कविता अनुसार (भी.एस.सी.)
7. शालिनी-नरेशदेव पद - निरीक्षा
8. श्रीमानल श्रीमानल मिश्रा - वह तोड़की पत्रकर
9. कवितार्थक हीराकेश वास्तुशास्त्र अध्यापक - विश्वविद्यालय
10. सामान्य शिक्षा विषयक - शिक्षा, सामाजिक शैक्षणिक

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<table>
<thead>
<tr>
<th>संख्या</th>
<th>विषय</th>
<th>अंक</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>निबंध लेखन</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>कार्यालयी लेख</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>संक्षेपण</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>पत्तन</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>शब्द निर्माण प्रविधि</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>शब्द शुद्धि एवं वाक्य शुद्धि</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>मुहावरे एवं लोकोकट्टि</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>पारिभाषिक शब्दावली</td>
<td>5</td>
</tr>
<tr>
<td>9</td>
<td>शब्द के प्रकार</td>
<td>5</td>
</tr>
</tbody>
</table>

50 अंक

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ENVIROMENTAL STUDIES

Examination-2021

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

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

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

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

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

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

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

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

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10
- 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
   • Wildlife 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

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Suggested Readings:-

Elementary Computer Applications

Maximum Marks- 100 (Main University Examinations)
Theory : Max. Marks -60
Practical : Max. Marks- 40

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

Question paper for Elementary Computer Applications. (Compulsory paper common for B.A. / B.Sc./ B.Com. Part-I) be set so that it has 120 multiple choice questions (Bilingual) of ½ marks each. The question paper will be of duration of 2 hours. The examinees will have to give their answers on OMR Sheet only to be provided by the University whose evaluation will be done based on OMR Scanning Technology. Further the practical examination for this paper will be of 40 marks and its duration will be of 2 hours.

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 time-sharing operating systems, introduction of Unix, Linux, Windows, Window NT. Programming languages Low level and high level languages, generation of languages, 3 GL and 4 GL languages. Graphic User Interfaces.

Unit – II


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 formats with Master Slides applying and modifying designs adding graphics, multimedia and special effects.

Unit – III

Electronic Spreadsheet : Worksheet types of create and open a worksheet. Entering data text numbers and formula in a worksheet inserting and deleting cells, cell formatting, inserting rows and columns in a worksheet formatting worksheets. Using various formula and inbuilt function. Update worksheet using special tools like spell check and auto correct setup the page.
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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श्री.ए. प्रथम वर्ष : प्रासंगिक भाषाओं

पूर्णक 100

अवधि 3 घण्टे

अक्षों का विभाजन
1. पुस्तकों पर आधारित प्रश्न
2. व्याकरण से संबंधित प्रश्न
3. रचना से संबंधित प्रश्न
   (क) लोकोक्तियों मुहावरे
   (ख) पत्र लेखन अथवा निबंध

पाठ्यक्रम
1. गद्य संग्रह
2. व्याकरण : सादृश्य विचार, वाक्य विन्यास, वाक्य खण्ड, पद क्रम का झांक तथा इनमें होने वाली सामान्य बुद्धियों का झांक।
3. (क) मुहावरों एवं लोकोक्तियों का प्रयोग, वाक्यों में रिक्त स्थानों की पूर्ति, समान दिखाने वाले सबों का अर्थ भेद अथवा वाक्यों में प्रयोग
   (ख) पत्र लेखन अथवा निबंध

पाठ्य पुस्तकों
1. गद्य-संग्रह-सादृश्य गार्थ के चिन्ह- डॉ. हरिकृष्ण देवसारे
   प्रकाशक-नेशनल पब्लिशिंग हाउस, नई दिल्ली
2. व्याकरण एवं रचना
   1. आधुनिक हिन्दी व्याकरण तथा रचना - लेखक कृष्ण विकल प्रकाशक-नेशनल पब्लिशिंग हाउस, नई दिल्ली
   2. सुधारे व्याकरण एवं रचना - समाधान-व्यक्तित्व ठंडय-संरचनात्मक-डॉ.आचा प्रसाद सुभान
   प्रकाशक - श्रीराम मेहरा एण्ड कम्पनी, आगरा

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University of Rajasthan
Jaipur

[Signature]

16
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,
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, Harry N Abrams, NY
FD-102: Fundamentals 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

[Signatures]
D-103: Visualization & Drawing Techniques (Practical)

Aim

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.

