



University of Rajasthan Jaipur

SYLLABUS

(Three/Four Year Under Graduate Programme in B.Des. – Fashion Design)

I to IV Semester

Examination-2025-26

As per NEP – 2020

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Raj Jais
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(Academic)
University of Rajasthan
JAIPUR

THREE / FOUR-YEAR UNDERGRADUATE PROGRAMME
in Faculty of Fine Arts

Bachelor of Design (FASHIONDESIGN)

**As Per UGC Curriculum & Credit Framework for Undergraduate
Programmes under NEP 2020**

Medium of Instruction: English
W.e.f. Academic Session 2025-26



SEMESTER I & II
SEMESTER III & IV

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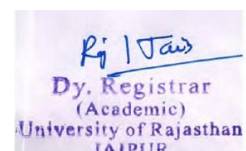
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UNIVERSITY OF RAJASTHAN, JAIPUR

PROGRAMME OUTCOME:

- **Design Skills:** Graduates develop strong skills in fashion design, including garment construction, pattern making, textile manipulation, and fashion illustration.
- **Creativity and Innovation:** They foster creativity and innovative thinking, allowing them to create original and marketable fashion designs.
- **Industry Knowledge:** Students gain a deep understanding of the fashion industry, including trends, consumer behavior, and market dynamics.
- **Technical Proficiency:** They acquire technical skills in using design software, understanding fabric properties, and executing design concepts into physical prototypes.
- **Portfolio Development:** Throughout the program, students build a professional portfolio showcasing their best work, which is crucial for securing employment in the fashion industry.
- **Industry Connections:** Many programs offer opportunities for internships or collaborations with fashion houses, brands, or industry professionals, helping students establish valuable contacts.
- **Business Acumen:** Some programs include courses in fashion marketing, merchandising, and entrepreneurship, preparing graduates to navigate the business side of the fashion industry.
- **Career Readiness:** By the end of the program, graduates are prepared to enter various roles within the fashion industry, such as fashion designer, pattern maker, stylist, merchandiser, or even start their own fashion label.

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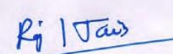


CURRICULUM FOR B.DES (FASHION DESIGN)

PROGRAM CODE UG0502

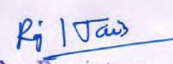
S.No.	COURSE CATEGORY	TYPE	COURSE CODE	COURSE NAME	L	T	P	TOTAL CREDIT
YEAR 1								
SEMESTER I								
1	DCC-1L	MJR	FAS-51L-101	Fundamental Of Design & Methods	2	0	0	2
2	DCC-1P	MJR	FAS-51P-102	Fundamental Of Design & Methods	0	0	4	4
3	DCC-2L	MJR	FAS-51L-103	History Of Art - Western	4	0	0	4
4	DCC-2P	MJR	FAS-51P-104	History Of Art - Western	0	0	2	2
5	DCC-3P	MJR	FAS-51P-105	Visualization, Ideation and representation	0	0	6	6
6	AEC-1			Hindi + English	2+2	0	0	4
7	VAC-1			Value Added Course-I	2	0	0	2
8	SEC-1			Skill Enhancement course - I	2	0	0	2

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PROGRAM CODE UG0502								
TOTAL CREDITS ACHIEVED AFTER SEMESTER I								26
SEMESTER II								
1	DCC-4L	MJR	FAS-52L-106	Overview & Evolution of Fashion Industry	4	0	0	4
2	DCC-4P	MJR	FAS-52P-107	Overview & Evolution of Fashion Industry	0	0	2	2
3	DCC-5P	MJR	FAS-52P-108	Fashion Illustration	0	0	6	6
4	DCC-6L	MJR	FAS-52L-109	Material & Form Exploration	2	0	0	2
5	DCC-6P	MJR	FAS-52P-110	Material & Form Exploration	0	0	4	4
6	AEC-2			English + Hindi	2+2	0	0	4
7	VAC-2			Value Added Course-II	2	0	0	2
8	SEC-2			Skill Enhancement course -II	2	0	0	2
TOTAL CREDITS ACHIEVED AFTER SEMESTER II								26
Credits Offered for 1 year Certificate in Fashion Design					Year 1 Internship Total Credits			
					52 + 4= 56			
Career Opportunities after 1 Year Certificate in Fashion Design								

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CURRICULUM FOR B.DES (FASHION DESIGN)

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- Fashion Illustrator
- Fashion Blogger or Influencer
- Freelancer
- Shop Floor Executive
- Sales Executive
- Customer Executive

SEMESTER - 1

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DCC-1L

FAS-51L-101: Fundamental Of Design & Methods

NSQF LEVEL: 5/SEM I	EOSE:-	3 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	10	40
DELIVERY: LECTURE, TUTORIAL	MIN	04	16

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE: The objective of this course is to introduce students to the fundamental principles of design and design methods. Students will learn how to generate and refine design concepts, create visual representations of their ideas, and develop a critical understanding of the design process.

SYLLABUS:

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UNITS	TOPICS	TEACHING HOURS
UNIT I	Six limbs of art : Shadang Principles of Design : contrast, balance, emphasis, proportion, hierarchy, repetition, rhythm, pattern, white space, movement, variety, and unity	8
UNIT II	Elements of design : Line, shape, form, color, texture, space.	7
UNIT III	Sustainable Design ● Minimize non-renewable energy consumption and waste. ● Use environmentally preferable products. ● Enhance operational and maintenance practices.	8
UNIT IV	Introduction to design thinking - Empathize, define, ideate, prototype, test.	7

SUGGESTED BOOKS AND REFERENCES:

- "The Natya Shastra" by Bharata Muni
- "Universal Principles of Design" by William Lidwell, Kritina Holden, and Jill Butler.
- "Design Elements: A Graphic Style Manual" by Timothy Samara.
- "Sustainable Design: A Critical Guide" by David Bergman.
- "Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation" by Tim Brown.

LEARNING OUTCOMES:

- To Comprehend Historical Art Principles
- To Apply Design Principles and Elements
- To Implement Sustainable Design Practices

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- To Master Design Thinking Process
- To Produce Cohesive Design Projects

COURSE OUTCOMES

- To apply "Six Limbs of Art" (Shadang) effectively across diverse art forms.
- To implement Principles of Design to create cohesive and impactful designs.
- To utilize Elements of Design to communicate artistic concepts effectively.
- To design sustainable solutions by minimizing energy consumption and waste and using environmentally preferable products.
- To employ Design Thinking to innovate and solve design challenges through user-centered approaches.

DCC-1P

FAS-51P-102: Fundamental Of Design & Methods

NSQF LEVEL: 5/SEM I	EOSE:-	4 HOURS	
CREDITS: 4 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	20	80
DELIVERY: TUTORIAL	MIN	08	32

PRE-REQUISITE OF THE COURSE: None

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OBJECTIVE: The objective of this course is to introduce students to the fundamental principles of design and design methods. Through hands-on practice and experimentation, students will learn how to generate and refine design concepts, create visual representations of their ideas, and develop a critical understanding of the design process.

SYLLABUS:

UNITS	TOPIC	TEACHING HOURS
UNIT I	PRINCIPLES OF DESIGN Introduction to Design Principles • Six limbs of art - Shadang • Course overview and introduction to design principles. • Elements of design: line, shape, form, color, texture, space. Composition and Layout • Principles of composition: balance, contrast, emphasis. • Principles of layout: alignment, proximity, repetition. Typography • Basics of typography: typefaces, fonts, readability. • Application of typography in design.	30
UNIT II	DESIGN METHODS AND PROCESSES Design Thinking • Introduction to design thinking. • Stages of design thinking: empathize, define, ideate, prototype, test.	30

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	Ideation Techniques • Brainstorming and mind mapping. • Sketching and prototyping. Concept Development • Developing design concepts. • Concept evaluation and selection. Design Process in Practice • Case studies and examples of design processes. • Applying design methods to a project.	
UNIT III	TOOLS AND TECHNOLOGIES IN DESIGN Traditional Design Tools • Sketching and drawing techniques. • Model making and physical prototyping. Material Exploration • POP – Plaster of Paris • Different Types of Clay Digital Design Tools • Introduction to design software • Digital illustration and image manipulation. Tools and Technologies in Practice • Applying tools and technologies to a project.	30
UNIT IV	Environment -Centered Design and Sustainability Understanding Users • Basics of environment-centered design.	30

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	● User needs and behaviors. Sustainable Design ● Principles of sustainable design. ● Life cycle assessment and eco-friendly materials. Social Responsibility and Ethics in Design ● The role of design in society. ● Ethical considerations in design practice. Environment -Centered Design and Sustainability in Practice ● Case studies and examples of environment-centered and sustainable design. ● Applying environment-centered and sustainable design principles to a project.	
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SUGGESTED BOOKS AND REFERENCES:

- Design Thinking: Understanding How Designers Think and Work by Nigel Cross
- The Design of Everyday Things by Don Norman
- A Designer's Art by Paul Rand
- Design Basics by David A. Lauer and Stephen Pentak

LEARNING OUTCOMES:

- To Understand fundamental principles of design.
- To Explore various design methodologies and their applications.
- To Develop problem-solving and critical-thinking skills through design projects.
- To Enhance creativity and innovation in design thinking.
- To Build a strong foundation in design theory and practice.