Reference

- Dodson B., (1990), Keys to Drawing, North Light Publications, Cincinnati.
FD-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 paris, 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, modelling, 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
FD-105: Design Principles (Practical)

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
FD-106: Design Method (Practical)

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 Wiley
- Thomas E. French- Graphics Science & Design

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JAIPUR

Year 2
Distribution of Marks
B. Des - Fashion 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>FD-201: Fashion Merchandising and Textiles Materials Understanding-I</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>FD-202: Apparel Manufacturing Technology</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>Subject –Practical</td>
<td>Interna l Max. M.</td>
<td>Extern al Max. M.</td>
<td>Interna l Min.P. M.</td>
<td>External Min. P.M.</td>
</tr>
<tr>
<td>FD-203: Fashion Illustration &amp; Textiles Materials Understanding-II</td>
<td>20</td>
<td>30</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>FD-204: Garment Construction techniques</td>
<td>40</td>
<td>60</td>
<td>16</td>
<td>24</td>
</tr>
<tr>
<td>FD-205: Pattern Drafting in Fashion (Kids &amp; Women)</td>
<td>40</td>
<td>60</td>
<td>16</td>
<td>24</td>
</tr>
<tr>
<td>FD-206: CAD / CAM in Fashion Design</td>
<td>20</td>
<td>30</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>D 207: Design Project- Women’s Wear/Kids Wear</td>
<td>40</td>
<td>60</td>
<td>16</td>
<td>24</td>
</tr>
<tr>
<td>Industry Exposure</td>
<td>-</td>
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<td>-</td>
</tr>
</tbody>
</table>
Aim
The aim of this unit to enable the student with an understanding of the essential elements of fashion merchandiser and promotion & its role within the fashion industry with helps the students to study the science of textile fibres and analyze the use of textile fibre 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.

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 demonstrate the applied skills of industry specific technology knowledge and skills.
- Student will be able to utilize applied management topics to manage, control, and improve industry environments.
- Student will be able to demonstrate knowledge of the industry, ethical behaviour, industry specification, non-discrimination, and diversity in the workplace

Unit -1
Introduction to textiles; manufacturing of the natural fibres; properties for natural fibres and their significant. Use for different seasons; manufacturing of the man-made fibres; properties of man-made fibres and their significant use for different seasons.

Unit-2
Weaving types of weaves; identification of weaves; method of weaving;
Types of knitting, Differences between weaving and knitting and Identification of knits; crocheting tatting non-woven.

Unit-3 Overview of the garment industry, Introduction to fashion merchandising, Role of merchandiser, qualities of a merchandiser. Responsibility of the fashion merchandiser, Visual merchandising and its advantages for the buyer and seller today, Fashion calendar, the planning cycle, Merchandise planner.

Unit-4 Trend prediction, Sales forecasting, Product selection and mix, Distribution mix. Distribution channels, from producer to ultimate consumer, Fashion supply chains, buying calendar, Buying strategy

Unit-5 Role and responsibility of the retail fashion buyer, Customer identification, Supplier, Sourcing & global sourcing, Range planning and range building.

Reference
12. Fashion Buying by Helen Gower, Blackwell series
FD-202 Apparel Manufacturing Technology (Theory)

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

Aim
The unit exposes the students through mass production of the garments. The different machineries used and the method of producing garments in the apparel industry would be covered in this course.

Learning Outcome
• Student will be able to understand the whole production system in the industry.
• Student will be able to understand the different parts of the industry like Design & Sampling Department, Cutting & Stitching Department, Finishing & Packaging Department etc.

Unit -1
Flow chart in apparel production.

Unit-2
Spreading machines.

Unit-3
Cutting machines.

Unit-4
Major sewing machines, parts of the sewing machines, BS for stitches and seams.

Unit-5
Pressing, finishing.

Reference
• Peyton B. Hudson (1989), Guide to Apparel Manufacturing, MEDIApparel Inc.
FD-203: Fashion, Illustration and Textiles Materials Understanding-II (Practical)

Aim
In this Unit students will get the exposure of Illustrations of Body Figures and will know how to illustrate different kind of textures of fabrics on different products/figures. A thorough foundation in fashion illustration is established in this course which covers the fashion figure and garment interpretation. Students study and develop the basic structure unique to the fashion figure. Students will learn to interpret draping quality and surface texture of the fabric, this course would provide the knowledge of finishing the fabrics constructed and the method of ornamenting the same.

Learning Outcome
- Be able to understand the basics of illustration and create their own stylized illustration.
- Be able to extend and apply skills in developing creative visual language.
- Understand how to develop the design process through experimental ideas and applications.
- Be able to synthesize and critically evaluate experimentation in personal creative practice.
- Independently make illustrations to produce imaginative and original creations.
- Student will be able to understand how to make samples with dyeing printing & embroideries.

Unit Content
- Basic design and Fashion Illustration
- Stick figure and movements
- Learning 8 ½ block heads in movements- front pose and side pose
- Learning 10 ½ heads in movements- front and side pose
- Famous illustrators work- 10 Indian and 10 international
- Live sketching in campus
- Mannequin drawing
- Free hand drawing
- Free hand drawing-stylized figures
- Explore different materials: Shading pencil, charcoal pencil, Micro tip pen and black ink, pencil colours, water colours/ poster colours
- Create 3 illustrations with mixed media using paper, pencil, colours, inks, fabrics and other creative material one can think of.
- Understanding different mediums on flesched figures (5 mediums) and rendering and explorations
- Practice human drawing with different colours: water, poster, micro tip pen, etc.
- Practice human drawing- movements
- Learning how to accessorize the human figure
- Learn how to do accessories: boots, caps, shoes, bags etc.
Learn how to render the costume and products of different fabrics.

Rendering

Grey preparation, Dyeing & Printing, Finishing, Embroidery stitches - hand and machine
traditional embroidery of India Concept of sustainability and sustainable practices adopted by fashion industry

Reference

FD- 204: Garment Construction Techniques (Practical)

Aim
This Unit would give the students an idea of relationship between pattern making and ultimate quality of the finished sample. This course introduces students to the equipment’s required and the process in construction of the drafted patterns.

Learning Outcome
- To make them familiar with sewing machine
- To work proficiently on the sewing machine
- To rectify simple problems of the machine
- To understand the special skills and techniques used in the garment making
- To make them familiar with use of industrial machinery, equipment and attachments.
- Students will learn how to use equipment such as presser foot & single sided zipper.
- To join and finish various part of the garment and construct a complete garment

Unit Content
Sewing machine and parts, operating the sewing machines; operating power machines; sewing supplies; stitch practice, types of stitches; types of seams; plackets; fitting a sleeve; collar; bodice blocks and darts; cuffs; hems; neckline finishes.

Reference
FD-206: Pattern Drafting in Fashion (Kids & Women) (Practical)

Aim
This unit introduces students to method of taking measurements and making the sloper along with sizing terminologies. The method of making pattern by drafting and flat pattern technique would be covered in this course.

Learning Outcome
- Be able to create and use a set of basic blocks
- Be able to apply skills in dart and seam manipulation
- Be able to produce a full-scale pattern from creative designs and working drawings

Unit Content
Introduction to pattern making; tools used method of taking measurements drafting (kids & Women’s) slopers dart manipulation using drafting and flat pattern techniques for developing collars sleeves etc.

Reference
- W. Aldrich, (2008), Metric Pattern Cutting for women’s wear, Willey Blackwell Publication.
- W. Aldrich, (20080 Metric Pattern Cutting for Men’s wear Willey Blackwell Publication.
FD-206: CAD / CAM in Fashion Design (Practical)

Aim
In this module you will learn in a User friendly way how to Use Computer. You will learn also documentation, spreadsheet, presentation and web surfing with security. You will learn to Create Mood Board, Colour Board, Picture placement, Picture blending etc. with Photoshop. You will also learn to Create Croquis and Fashion Design through Corel, Photoshop and Illustrator, Real Looking with Exact measurement & Fine finishing. In this module you will learn to get variation very fast. And lastly, you will learn how to create a Portfolio with the help of Corel & Photoshop.