COURSE OUTCOMES:

- To demonstrate comprehensive understanding of fundamental principles of design.

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- To apply diverse design methodologies effectively in various applications.
- To develop strong problem-solving and critical-thinking skills through hands-on design projects.
- To enhance creativity and foster innovation in design thinking processes.
- To build a solid foundation in both theoretical knowledge and practical skills of design theory and practice.

DCC-2L

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FAS-51L-103: History of Art – Western

NSQF LEVEL: 5/SEM I	EOSE :-	3 HOURS	
CREDITS: 4 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	20	80
DELIVERY: LECTURE, TUTORIAL	MIN	08	32

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE:The objective of this course is to provide students with a comprehensive understanding of the evolution of art and design from Prehistoric times to the Romantic era. Students will analyze key artistic movements, styles, and innovations, while recognizing their lasting influence on contemporary design. Through the study of significant works of art and architecture, the course aims to develop students' ability to critically assess historical context and its impact on the development of artistic expression.

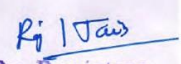
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SYLLABUS :

UNITS	TOPIC	HOURS
UNIT I	Prehistoric Art (40,000 - 4,000 BCE) - Early human creativity: cave paintings, carvings, and tools. Key Artworks: Altamira, Lascaux Cave paintings, Venus of Willendorf. Ancient Egyptian Art (3,100 - 332 BCE) - Monumental art and architecture with a focus on the afterlife and pharaohs. Key Artworks: Pyramids of Giza, Bust of Nefertiti. Ancient Greek Art (800 - 31 BCE) - The idealization of human forms, mythology, and classical beauty. Key Artworks: Parthenon, Discobolus. Ancient Roman Art (500 BCE - 476 CE) - Realism, public monuments, and advancements in architecture. Key Artworks: Colosseum, Augustus of Prima Porta.	15
UNIT II	Byzantine Art (500 - 1453 CE) - Religious mosaics, icons, and church decoration. Key Works: Hagia Sophia, Byzantine Icons. Romanesque Art (1000 - 1200 CE) - Thick walls, rounded arches in architecture, and simple, symbolic art. Key Works: Basilica of Saint-Sernin. Gothic Art (1100 - 1400 CE) - Pointed arches, flying buttresses, and stained-glass windows.	15

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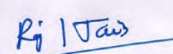

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	• Key Works: Notre Dame Cathedral, Chartres Cathedral.	
UNIT III	Renaissance (1400 - 1600 CE) • Revival of classical antiquity, focus on humanism, perspective, and naturalism. • Key Artists: Leonardo da Vinci, Michelangelo, Raphael. • Key Artworks: Mona Lisa, Sistine Chapel, The School of Athens. Northern Renaissance (1400 - 1600 CE) • Detailed, realistic art with symbolic meaning in Northern Europe. • Key Artists: Jan van Eyck, Albrecht Dürer. • Key Artworks: The Arnolfini Portrait, Melancholia I.	15
UNIT IV	Baroque Art (1600 - 1750 CE) • Dramatic, emotional art with strong contrasts of light and shadow (chiaroscuro). • Key Artists: Caravaggio, Bernini, Rembrandt. • Key Artworks: The Ecstasy of Saint Teresa, The Night Watch. Rococo Art (1700 - 1770 CE) • Light-hearted, decorative, and playful style focusing on aristocratic leisure. • Key Artists: Jean-Honoré Fragonard, Antoine Watteau. • Key Artworks: The Swing, Pilgrimage to Cythera.	15

LEARNING OUTCOMES:

1. To understand the evolution of art and design from Prehistoric to Romanticism.
2. To analyze artistic styles, techniques, and innovations across major movements.
3. To recognize the influence of historical art on contemporary design practices.
4. To develop critical thinking by studying key works in their historical context.

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COURSE OUTCOMES.

- To understand the progression of art and design from Prehistoric to Romanticism and its cultural impact.
- To analyze key artistic styles, techniques, and innovations across major historical movements.
- To recognize the influence of historical art on modern design practices.
- To apply critical thinking when evaluating significant works within their historical and cultural contexts.

SUGGESTED READINGS:

- "Art History" by Marilyn Stokstad and Michael W. Cothren
- "The Story of Art" by E.H. Gombrich
- "Gardner's Art Through the Ages" by Fred S. Kleiner
- "The Art Book" by Phaidon Editors
- "The Oxford History of Western Art" by Martin Kemp
- "Art: A World History" by Elke Linda Buchholz, Susanne Kaeppele, and others
- "The Complete History of Art" by Andrew Graham-Dixon
- "History of Art" by H.W. Janson and Dora Janson
- "The Art of the Renaissance" by Patrick de Rynck
- "Baroque and Rococo Art and Architecture" by Robert C. Smith

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DCC-2P

FAS-51P-104: History of Art - Western

NSQF LEVEL: 5/SEM I	EOSE :-	4 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	10	40
DELIVERY: TUTORIAL / SELF	MIN	04	16

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE: This course explores the major developments in art and design from ancient times to the present day. Students will learn about significant movements, influential artists and designers, and the cultural and historical contexts that shaped their work. Through lectures, readings, discussions, and hands-on projects, students will gain a deeper understanding of the evolution of art and design and its impact on contemporary practice.

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SYLLABUS:

UNITS	TOPIC	TEACHING HOURS
UNIT I	INFORMATIVE SCRAPBOOK Create an informative and aesthetic scrapbook from two of the following art eras from Pre - Historic to Rococo Art. <i>(Follow the Theory Syllabus)</i>	40
UNIT II	REPLICATING AN ARTWORK Replicate one popular artwork from Pre - Historic to Rococo Art. <i>(Follow the Theory Syllabus)</i>	20

LEARNING OUTCOMES:

- To craft a visually captivating and informative scrapbook that brings a chosen art era to life.
- To transform a simple box into a canvas by painting iconic masterpieces from history.
- To reimagine and design a fashion look that channels the essence of a past artistic era.
- To dive into the rich worlds of art history through dynamic, hands-on creative projects.

SUGGESTED READINGS:

1. "The Story of Art" by E.H. Gombrich
2. "A World History of Art" by Hugh Honour and John Fleming
3. "Fashion: The Definitive History of Costume and Style" by DK Publishing
4. "A History of Fashion" by J. Anderson Black and Madge Garland
5. "Design: A Very Short Introduction" by John Heskett

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6. "Design as Art" by Bruno Munari
7. "The Language of Clothes" by Alison Lurie
8. "Survey of Historic Costumes" by Phyllis G. Tortora

COURSE OUTCOMES:

- To gain an overview of key art and design movements across historical periods.
- To understand the cultural, social, and technological contexts influencing art and design evolution.
- To critically analyze and evaluate diverse works of art and design.
- To develop a comprehensive visual and historical vocabulary for articulate discussions on art and design.
- To foster appreciation for the diversity of artistic and design expressions across various cultures and epochs.

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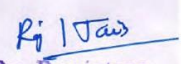
FAS-51P-105: Visualization, Ideation and representation

NSQF LEVEL: 5/SEM I	EOSE:-	4 HOURS	
CREDITS: 6 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	30	120
DELIVERY: PRACTICAL	MIN	12	48

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE: This course aims to provide students with fundamental drawing techniques and visual communication skills used in the field of design. By the end of the course, students will be able to sketch, draw, and present their ideas visually using various tools and techniques.

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SYLLABUS:

UNITS	TOPIC	TEACHING HOURS
UNIT I	INTRODUCTION TO VISUALIZATION TECHNIQUES Tools and Materials ● Introduction to drawing tools: pencils, pens, markers, and digital tools. ● Paper types and their uses. Material Exploration ● Terracotta ● Wood ● Metal Basic Drawing Skills ● Line, shape, form, and texture. ● Freehand drawing and observational sketching. ● Perspective drawing (one-point, two-point, and three-point perspective) Basic Rendering Techniques ● Shading, hatching, and cross-hatching. ● Rendering light, shadow, and reflections.	50
UNIT II	INTRODUCTION TO IDEATION TECHNIQUES Brainstorming Methods ● Mind mapping, free writing, and rapid ideation. ● Collaborative brainstorming sessions.	50

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	Sketching for Ideation ● Thumbnail sketches and quick concept drawings. ● Iterative sketching and refining ideas. Visual Thinking and Creativity ● Techniques to stimulate creativity ● Visual storytelling and narrative techniques. INTRODUCTION TO REPRESENTATION TECHNIQUES Model Making and Prototyping ● Basics of physical model making ● Materials ● Tools, and techniques.	
UNIT III	INTRODUCTION TO ADVANCED IDEATION TECHNIQUES Concept Development ● From initial idea to refined concept. ● Use of mood boards, inspiration boards, and reference imagery. User-Centered Design and Empathy Mapping ● Understanding user needs and behaviors. ● Creating personas and empathy maps. Mixed Media Techniques ● Experimentation with collage, assemblage, and mixed media art. Presentation Skills (CAD)	40

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	● Effective visual communication and presentation techniques. ● Creating compelling presentations and pitches.	
UNIT IV	INTRODUCTION TO ADVANCED VISUALIZATION TECHNIQUES Still life and nature study ● Still life of various objects ● Study of nature ● Rendering different materials and textures	40

SUGGESTED READINGS:

- "Drawing for Designers" by Alan Pipes
- "Design Drawing" by Francis D.K. Ching and Steven P. Juroszek
- "Sketching: Drawing Techniques for Product Designers" by Koos Eissen and RoselienSteur

LEARNING OUTCOMES:

- To develop fundamental drawing techniques used in the field of design.
- To apply perspective drawing techniques to create 3D visualizations.
- To use rendering techniques to create realistic textures and materials.
- To communicate design ideas visually through freehand sketching.
- To create effective compositions and layouts.
- To present design ideas effectively through visual aids.

COURSE OUTCOMES

- To master fundamental drawing techniques essential for design practice.
- To apply perspective drawing skills to produce accurate and compelling 3D visualizations.
- To utilize rendering techniques proficiently to depict realistic textures and materials in designs.

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- To communicate design concepts visually through skilled freehand sketching.
- To create compelling compositions and layouts that effectively convey design concepts.
- To present design ideas convincingly using well-crafted visual aids and presentations.

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AECC-1

Hindi + English

*Syllabus Prescribed by the University of Rajasthan

VAC-1

Value Added Course-I

*Select a course from the list provided by the University of Rajasthan for the Value Added Course.

SEC-1

Skill Enhancement Course-I

*Select a course from the list provided by the University of Rajasthan for the Skill Enhancement Course.

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SEMESTER- II

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DCC-4L

FAS-52L-106: Overview and Evolution of Fashion Industry

NSQF LEVEL: 5/SEM II	EOSE :-	3 HOURS	
CREDITS: 4 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	20	80
DELIVERY: LECTURE, TUTORIAL	MIN	08	32

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE:

The module exposes the students through the mass production process of the garments. The different types of machines used and the method & ethical practices of producing garments in the fashion industry & its evolution will be covered in this course. The objective of the course is to explore the historical context, cultural influences, and key movements that have shaped fashion throughout time.

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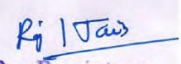
UNITS	TOPICS	TEACHING HOURS
Unit-I	INTRODUCTION TO THE FASHION INDUSTRY • Definition, scope, and evolution • Stakeholders in the fashion industry: Designers, manufacturers, retailers, and consumers • Fashion cycles and trends: Seasonal collections, fast fashion, and sustainability • Fashion market segments: High-end luxury, ready-to-wear, and mass-market • Careers in the fashion industry: Design,	15

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	production, merchandising, marketing, and retail • The role of fashion designers: Conceptualization, inspiration, and sketching • Fashion design process: From ideation to garment production	
Unit-II	FASHION MARKETING AND RETAILING • Fashion marketing strategies: Branding, advertising, and promotion • Consumer behavior in the fashion industry: Factors influencing purchase decisions • Fashion retail formats: Brick-and-mortar stores, e-commerce, and omni-channel retailing • Visual merchandising and store design: Creating compelling shopping experiences • Fashion events and runway shows: Fashion weeks and their significance	15
Unit-III	FOUNDATION OF THE FASHION INDUSTRY • Fashion Subcultures • Definition, historical context, and cultural influences • Evolution of fashion: From ancient civilizations to the modern era • Key fashion movements and designers: Renaissance, Baroque, Romanticism, and Art Nouveau • Fashion and social status • Impact of industrialization on fashion: Mass production and the rise of the fashion industry	15
Unit-IV	ETHICAL AND SUSTAINABLE PRACTICES IN FASHION • Environmental and social impacts of the fashion industry • Ethical considerations in fashion: Labor rights,	15

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	fair trade, and responsible sourcing • Circular economy and upcycling • Slow fashion movement • Future trends in sustainable fashion: Innovations and industry initiatives	
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SUGGESTED READINGS:

- "Fashion: A History from the 18th to the 20th Century" by Kyoto Costume Institute
- "Fashion: The Definitive History of Costume and Style" by DK Publishing
- "Fashion: The Whole Story" by Marnie Fogg
- "The Fashion Book: New and Expanded Edition" by Phaidon Editors
- "The Fashion System" by Roland Barthes
- "Fashion Theory: A Reader" edited by Malcolm Barnard
- "Fashion: The Key Concepts" by Jennifer Craik

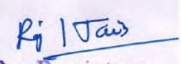
LEARNING OUTCOMES

- Differentiate between departments in the garment industry.
- Learn about both ancient and cutting-edge technologies used in fashion.
- Understand documentation standards within the industry.
- Gain insight into the historical and cultural factors influencing fashion development.

COURSE OUTCOMES:

- Explore how different cultures, regions, and economies contribute to shaping fashion trends on a global scale.
- Investigate the significance of major fashion capitals in setting trends and influencing global fashion markets.
- Analyze the role of fashion showcases held in these capitals in defining industry standards.
- Understand how cultural diversity impacts design aesthetics and consumer preferences worldwide.
- Examine the economic implications of fashion trends and innovations originating from diverse global regions.

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DCC - 4P

FAS- 52P -107: Overview and Evolution of Fashion Industry

NSQF LEVEL: 5/SEM II	EOSE :-	2 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	10	40
DELIVERY: TUTORIAL	MIN	04	16

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE:

Students will analyze the impact of social status, industrialization, and globalization on fashion, as well as examine the challenges and opportunities presented by sustainability and diversity in contemporary industry. By the end of the course, students will have gained a comprehensive understanding of fashion's evolution and developed critical thinking skills to navigate its future trends and innovations.

SYLLABUS:

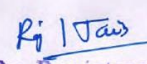
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UNITS	TOPICS	TEACHING HOURS
UNIT I	CONTEMPORARY FASHION AND GLOBALIZATION - Explore the rise of ready-to-wear, fast fashion, and global style trends. - Understand the influence of major fashion capitals and the role of technology in fashion. Practical Exercise Create a digital mood board showcasing styles from different fashion capitals.	
UNIT II	UNIT 2: TWENTIETH-CENTURY FASHION - Study iconic movements like Art Deco, post-war fashion, and youth culture's impact on style. - Analyze the liberation of women's fashion and cultural shifts from the 1920s to 1970s.	
UNIT III	UNIT 3: FUTURE TRENDS AND INNOVATION IN FASHION - Examine digital fashion trends: Virtual reality, augmented reality, and eco-friendly innovations. - Understand fashion forecasting and its role in predicting future trends. Practical Exercise: Create a forecast report on future fashion trends.	
UNIT IV	UNIT 4: TECHNOLOGY AND SUSTAINABILITY - Explore smart textiles, 3D printing, and wearable tech in fashion design. - Understand sustainability practices: Eco-materials, upcycling, and industry advocacy.	

SUGGESTED READINGS:

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- "Fashion Since 1900" by Valerie Mendes and Amy de la Haye
- "The End of Fashion" by Teri Agins
- "Fashion and Sustainability: Design for Change" by Kate Fletcher and Lynda
- "Gods and Kings" by Dana Thomas
- "The Language of Fashion" by Roland Barthes
- "Overdressed: The Shockingly High Cost of Cheap Fashion" by Elizabeth Cline
- "Fashion Futures" by Bradley Quinn

LEARNING OUTCOMES:

- To understand the impact of globalization, fast fashion, and digitalization on contemporary fashion.
- To analyze key fashion movements from the twentieth century and their cultural significance.
- To explore future fashion trends, including digital fashion and sustainable practices.
- To apply innovative technologies, such as smart textiles and 3D printing, in sustainable fashion design.

COURSE OUTCOMES:

- To understand the evolution of contemporary fashion through globalization, digitalization, and inclusivity.
- To analyze key 20th-century fashion movements and their impact on modern design.
- To explore innovative fashion technologies like AR, VR, and sustainable materials in design.
- To apply sustainability principles and ethical practices in shaping the future of fashion.