Learning outcomes
- Be able to use computer aided design (CAD) techniques to design and visualize for fashion and textiles
- Be able to employ computerized systems in fashion and textiles production
- Understand the role of computer technology in the commercial production of fashion and textiles
- Understand how technological developments can be applied within the fashion and textile industry.

Unit content
- Windows utility, Documentation, Spreadsheet, Presentation & Web surfing.
- Introduction to Photoshop/ pixel based vs vector.
- Tool Box, Drop downs functions.
- Image sizing/ Resolution/ Page Size.
- Concept vector based drawing.
- Used Corel Draw and Illustrator Draw in garments & Flat Drawing through Corel.
- Specification Sheet Formation.
- Measurement of garments & stitch line.
- Draw single stitch / Overlock stitch / Flat lock stitch.
- Drawing the Croquis through Curve tool.
- Import Croquis (JPG) in Photoshop and apply 3D Rendering.
- Import 3D Render Croquis in Corel and Illustrator.
- Draping Fabrics.
- Concept of Design variation, Colour Variation & Page Setup.
- Apply 3D Effect on Draped Design & Light Effect.
- Concept of Page Margin & Layout.
- Setting & Formatting of Document.
- Digital Portfolio Development
- Format of Portfolio.
- Development of 8 portfolio (3 Mens wear, 4 womens and 1 kids)
- Complete project with story board and Inspiration.
- Formatting of Mood Board, Colour Board, Client Profile
- Croquis Development with fabrics/ Texture/ Fleshing etc.
- Specification sheet & Costing sheet
- Concept of Choosing Paper & Resolution.

Reference

Rej [Signature]
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University of Rajasthan
Jaipur
• User manuals of the specialized software.

• Reference Book of M. S. Office 210: Office 2010 Bible Author Name of Office 2010 Bible John Walkenbach, Herb Tyson, Michael R. Groh, Faithe Wempen and Lisa A. Bucki


FD-207: Design Project - Women's wear/kids wear (Practical)

Aim
The course would require the students to carry out research on the major women's / kids wear designers and their brands along with the recognition of different women's / kids wear segments and their growth rate.

Learning Outcome
- Understand how to develop the design process through experimental ideas and applications.
- Be able to present research analysis to client groups.
- Be able to extend and apply skills in developing creative visual language.
- Be able to synthesize and critically evaluate experimentation in personal creative practice.

Course Content
Creating Survey Boards, Creating Mood boards- its application in designing costumes, Theme boards- its direct relation to creating designs of costumes. Client boards - the study of peculiar characteristics of a client to design special costumes for him/ her. Swatch boards- Use of swatches in surface texture of the designed costumes. Creating Lines- lines with similar themes, similar fabrics, and similar surface ornamentation. Collage Work- collage on the dress, collage on the background, use of collage in fashion illustration. Theme based illustrations- themes could be picked up from nature, surroundings, objects, events, celebrities, sports, Jewellery, toys, etc.

Reference
- Encyclopedia of Fashion Accessories by Phyllis Tortora; Fairchild Books
- Fashion Sketchbook by Bina Abling; Fairchild Books
- How Fashion Works by Gavin Waddell Blackwell

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

(Year 3)
Distribution of Marks

33
<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>FD-301: Fashion Promotion and Marketing</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
</tr>
<tr>
<td>FD-302: Fashion Forecasting</td>
<td>100</td>
<td>36</td>
<td>3 Hrs.</td>
<td>100</td>
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<td>FD-303 Pattern Construction in Fashion</td>
<td>20</td>
<td>30</td>
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<td>(Indian wear &amp; Draping)</td>
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<td>FD-304: Design Project- Indian wear</td>
<td>40</td>
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<tr>
<td>FD-305:Design Project- Men’s wear</td>
<td>40</td>
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<tr>
<td>FD-306: Design Project- Adaptive Clothing</td>
<td>40</td>
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<td>Elective (Choose any one)</td>
<td>20</td>
<td>30</td>
<td>08</td>
<td>12</td>
</tr>
<tr>
<td>a. Product Photography</td>
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<tr>
<td>b. Fashion Accessory</td>
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<tr>
<td>c. Visual Merchandising</td>
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<tr>
<td>d. E-Commerce for Product Life Style</td>
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</tbody>
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Core Paper -1

Dy. Registrar (Acad.)
University of Rajasthan
Jaipur
FD-301: Fashion Promotion and Marketing (Theory)

Aim
The aim of this assignment is to enable you with an understanding of the essential elements of fashion elements of fashion promotion and its role within the fashion industry and to develop skills in developing a promotional campaign.