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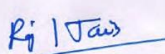
DCC-5P
FAS-52P-108: Fashion Illustration

NSQF LEVEL: 5/SEM II	EOSE :-	4 HOURS	
CREDITS: 6 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	30	120
DELIVERY: PRACTICAL	MIN	12	48

PRE-REQUISITE OF THE COURSE: Basic Sketching Skills, Application of different color mediums, elementary color applications

OBJECTIVE:

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In this module, students will get exposed to drawing Human Figures and will know how to illustrate different kinds of drapes and render different types of textures, patterns, and prints on fashion figures. Students study and develop figures from basic stick to block and then to flesh fashion figures. They will learn to illustrate and render different types of footwear, bags, and other accessories.

SYLLABUS:

UNITS	TOPICS	TEACHING HOUR
Unit-I	Introduction to Fashion Illustration • Understanding type of body parts and shapes • Study of popular Fashion Illustrators • Understanding Fashion Figures • Basic design and Fashion Illustration • Stick figure and movements • 8 ½ block heads / 10 ½ heads in movements- front pose and side pose • Mannequin drawing • Freehand drawing- stylized figures • Understanding different mediums on fleshed figures (5 mediums) and rendering and explorations • Practice human drawing- movements	40
Unit-II	Rendering Garments and Fabrics • Exploration of different materials & medium: Shading pencil, charcoal pencil, Micro-tip pen and black ink, pencil colors, watercolors/ poster colors • Practice illustrations with mixed media using paper,	50

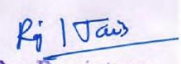
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	pencil, colors, inks, fabrics, and other creative material. ● Techniques for adding intricate details and embellishments ● Incorporating patterns and prints into fashion designs	
Unit-III	Fashion Accessories and Details ● Accessorize the human figure boots, caps, shoes, bags, etc. ● Render costumes and products of different fabrics. ● Stylized fashion Illustration with draped fabric & its textures	40
Unit-IV	Final Project ● Techniques for presenting fashion illustrations professionally ● Creating cohesive fashion collections	50

SUGGESTED READINGS:

- Abbing, Bina, (2007) Fashion Sketchbook, Fairchild Publications, New York,
- A. Dawber, (2007) Big Book of Fashion Illustration. Batsford London.,
- John Ireland, Patrick, Fashion Design Illustration: Men, London; Batsford Fashion Books.
- John Ireland, Patrick (1995) Fashion Design Illustration: Women's Batsford Fashion Books London.
- John Ireland, Patrick, (1995) Fashion Design Illustration Children Batsford Fashion Books London.

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- L. Borelli, (2007) Fashion Illustration by Fashion Designers, Chronicle Books Ltd. US
- C. Tatham, J. Seaman (2007) Fashion Design Drawing Course, Barron's Educational Series.
- 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

LEARNING OUTCOMES:

- To illustrate and comprehend various body shapes.
- To extend and apply skills in developing a creative visual language.
- To experiment with different color mediums.
- To sketch fashion figures, fabric drape, and render textures effectively.

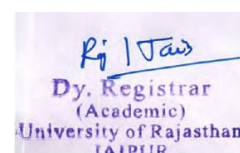
COURSE OUTCOME:

- Develop proficiency in drawing fashion figures, emphasizing proportions, anatomy, poses, and gestures relevant to fashion illustration.
- Learn how to illustrate different garment styles, fabrics, and textures to effectively communicate design concepts and details.
- Learn techniques for rendering different fabrics and textures realistically, including drapery, sheen, transparency, and surface details.

DCC-6L

FAS-52L 109 Material & Form Exploration

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NSQF LEVEL: 5/SEM II	EOSE :-	3 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	10	40
DELIVERY: LECTURE, TUTORIAL	MIN	04	16

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE: The objective of this module is to provide students with a comprehensive understanding of the interplay between hard & soft materials and form in design. The course will focus on developing students' skills in exploring and manipulating form while integrating material properties. By integrating material and form exploration, students will learn to create innovative and sustainable design solutions.

SYLLABUS:

UNITS	TOPICS	TEACHING HOURS
UNIT I	INTRODUCTION TO SHAPE, FORM AND MATERIAL EXPLORATION - Understanding the relationship between shape, form and material in design - Overview of techniques for shape & form exploration - Introduction to different unconventional materials and their properties	7
UNIT II	SKETCHING AND DOODLING FOR SHAPE & FORM EXPLORATION	

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	• Techniques for sketching and doodling to explore shape • Developing observational skills and hand-eye coordination • Integrating materials into sketching exercises	8
UNIT III	STUDY OF EMERGING NEW MATERIALS AND TECHNOLOGY • Brief study of emerging materials and technology in fashion industry • Case studies of innovative material applications • Discussion on future directions of material and form exploration	7
UNIT IV	SUSTAINABLE MATERIAL PRACTICES • Introduction to sustainable materials and their role in design • Exploring eco-friendly material options and considerations • Future trends in sustainable material exploration	8

SUGGESTED BOOKS AND REFERENCES:

1. Design Thinking: Understanding How Designers Think and Work by Nigel Cross
2. Form, Function, and Design by Paul A. Heskett
3. Sketching: The Basics by RoselienSteur and Koos Eissen
4. Material Revolution: Sustainable and Multi-Purpose Materials for Design and Architecture by Sascha Peters
5. "Fabric for Fashion: The Complete Guide" by Clive Hallett and Amanda Johnston
6. "The Fashion Design Reference & Specification Book: Everything Fashion Designers Need to Know Every Day" by Jay Calderin

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LEARNING OUTCOMES:

- To understand the relationship between form and material in design.
- To explore and manipulate form while integrating material properties.
- To create innovative and sustainable design solutions.
- To critically evaluate, refine, and select materials based on their properties.

COURSE OUTCOMES:

- Develop a comprehensive understanding of traditional and unconventional materials, their properties, and applications in various design contexts.
- Acquire skills in manipulating materials through cutting, molding, and shaping techniques.
- Learn folding, weaving, and assembling techniques to achieve desired forms and textures.
- Apply knowledge and skills to create innovative designs using a variety of materials.

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DCC-6P

FAS-52P-110: Material & Form Exploration

NSQF LEVEL: 5/SEM II	EOSE:-	4 HOURS	
CREDITS: 4 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	20	80
DELIVERY: TUTORIAL	MIN	8	32

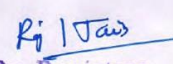
PRE-REQUISITE OF THE COURSE: None

OBJECTIVE: The objective of this course is to provide students with a comprehensive understanding of the interplay between materials and form in design. The course will focus on developing students' skills in exploring and manipulating forms while integrating material properties. By integrating material and form exploration, students will learn to create innovative and sustainable design solutions.

SYLLABUS:

UNITS	TOPICS	TEACHING HOURS
UNIT I	UNCONVENTIONAL FASHION AND MATERIAL MANIPULATION	

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	● Introduction to materials used in unconventional fashion ● Techniques for constructing fashion accessories and garments using manipulating techniques ● Exploring natural and artificial body form and through physical explorations	30
UNIT II	DIGITAL TOOLS FOR FORM EXPLORATION ● Introduction to digital software - Adobe ● Tools and techniques for generating and manipulating forms digitally ● Integrating material properties and textures in digital software	30
UNIT III	MATERIAL APPLICATION AND INTEGRATION IN DESIGN ● Hands-on exploration of different materials and their applications	40
UNIT IV	FORM TO DESIGN ● Experimentation with material combinations to enhance form ● Integrating materials and form into Design	20

SUGGESTED READINGS:

1. Design Thinking: Understanding How Designers Think and Work by Nigel Cross
2. Form, Function, and Design by Paul A. Heskett
3. Sketching: The Basics by RoselienSteur and Koos Eissen
4. Material Revolution: Sustainable and Multi-Purpose Materials for Design and Architecture by Sascha Peters

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LEARNING OUTCOMES:

- To understand how form interacts with materials in design.
- To explore and manipulate form while integrating material properties effectively.
- To develop innovative and sustainable design solutions.
- To critically evaluate, refine, and select materials based on their properties for design applications.

COURSE OUTCOMES:

- Experiment with different forms, shapes, structures, and geometries, exploring their interaction with materials and impact on functionality, aesthetics, and user experience.
- Foster creativity and innovation through hands-on exploration and experimentation with materials and forms.
- Encourage students to push boundaries and explore new design possibilities.
- Learn prototyping techniques to transform conceptual ideas into physical models or prototypes.
- Test and refine designs through iterative processes.

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AECC-2

Hindi + English

*Syllabus Prescribed by the University of Rajasthan

VAC-2

Value Added Course-II

*Select a course from the list provided by the University of Rajasthan for the Value-Added Course.

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SEC-2**Skill Enhancement Course-II**

*Select a course from the list provided by the University of Rajasthan for the Skill Enhancement Course.

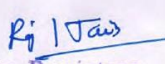
CURRICULUM FOR B.DES (FASHION DESIGN)								
PROGRAM CODE UG0502								
<u>S.N</u> <u>O.</u>	COURSE CATEGORY	TYPE	COURSE CODE	COURSE NAME	L	T	P	TOTAL CRED IT
YEAR 2								
SEMESTER III								
1	DCC-7L	MJR	FAS-63L-201	Fashion and Textiles Materials Understanding and Exploration	2	0	0	2
2	DCC-7P	MJR	FAS-63P-202	Fashion and Textiles Materials Understanding and Exploration	0	0	4	4
3	DCC-8P	MJR	FAS-63P-203	Pattern Drafting & Garment Construction – Womens and Mens wear	0	0	6	6
4	DCC-9P	MJR	FAS- 63P-204	Womens Wear Design project	0	0	6	6

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CURRICULUM FOR B.DES (FASHION DESIGN)								
PROGRAM CODE UG0502								
5	MDC-1L	MJR	FAS-63L-205	Professional Development	4	0	0	4
6	SEC-3			Skill Enhancement course - III	2	0	0	2
7	VAC-3			Value Added Course-III	2	0	0	2
TOTAL CREDITS ACHIEVED AFTER SEMESTER III								26
SEMESTER IV								
1	DCC-10L	MJR	FAS-64L-206	Fashion Forecasting and Trend Analysis	4	0	0	4
2	DCC-10P	MJR	FAS-64P-207	Fashion Forecasting and Trend Analysis	0	0	2	2
3	DCC-11P	MJR	FAS-64P-208	Digital Fashion Illustration	0	0	6	6
4	DCC-12P	MJR	FAS-64P-209	Mens wear Design project	0	0	6	6
5	MDE-2L	MJR	FAS - 64L-210	Styling and Photography	2	0	0	2
6	MDC-2P	MJR	FAS - 64P-211	Styling and Photography	0	0	2	2
7	SEC-4			Skill Enhancement course - IV	2	0	0	2
8	VAC-4			Value Added Course-IV				2
TOTAL CREDITS ACHIEVED AFTER SEMESTER IV								26
					Year 2 Internship Total Credits			
Credits Offered for 2 year two-year diploma in Fashion Design					52 + 4= 56			
Duration of internship: 120 hours or 3 weeks (4 Credits)								

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CURRICULUM FOR B.DES (FASHION DESIGN)

PROGRAM CODE UG0502

Credits offered for a two-year diploma:

Year I Year II Internship total credits

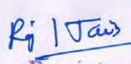
52 52 4 = 108

For exit after IInd year, the minimum credit requirement is 96 from the course and 4 credits from the internship, hence the UG Diploma @100 credits.

Career Opportunities after 2 year two-year diploma in Fashion Design

- Accessory Designer
- Fashion and Textile Designer
- Pattern Maker
- Apparel Merchandiser
- Fashion stylist& photographer

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SEMESTER - III

DCC-7L

FAS-63L-201 Fashion and Textiles Materials Understanding and Exploration

NSQF LEVEL: 6/SEM III	EOSE :-	3 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE

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SUB-TYPE: THEORY	MAX	10	40
DELIVERY: LECTURE	MIN	4	16

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE:

This unit helps the students to study the science of textile fibers. And analyze the use of textile for different seasons differently like woven and knitted.

SYLLABUS:

UNITS	TOPICS	TEACHING HOURS
Unit-I	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.	7
Unit-II	Tools and machineries: Tools used in creating different types of textiles, handlooms, embroidery materials, power loom machines and knitting machines.	8
Unit-III	Different types of weaves; Identification of weaves; methods of weaving; Types of knitting, Differences between weaving and knitting; Identifications of knits; crocheting, tatting & non-woven.	8
Unit-IV	Different types of embroideries: Indian traditional embroideries and indigenous craft-based textile	7

SUGGESTED READINGS:

- AbbingBina(2007) Fashion Sketchbook, Fairchild publications, New York.
- K. Fletcher, (2008) Sustainable Fashion and textiles Design Journeys, Routledge Publishers

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- Arthur Cohen, Johnson, Joseph J. Pizzut, (2009), J.J Piozzuto's Fabric Science, Fairchild Publications,
- Kum Thittichai, (2009) Experimental Textiles, Batsford Ltd.
- J. Udale, (2008) Basics Fashion Design 02: Textiles and Fashion, AVA Publishing SA

LEARNING OUTCOMES:

- To understand the fibers and fabrics.
- To understand the basics of textile manufacturing.

COURSE OUTCOMES:

- Develop knowledge of the properties and characteristics of natural, synthetic, and blended fibers.
- Understand different fabric construction methods such as weaving, knitting, and non-woven processes.
- Learn how construction techniques influence the properties and uses of textiles.
- Explore the applications of various fashion and textile materials.
- Analyze how material properties impact design and functionality.

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FAS-63P-202 Fashion and Textiles Materials Understanding and Exploration

NSQF LEVEL: 6/SEM III	EOSE :-	4 HOURS	
CREDITS: 4 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	20	80
DELIVERY: DEMONSTRATION/ FIELD VISITS	MIN	8	32

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE:

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.

SYLLABUS:

UNITS	TOPICS	TEACHING HOURS
Unit-I	Weaving: Hands on practice on different types of weaves- Plain, twill, satin and basket weave.	30
Unit-II	Dyeing and Printing: Direct dyes, Acid dyes, Basic dyes, Reactive dyes, Vat Dyes and Natural Dyes; Exploring new methods of printing, Screen printing, Block printing and Batik printing.	30
Unit-III	Surface ornamentation: Hand and machine done traditional embroidery of India; fabric surface exploration, ornamentation using new methods & technology.	30
Unit-IV	Fabric manipulation: Exploring the techniques of fabric manipulation.	30

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SUGGESTED READINGS:

- C. Hallett, A. Johnston (2010) Fabric for Fashion: The Swatch Book, Laurence King Publishing/
- C. Hallett, A. Johnston (2010) Fabric ForFashion: A Comprehensive Guide to Natural Fibers, Laurence King Publishing.
- E. Bradrock, M. Mahney, (1999), Techno Textiles: Revolutionary Fabrics for Fashion and Design, Thames & Hudson.
- S. Clarke, (2011) Textile Design, Laurence king Publishing.
- Bernard P. Corbaman, (1983) Textile Fiber to Fabric, McGraw Hill International Edition.
- Mary Cowan & Martha E. Jungerman, Introduction to textiles, D. B. Taraporevala Sons & Company Private Limited.

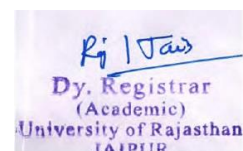
LEARNING OUTCOMES:

- To identify and evaluate various textile materials.
- To develop skills in analyzing textile properties and characteristics.
- To learn testing techniques for assessing textile quality and performance.
- To apply analysis and testing skills to improve textile selection and usage.

COURSE OUTCOMES:

- To experiment with textile manipulation techniques like dyeing, printing, embellishment, and surface treatments to create unique textures and patterns.
- To explore sustainable practices in fashion and textiles, including the use of eco-friendly fibers and recycling techniques.
- To learn about ethical sourcing practices and their impact on the industry.
- To understand how to integrate sustainability into textile design.
- To develop skills to create innovative and responsible fashion and textile products.

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DCC-8P

FAS-63P-203 Pattern Drafting & Garment Construction - Womens and mens
Wear

NSQF LEVEL: 6/SEM III	EOSE :-	4 HOURS	
CREDITS: 6 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	30	120
DELIVERY: DEMONSTRATION/ FIELD VISITS	MIN	12	48

PRE-REQUISITE OF THE COURSE: None

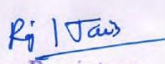
OBJECTIVE:

This Unit would give the students an idea of the relationship between pattern making and ultimate quality of the finished sample. This course introduces students to the equipment required and the process in construction of the drafted patterns. The unit also introduces students to methods of taking measurements and making the slope along with sizing terminologies. The method of making patterns by drafting and flat pattern technique would be covered in this course.