Learning outcomes
- Understand the fashion promotion industry and its component parts
- Be able to research and analyze promotional strategies and campaign planning
- Be able to plan and execute a self-initiated promotional campaign
- Be able to evaluate own promotion strategies.

Unit - 1
Fashion marketing, structure of fashion market, marketing fashion to retailers.

Unit - 2
Retailing principles, marketing mix, new approaches in marketing, retailing and marketing strategies.

Unit - 3
Meaning of brand, branding process – deciding on the brand.

Unit - 4
Communicating, launching and evaluating, fashion brands.

Unit - 5
Research on important fashion brands nationally and internationally.

Reference
- Tim Jackson, David Shaw (2009), Mastering Fashion Marketing, Palgrave Macmillan.
- C. Allen, Semenik, R.J.Thomas "O" Guinn, (2011), Advertising and integrated brand promotion, South West College Publications.
FD-302: Fashion Forecasting (Theory)

Aim
The course would aim at providing information on fashion forecasting process which would include consumer research along with the forecasting of colours, textiles, silhouettes etc.

Learning Outcome
- Student will be able to understand the Exploration of different products and prediction of the future of those products in the lines of forecasting.
- Student will be able to understand the Forecasting exercise & Colour stories.
- Student will be able to understand the Design ideologies & Design elements research

Unit - 1
Process of fashion forecasting, sources of fashion forecasting information.

Unit - 2
Consumer research, analysis and translation.

Unit - 3
Direction of fashion change, demographics and fashion forecasting.

Unit - 4
Cultural indicators.

Unit - 5
Colour forecast, textile forecast, silhouette forecast.

Reference
FD-303: Pattern Construction in Fashion (Indian wear & Draping) (Practical)

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

Aim
Indian Wear
In this module student would learn basics of Indian wear pattern making. The method followed for cutting pattern is based on individual body measurements called direct drafting method. In direct drafting method an individual body measurement is taken and directly the design is drafted for a final pattern. In this module we shall be working with direct drafting method for the traditional Indian garment.

Draping. The Course is a study of three-dimensional fashion design conceptualization by draping in muslin or fashion fabric directly on dress form. Skill development in observing grain of fabric, identifying drapable fabrics and creating basic designs by draping would be covered.

Learning Outcome
• Be able to apply creative and accurate Indian wear pattern making & draping skills to original designs
• Be able to apply the processes of Indian wear pattern making & draping technique
• Be able to use specialist processes to meet requirements
• Be able to evaluate own pattern and draping skills applied to original designs.

Course Content: Indian Wear
Standardize concept of pattern making Direct Method, Things to keep in mind while taking measurement, Paper pattern of Salwar, Churidar, Plain kurta, Kalidar kurta, Paper pattern of Saree Blouse, Choli blouse, Marker-Making & Layouts, Spec-Sheets of one designed garment.
Draping. Introduction to draping, elements of fabrics; draping basic bodies princess shape; skirts sleeves cowls; collars.

Reference.
• Bina Abling, Kathleen Maggio, (2008), Integrating Draping, Drafting, and Drawing.
• W. Aldrich, (2008), Metric Pattern Cutting for women’s wear, Wiley Blackwell Publication.
• W. Aldrich, (20080 Metric Pattern Cutting for Men’s wear Willey Blackwell Publication.
FD-304: Design Project- Indian wear (Practical)

Aim
The course would require the students to carry out research on the major women’s (Indian) wear designers and their brands along with the recognition of different women’s (Indian) wear segments and their growth rate.

Learning Outcome
- Understand how to develop the design process through experimental ideas and applications.
- Be able to present research analysis to client groups.
- Be able to extend and apply skills in developing creative visual language.
- Be able to synthesize and critically evaluate experimentation in personal creative practice.