SYLLABUS:

UNITS	TOPICS	TEACHING HOURS
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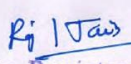

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Unit-I	Sewing machine and its parts: Operating the sewing machines, operating Special machines; Operating sewing supplies, stitch practice, types of stitches Methods of sewing: Types of seams and finishes, plackets & facings, hems, garments details (pockets, necklines, yokes, etc.), attachment of fasteners & trims (zipper, buttons, laces, etc.), fabric manipulations (tucks, pleats, gathers, ruffles, smocking etc.)	20
Unit-II	Introduction to pattern making & its tools: Methods of taking measurements & Pattern drafting; Pattern drafting of basic Bodice/Shirt, Sleeve & Skirt/Trouser & making of test fits (Kids/ Women's) and fabric cutting. Pattern drafting: Basic collars, placket, cuff, pockets, skirt adaptations and sleeve variations and dart manipulations	40
Unit-III	Cutting, sewing & fitting: Basic techniques of cutting fabric with pattern and drafting techniques. Introduction to sewing, fitting and alteration techniques. Advance pattern making: Pattern grading, Contouring, Corset making and Jacket blocks	40
Unit-IV	Exploring womenswear silhouettes	40
Unit-V	Exploring menswear silhouettes	40

SUGGESTED READINGS:

- D. McCunn, R. Lew, (1977) How to make sewing patterns, blue feathers.
- Connie Amaden- Crawford (2010) A guide to Fashion Sewing, Fairchild Publication
- Lynda Maynard, (2010) The Dressmaker's Handbook of couture Sewing Techniques: Essential step-by-step Techniques for professional Results, Interweave press.
- Claire Shaeffer, (2008) Claire Shaeffer's FabricSewing Guide, Krause Publications.

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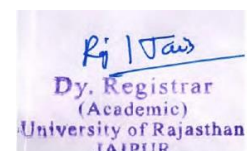

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- Claire Shaeffer, (2001) High Fashion Sewing Secrets from the World's Best Designers. A Step-by-Step Guide to Sewing Stylish Seams Buttonholes, Pockets, collars, Hems, And more, Rodale Books Publishers.
- Injoo Kim. Mykyung Uh. (2008) Apparel Making in Fashion Design, Breg Publications.
- P. Couch, (2011) Illustrated Guide to Sewing: Garment Construction: A Complete Course on Making Clothing for Fit and Fashion, Fox Chapel Publishing.
- (2011) Threads Sewing Guide A complete Reference from America's Best-Loved Sewing Magazine. Taunton Press.
- H. G. Armstrong (2009) Patternmaking for Fashion Design, Prentice Hall, New York.
- D. McCunn, r. Lew, (1977) How to make sewing patterns, Blue feathers.
- K.R. Zarapkar, (2005) Zarapkar, System of Cutting Navneet Publications, India.
- N.R. Hollen, C.J. Kundel, (1999) Pattern Making by Flat Pattern Method, Prentice Hall Publication.
- W. Aldrich, (2008), Metric Pattern Cutting for women's wear, Wiley Blackwell Publication.
- W. Aldrich, (2008) Metric Pattern Cutting for Men's wear Wiley Blackwell Publication.
- **LEARNING OUTCOMES:**
- To learn using and operating sewing machines.
- To learn skill and techniques of garment construction.
- To get familiar with the garment production industry.
- To learn pattern drafting
- To learn constructing a finished garment.

COURSE OUTCOMES:

- To develop proficiency in drafting flat patterns from scratch based on body measurements and design specifications, including variations for diverse styles and silhouettes.
- To master principles of pattern grading for scaling patterns across sizes while ensuring proportion and fit consistency in womenswear and menswear.
- To grasp fitting principles and techniques for both genders, encompassing muslin fittings, pattern adjustments, and alterations.
- To refine patterns systematically to achieve optimal fit and comfort through precise adjustments and adaptations.
- To apply learned fitting principles effectively, ensuring patterns suit various body shapes and garment types.

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DCC-9P

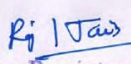
FAS-64P-204Womenswear Design Project

NSQF LEVEL: 6/SEM III	EOSE :-	4 HOURS	
CREDITS: 6 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	30	120
DELIVERY: DEMONSTRATION/ FIELD VISITS	MIN	12	48

PRE-REQUISITE OF THE COURSE:

- Basic knowledge of fashion design principles
- Basic sewing and pattern-making skills
- Familiarity with Indian wear silhouettes and styles
- Basic knowledge of Indian textiles and embroidery techniques
- Basic knowledge of fashion illustration and sketching
- Good communication skills

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OBJECTIVE:

To develop skills in designing Indian wear collections that reflect cultural and regional influences and gain knowledge about the traditional and contemporary styles and silhouettes of Indian wear.

COURSE CONTENT

- Primary Research
- Study of Indian Wear Designers
- Conceptual Research
- Theme Development
- Visual Boards Creation
- Client Profile Definition
- Form Generation & Material Exploration
- Motif and Print Development
- Pattern Making & Technical Documentation
- Prototype Development, Final Garments & Photoshoot

COURSE OUTLINE:

STEP 1 : Primary Research & Designer Study

STEP 2 : Conceptual Research & Theme Development

STEP 3 : Visual Boards Creation & Client Profile Definition

STEP 4 : Form Generation & Material Exploration

STEP 5 : Motif and Print Development

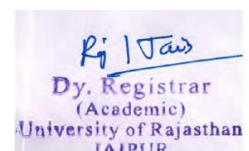
STEP 6 : Pattern Making & Technical Documentation

STEP 7 : Prototype Development & Material Sourcing

STEP 8 : Garment Construction & Documentation

STEP 9 : Photoshoot & Lookbook Creation

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STEP 10 : Final Presentation & Review

SYLLABUS:

UNITS	TOPICS	TEACHING HOURS
Unit -I	Research & Conceptualization ● Primary based research of the Indian Wear ● Survey and interviews ● Research on Indian-wear Designers ● Research on concept, trends, materials, tools & techniques	20
Unit-II	Theme Development ● Story Board ● Mood Board ● Color Board ● Client Profile	40
Unit-III	Form Generation & Material Exploration ● Sketching and Silhouette Exploration ● Motif and Print Development ● Fabric, Material and Trim Board ● Swatch Development & Sampling	40
Unit-IV	Manufacturing ● Technical Package ● Pattern Making & Drafting ● Prototype Development ● Material Sourcing ● Garment Construction	40
Unit-V	Documentation & Presentation ● Style Board	40

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	• Photoshoot and look-book • Documentation of the entire process	
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SUGGESTED READINGS:

- "Indian Fashion: Tradition, Innovation, Style" by Arti Sandhu
- "Indian Textiles: The Story of Their Development" by Eiluned Edwards
- "Indian Embroideries" by Anne Morrell
- "The Sari: Styles, Patterns, History, Techniques" by Linda Lynton
- "Indian Bridal Wear: Tradition, Innovation, Style" by Arti Sandhu
- "The Costumes and Textiles of India" by John Irwin and Katherine B. Irwin.

LEARNING OUTCOMES:

- To design and create an Indian wear collection with cultural and regional influences
- Knowledge of Indian textiles and their applications in design
- Knowledge of the history and evolution of Indian wear
- Ability to conduct research on Indian wear and fashion trends

COURSE OUTCOME:

- Develop a deep understanding of historical and contemporary trends in women's fashion, including cultural influences, societal shifts, and consumer behavior.
- Ability to develop innovative and original womenswear designs that reflect current fashion trends, market demands, and brand identity.
- Gain proficiency in the entire fashion design process, from initial concept development and sketching to pattern making, draping, and garment construction.
- Gain experience in developing cohesive womenswear collections, including thematic consistency, color coordination, and creating a balanced range of garments.

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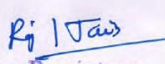
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MDC-1L

FAS-63L-205 Professional Development

NSQF LEVEL: 6/SEM III	EOSE :-	4 HOURS	
CREDITS: 4 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	20	80

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DELIVERY: LECTURE	MIN	8	32
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PRE-REQUISITE OF THE COURSE: English Vocabulary and Soft Skills Communication

OBJECTIVES:

Creative industries are always changing, in response to development in technology, social change and cultural conditions. These, in turn, influence the professions and roles that are required within the industries. Through this unit, students will explore the development of the professions within the creative industries and the roles that make up those professions. The aim of this unit is for students to begin to define areas for personal professional development, in the context of a growing awareness of the broad scope of creative industries.