Course Content
Creating Survey Boards, Creating Mood boards- its application in designing costumes, Theme boards- its direct relation to creating designs of costumes. Client boards - the study of peculiar characteristics of a client to design special costumes for him/her. Swatch boards- Use of swatches in surface texture of the designed costumes. Creating Lines- lines with similar themes, similar fabrics, and similar surface ornamentation. Collage Work- collage on the dress, collage on the background, use of collage in fashion illustration. Theme based illustrations- themes could be picked up from nature, surroundings, objects, events, celebrities, sports, Jewellery, toys, etc.

Reference
- Encyclopedia of Fashion Accessories by Phyllis Tortora; Fairchild Books
- Fashion Sketchbook by Bina Abling; Fairchild Books
- How Fashion Works by Gavin Waddell Blackwell
FD-305: Design Project - Men’s wear (Practical)

Aim
The course would require the students to carry out research on the major men’s wear designers and their brands along with the recognition of different men’s wear segments and their growth rate.

Learning Outcome
- Understand how to develop the design process through experimental ideas and applications.
- Be able to present research analysis to client groups.
- Be able to extend and apply skills in developing creative visual language.
- Be able to synthesize and critically evaluate experimentation in personal creative practice.

Course Content
Creating Survey Boards, Creating Mood boards- its application in designing garments, Theme boards- its direct relation to creating designs of garments. Client boards - the study of peculiar characteristics of a client to design special garments for him. Swatch boards- Use of swatches in surface texture of the designed garments. Creating Lines- lines with similar themes, similar fabrics, and similar surface ornamentation. Collage Work- collage on the garments, collage on the background, use of collage in fashion illustration. Theme based illustrations- themes could be picked up from nature, surroundings, objects, events, celebrities, sports etc.

Reference
- Encyclopedia of Fashion Accessories by Phyllis Tortora; Fairchild Books
- Fashion Sketchbook by Bina Abling; Fairchild Books
- How Fashion Works by Gavin Waddell Blackwell
FD-306: Design Project- Adaptive Clothing (Practical)

Aim
The course would require the students to carry out research for adaptive clothing.

Learning Outcome
- Understand how to develop the design process through experimental ideas and applications.
- Be able to present research analysis to client groups.
- Be able to extend and apply skills in developing creative visual language.
- Be able to synthesize and critically evaluate experimentation in personal creative practice.

Course Content
Creating Survey Boards, Creating Mood boards- its application in designing costumes, Theme boards- its direct relation to creating designs of costumes. Client boards - the study of peculiar characteristics of a client to design special costumes for him/ her. Swatch boards- Use of swatches in surface texture of the designed costumes. Creating Lines- lines with similar themes, similar fabrics, and similar surface ornamentation. Collage Work- collage on the dress, collage on the background, use of collage in fashion illustration. Theme based illustrations- themes could be picked up from nature, surroundings, objects, events, celebrities, sports, Jewellery, toys, etc.

Reference
- Encyclopedia of Fashion Accessories by Phyllis Tortora; Fairchild Books
- Fashion Sketchbook by Bina Abling; Fairchild Books
- How Fashion Works by Gavin Waddell Blackwell
FD-307: Elective (Choose any one)–(Practical)

Elective

a) Product Photography

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
- Encyclopaedia of Fashion Accessories author
- Fashion Accessories- The Complete 20th Century Sourcebook Hardcover – September, 2000 by John Peacock (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.
- 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 behaviour 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 fuelling their passion.

Unit Contents

Dy. Registrar (Acad.)
University of Rajasthan
Jaipur

Reference
- E-Commerce Get it Right! Author Ian Daniel.

(Year 4)
DISTRIBUTION OF MARKS
B. DES.- Fashion Design Part-IV

<table>
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<tr>
<th>Subject</th>
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<th>Min. Pass Marks</th>
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<td>36</td>
<td>3 Hrs.</td>
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<tr>
<td>FD-402: Brand Development</td>
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<td><strong>Subject Practical</strong></td>
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</tr>
</tbody>
</table>

Core Paper -1

[Signature]
Dy. Registrar (Acad.)
University of Rajasthan
FD-401: Entrepreneurship (Theory)

Any,

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.