SYLLABUS:

UNITS	TOPICS	TEACHING HOURS
Unit-I	● 5 S: Sort, Set in order, Shine, Standardize, and Self-discipline ● 8 Wastages: TIMWOODS - Transportation, Inventory, Motion, Waiting time, Overproduction, Over processing, Defect and Skills wastage.	15
Unit-II	● The role of reflection for creative practitioners ● Methods to document: Annotations, blogs, case studies, journals, photographs, planning, sketch	15
Unit-III	● How Reflective practice can assist lifelong learning ● Creative competencies of the future.	15
Unit-IV	● Defining career goals ● Employability skills and qualities ● SMART Goals and PDCA	15

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SUGGESTED READINGS:

- BARTON, G. (2016) Don't Get a Job... Make a Job: How to make it as a creative graduate. London: Laurence King.
- CLEAVER, P. (2014) What they didn't teach you in design school: What you actually need to know to make a success in the industry. London: ILEX.
- DEWEY, J. (1933) How We Think. New York: D.C.Heath& CO.
- MOON, J. (1999) Reflection in Learning and Professional Development: Theory and Practice. Oxon: Routledge Farmer.
- SCHON, D. (1984) The Reflective Practitioner: How Professionals Think in Action. New York: Basic Books INC.

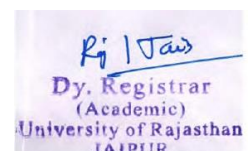
LEARNING OUTCOMES:

- To explore the creative industries professions, through research into historic and contemporary precedent.
- To discuss personal career goals in relation to the range of roles and subjects in the creative industries.
- To define personal development plans; highlighting areas to support specific career goals and general skills.
- To critically reflect on the achievement of personal development goals and plan for the future

COURSE OUTCOMES:

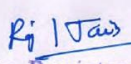
- Develop skills in self-assessment, and goal setting to align personal strengths and interests with professional aspirations.

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- Develop networking skills to build and maintain professional relationships, including strategies for connecting with industry professionals, mentors, and alumni.
- Understand the importance of personal branding and develop strategies to cultivate a professional online presence.
- Develop skills in leadership, collaboration, and teamwork, including understanding team dynamics, conflict resolution, and decision-making processes.

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SEC-3
Skill Enhancement course - III

***Select a course from the list provided by the University of Rajasthan for the Skill Enhancement Course.**

VAC-3
Value Added Course-III

***Select a course from the list provided by the University of Rajasthan for the Value Added Course.**

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SEMESTER IV

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DCC-10L

FAS-64L-206 Fashion Forecasting & Trend Analysis

NSQF LEVEL: 6/SEM IV	EOSE :-	3 HOURS	
CREDITS: 4 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	20	80
DELIVERY: LECTURE	MIN	8	32

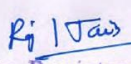
PRE-REQUISITE OF THE COURSE:

- Basic understanding of fashion industry concepts
- Proficiency in basic research and analytical skills

OBJECTIVE:

This course aims to provide students with advanced skills in fashion forecasting and trend analysis.

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SYLLABUS:

UNITS	TOPICS	TEACHING HOURS
Unit -I	Overview of Fashion Forecasting ● Introduction to the concept of fashion forecasting ● Importance of forecasting in fashion design and business ● Difference between trends and fads ● Types of current trends (seasonal, long-term, micro-trends, collab, sustainable, socio-economic, material based) ● Key inventions and new Technologies in Products and Services	15
Unit-II	PESTEL Research ● Introduction to PESTEL ● PESTEL Research and analysis ● Research Up-to 2 previous Years	15
Unit-III	Market Research ● Primary and secondary research	15
Unit- IV	Forecasting Methods	15

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	● Runway Trends ● Qualitative and Quantitative Methods	
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SUGGESTED READINGS:

- "Fashion Forecasting" by Kathryn McKelvey
- "The Trend Forecaster's Handbook" by Martin Raymond

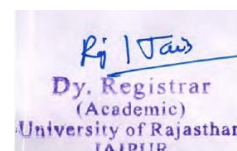
LEARNING OUTCOMES:

- Utilize data-driven methodologies and trend forecasting tools.
- Monitor global fashion weeks, consumer behavior, and social media trends.
- Analyze historical and contemporary influences on fashion evolution.
- Consider socio-economic factors, cultural shifts, and technological advancements influencing trends.

COURSE OUTCOMES:

- Students will develop a deep understanding of how trends emerge and evolve within the fashion industry.
- Mastery of various forecasting techniques used in the industry, such as trend research, consumer behavior analysis, and trend prediction methodologies.
- Ability to conduct market analysis and identify emerging trends that cater to specific consumer demographics and markets.
- Enhanced ability to communicate trend forecasts effectively through visual presentations, reports, and digital platforms.

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DCC-10P

FAS-64P-207 Fashion Forecasting & Trend Analysis

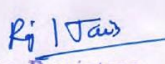
NSQF LEVEL: 6/SEM IV	EOSE :-	4 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	10	40
DELIVERY: DEMONSTRATION/ FIELD VISITS	MIN	4	16

PRE-REQUISITE OF THE COURSE:

- Familiarity with design and production processes in the fashion industry
- Knowledge of market trends and consumer behavior in the fashion sector

OBJECTIVES:

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Participants will learn to predict, analyze, and strategically apply emerging trends in the fashion industry to drive innovation and meet consumer demands effectively.

SYLLABUS:

UNITS	TOPICS	TEACHING HOURS
Unit-I	Sustainability in Trend Forecasting ● Evaluating the impact of sustainable trends on fashion forecasting ● Analyzing eco-friendly materials and ethical production practices	15
Unit-II	Case study of Sustainable fashion brands ● Case studies on sustainable fashion brands ● Forecasting strategies of sustainable fashion brands	15
Unit-III	Trend Monitoring and analysis ● Strategies for real-time trend monitoring and analysis	15

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	- Utilizing social media and real-time data for trend prediction - Developing agile forecasting processes for fast-paced markets	
Unit-IV	Range development as per forecast Develop a range of fashion forecasts through digital or manual application of the future trend analysis.	15

SUGGESTED READINGS:

- Trend reports and analyses from industry sources such as WGSN, Vogue Business, and Business of Fashion
- Academic journals on fashion forecasting, trend analysis, and consumer behavior

LEARNING OUTCOMES:

- To tailor trend forecasting for diverse market segments and demographics.
- To enhance trend prediction accuracy using data-driven approaches.
- To integrate sustainability principles into trend analysis and product development.
- To collaborate across industries to gain holistic insights into market trends.
- To monitor real-time trends and strategically apply them to enhance product development, marketing strategies, and brand narratives.

COURSE OUTCOMES:

- Development of a creative vision for trend interpretation and application in design, marketing, and retail contexts.
- Proficiency in using digital tools and software relevant to trend forecasting, such as Adobe Creative Suite, trend forecasting software, and data analytics tools.
- Understanding of ethical and sustainable practices in trend forecasting and fashion industry operations.
- Skills in collaborative teamwork, essential for working with designers, marketers, and retailers to implement trend forecasts effectively.

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DCC-11P

FAS-64P-208: Digital fashion illustration

NSQF LEVEL: 6/SEM IV	EOSE :-	4 HOURS	
CREDITS: 6 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	30	120

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DELIVERY: DEMONSTRATION	MIN	12	48
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PRE-REQUISITE OF THE COURSE: None

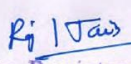
OBJECTIVES:

To develop skills in designing collections on 2D and 3D Softwares gain knowledge about the technical aspects of the fashion illustrations, flat sketches and specification sheets.

SYLLABUS:

UNITS	CONTENT	TEACHING HOURS
UNIT I	Introduction to Digital Fashion Illustration ● Overview of digital tools and software ● Importance of digital illustration in modern fashion design ● Develop croquis, flat sketches and tech packs. ● Exploring different styles of fashion illustration (e.g., realistic, stylized, technical)	20
UNIT II	Garment Illustration and Detailing ● Drawing different types of garments ● Emphasis on fabric draping, folds, and details ● Incorporating accessories and footwear into illustrations ● Applying shading, highlights, and textures to illustrations	40

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UNIT III	Creating Collections and Storyboards ● Developing cohesive fashion collections through digital illustration ● Creating storyboards and narrative illustrations ● Presentation techniques for showcasing fashion concepts digitally	40
UNIT IV	Introduction to 3D Fashion Design ● Overview of 3D fashion design software ● Understanding the benefits of 3D design in fashion industry ● Basic navigation and interface familiarization ● Fundamentals of pattern making and draping in a virtual environment ● Building basic garment shapes ● Applying different fabrics, textures and prints to garments.	40
UNIT V	Advanced Garment Techniques ● Complex garment construction ● Understanding seam allowances, hemlines, and finishing touches ● Techniques for realistic fabric simulation ● Creating custom materials and textures ● Rendering and Visualization ● Lighting setups and techniques for virtual fashion shows ● Camera angles and composition in 3D fashion presentation	40

SUGGESTED READINGS:

- "Digital Transformation of the Fashion Industry" by Pariksha Rao
- "Fashion 4.0: The Digitization of Fashion" by Alessio Ishizaka and Yana Breindl

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- "Fashion Futures 2030: Sustainable Digital Innovations" by Bregje Lampe and Anne Peirson-Smith
- "The End of Fashion: How Marketing Changed the Clothing Business Forever" by Teri Agins

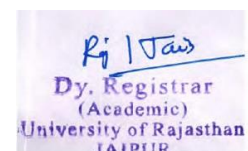
LEARNING OUTCOMES:

- To identify and utilize various digital tools and technologies employed in digital fashion design and presentation.
- To design and develop digital garments using 3D modeling techniques, incorporating principles of fabric simulation, texture mapping, and realistic rendering.
- To assess the influence of technology on the fashion industry, including trends in virtual fashion shows, digital retail experiences, and sustainability through virtual clothing.
- To create a professional portfolio that highlights digital fashion design projects, showcasing creativity, technical proficiency, and comprehension of digital fashion trends and concepts.