Unit - 1
Introduction to Entrepreneurship - Entrepreneur- meaning, importance, Qualities, nature, types, traits, culture, similarities and economic differences between Entrepreneur and entrepreneur. 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
Entrepreneurship Development and Government - Role of Central Government and State Government in promoting Entrepreneurship, Introduction to various incentives, subsidies and grants, Export Oriented Units, Fiscal and Tax concessions available, Women Entrepreneurs- Reasons for Low numbers or no women Entrepreneurs, their Role, Problems and Prospects.

Reference


Core Paper -2
Aim
A brand is a philosophy of a designer transformed into 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
Description of brand philosophy
Unit -2
Development of logo using colours and shapes.
Unit -3
Brand competitor studies and market research
Unit -4
Consumer profiling and market segmentation.

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.
FD-403: Advance Design Studies (Final Collection) (Practical)

Aim
The aim of this unit is to further extend learner’s knowledge creating the final collection putting all the knowledge and efforts students have gained so far and launch themselves as designers creating their own brand identity, and brand image.

Learning Outcome
- Understanding your strengths and weakness and create your brand, brand identity, image and logo.
- Identify the major types of idea sources in clothing design and provide information about each source. Recognize that these sources of inspiration help designers to create design elements and principles of individual designs. In order to foster originality, sources of inspiration play a powerful role throughout the creative stage of design process, and also in the early stages of fashion research and strategic collection planning.
- Be able to present research analysis to client groups
- Be able to extend and apply skills in developing creative visual language.
- Be able to synthesize and critically evaluate experimentation in personal creative practice.

Course Content
- Research about the various brands globally for your inspiration. Do a complete study of different brands and of your own strengths and weakness, create your brand name, brand story, image, identity and logo.
- Concepts inspired with a complete understanding of design process and finally Select one concept. Only extensive research enables designers to stay fresh and keep up to date with developments.
- Judgement and develop your own style with experimentation in personal creative practice through explorations in design and surfaces.
- The design process along with difference between different categories like avant-garde and prêt wear.
- Sketches, fabrics, trims and other detailing.
- Technical part of the sketches and final test fits.
- Produce the final collection completely accessorized.
- Publicize work in the best visual way through styling and photo shoot.

Reference
- Look at work of designers from around the globe ex – Jum Nakao, Issey Miyake and other
- Look at the different costumes and art culture of countries and get inspired by them
- Look around nature and other sources like discovery, national geography, BBC etc to get inspired, which is the original source of inspiration for everything.
- http://worldofwearableart.com/
- www.style.com
- www.wgsn.com
- www.promostyl.com
- www.trendz.com
- www.wwd.com
Aim
Design portfolio is the expression of student to translate themes into design collections. 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 garments. 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
- Designing women’s wear suitable to Indian consumer, Choosing the line of garments, Client profiling, transforming a themes such as Kalbelia, Sanaganeri prints, Banaras sarees, madras checks, deserts of Jaisalmer, baroque, French Rivera, weaving techniques from far east etc into women wear for occasions, Colour forecast for market in the coming season.
- Designing MENS wear suitable to Indian consumer, Choosing the line of garments, Client profiling, Colour forecast for market in the coming season.
- Designing kids wear suitable to Indian consumer, Choosing the line of garments, Client profiling, Colour forecast for market in the coming season.

Course Content
- Choose a theme of your choice according to the line of garments.
- Make a story board (A3 Landscape for all boards) which is in sync with your theme (no more than 1/2 picture in the board).
- Design mood board (6-7 Pics max.) and colour board (with pantone numbers) (on Photoshop/Corel Draw/Illustrator).
- Client profile with one photo of the client describing the features of the client and explaining why you choose a particular client.
- Illustration Board: 4 illustrations per page (rendered digitally on Photoshop/Corel Draw).
- Specification sheet: Flat drawing of each garment on Corel draw.
- Cost sheet: A brief costing of how much material and money is required to make the particular garment.

Reference
- http://www.vogue.com/voguepedia/
- http://www.style.com
- http://www.littlefashiongallery.com/eu/
FD 405: Sustainable Design (Eco Design, Social Cause, Green Marketing) Mentored by Industry

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

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.
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 subject. 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 departments of Industry.