COURSE OUTCOMES:

- Gain proficiency in using digital illustration software commonly used in the fashion industry, or other specialized fashion illustration software.
- Learn techniques for illustrating different types of garments, fabrics, textures, and embellishments digitally, reflecting trends and design concepts accurately.
- Build a professional portfolio of digital fashion illustrations showcasing a range of styles, techniques, and themes, suitable for presentation to potential employers or clients.
- Understand industry standards and best practices for digital fashion illustration, including file formats, resolution, and color profiles suitable for different applications.

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DCC-12P

FAS-75P-209 Menswear Design project

NSQF LEVEL: 6/SEM IV	EOSE :-	4 HOURS	
CREDITS: 6 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	30	120
DELIVERY: LECTURE, DEMONSTRATION	MIN	12	48

PRE-REQUISITE OF THE COURSE: Basic Pattern Making and Garment Construction Techniques

OBJECTIVE:

This course focuses on the creative and technical aspects of designing menswear. Students will develop a comprehensive understanding of menswear design principles and techniques through practical projects and theoretical exploration.

SYLLABUS:

UNITS	TOPICS	TEACHING HOURS
Unit -I	Introduction to Menswear Design ● Overview of menswear market and historical context ● Introduction to the design process and project requirements Research and Concept Development ● Conducting research on menswear trends and consumer behavior ● Developing mood boards, sketches, and initial design	30

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	concepts	
Unit-II	Creation of Design Project ● Mood board ● Color board ● style and trend board ● surface explorations ● flat drawings	30
Unit-III	Design Development and Refinement ● Refining designs based on feedback and technical feasibility ● Creating detailed technical drawings and specifications for final garments	40
Unit-IV	Pattern Making and Prototyping ● Basics of pattern making and fitting techniques for menswear ● Creating prototypes and refining designs based on fitting sessions Garment Construction and Techniques ● Exploring different fabrics, finishes, and construction techniques for menswear ● Hands-on workshops on sewing, tailoring, and finishing details	40
Unit-V	Production and Presentation ● Finalizing garment production and quality control ● Preparing for final presentation: portfolio, lookbook, or fashion show	40

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	Final Presentation and Critique ● Presenting menswear collection to peers and industry professionals ● Critique and feedback session to evaluate design process and outcomes	
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SUGGESTED READINGS:

- "Metric Pattern Cutting for Menswear" by Winifred Aldrich
- "Patternmaking for Menswear" by Gareth Kershaw
- "Classic Tailoring Techniques: A Construction Guide for Men's Wear" by Roberto Cabrera

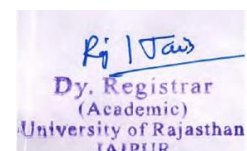
LEARNING OUTCOMES:

- To analyze and interpret menswear trends and influences.
- To cultivate technical skills in menswear pattern-making and garment construction.
- To creatively apply design concepts to menswear projects.
- To critique and refine design work through peer and instructor feedback.
- To present a cohesive menswear collection that illustrates design process and concept development.
- To comprehend industry standards and practices pertinent to menswear design.

COURSE OUTCOMES:

- Gain a comprehensive understanding of historical and contemporary trends in men's fashion, including cultural influences, lifestyle factors, and evolving consumer preferences.
- Develop proficiency in the menswear design process, from initial concept development and sketching to pattern drafting, garment construction, and final presentation.
- Ability to develop creative and innovative menswear concepts that reflect individual style, market trends, and brand identity.
- Learn to select appropriate fabrics and materials for menswear designs based on their properties, performance, and aesthetic qualities.

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MDC-2L

FAS-64L-210 Styling and Photography

NSQF LEVEL: 6/SEM IV	EOSE :-	3 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	10	40
DELIVERY: LECTURE	MIN	4	16

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE:

This course integrates theory application in the fields of visual merchandising, styling, and photography. Students will explore the principles of effective display techniques, styling practices, and photographic composition through theoretical discussions.

SYLLABUS:

UNITS	TOPICS	TEACHING HOURS
Unit I	Introduction to Styling and Photography Overview of styling principles: Color, texture, proportion.	15

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	• Basic photography concepts: Composition, lighting, and framing. • Visual storytelling across design disciplines	
Unit II	Discipline-Specific Styling and Photography • Styling techniques for fashion, jewelry, interiors, and communication	15
Unit III	Photography Lighting, angles, and shooting techniques for different materials and environments	15
Unit IV	Creative and Advanced Techniques • Conceptual styling and editorial photography • Advanced photography techniques: Aperture, exposure, post-processing. • Styling for digital platforms	15

SUGGESTED READINGS:

- "Styling for Photography: Techniques for Studio and Location Shoots" by Daniela Bowker

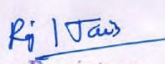
LEARNING OUTCOMES:

- To demonstrate proficiency in styling techniques across diverse media and contexts.
- To critically analyze and evaluate visual presentations within retail environments.
- To assess the effectiveness and impact of styling choices on consumer perception.
- To apply insights to enhance visual merchandising strategies and brand storytelling.

COURSE OUTCOME:

- To understand the principles and theories of visual merchandising, including layout

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design and product placement, to enhance the shopping experience.

- To master basic photography techniques, including lighting, composition, and camera settings, is essential for capturing fashion and product images.
- To learn how to effectively present products through photography, styling, and visual merchandising techniques.
- To consider brand identity and target audience when applying photography and visual merchandising strategies.

MDC-2P

FAS-64P-211 Styling and Photography

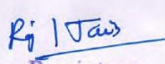
NSQF LEVEL: 6/SEM IV	EOSE :-	4 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	10	40
DELIVERY: DEMONSTRATION/ FIELD VISITS	MIN	4	16

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE:

This course integrates practical application in the fields of visual merchandising, styling, and photography. Students will explore the principles of effective display techniques, styling practices, and photographic composition through hands-on projects. Emphasis will be placed on developing creative skills and understanding the impact of visual presentation in retail and marketing contexts.

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SYLLABUS:

UNITS	TOPICS	TEACHING HOURS
Unit I	Fundamentals of Styling and Photography • Create mood boards for fashion, jewelry, interior, or communication project. • Practice basic photography techniques: composition, lighting, framing. • Styled Photoshoot: Conduct a basic shoot using mood board concepts	15
Unit II	Styling and Photography Techniques for Specific Disciplines • Style and photograph a product/look/space based on specific disciplines: Fashion, Jewelry, Interior, or Communication Design. • Experiment with lighting: Natural vs. artificial. • Explore material textures and how to capture them effectively in photography	15
Unit III	Creative and Advanced Styling • Develop a concept for an editorial photoshoot: Define theme, color palette, and styling. • Advanced Photography: Work with aperture, exposure, and depth of field. • Experiment with different environments and settings for creative styling.	15
Unit IV	Portfolio Development and Final Project • Final Photoshoot: Create a styled photoshoot for a professional portfolio. • Image Post-Processing: Learn basic editing using software (e.g., Photoshop, Lightroom). • Compile a portfolio that showcases styling and	15

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	photography work across different design disciplines	
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SUGGESTED READINGS:

- "Visual Merchandising: Window and In-Store Displays for Retail" by Tony Morgan
- "Styling for Photography: Techniques for Studio and Location Shoots" by Daniela Bowker

LEARNING OUTCOMES:

- To apply fundamental principles of visual merchandising to create compelling displays.
- To utilize photography skills to effectively capture and enhance visual merchandising displays.
- To develop a portfolio showcasing creative work in visual merchandising, styling, and photography.

COURSE OUTCOMES:

- To develop skills in designing and arranging retail spaces, including window displays, store layouts, and promotional areas, to attract and engage customers.
- To learn styling techniques for fashion products such as apparel, accessories, and props, ensuring cohesive and visually appealing presentations.
- To gain hands-on experience in studio and on-location photography setups, mastering equipment management, model direction, and scene styling.
- To apply learned skills in creating compelling visual narratives that align with brand identity and consumer preferences.
- To enhance retail environments and product presentations through effective design, styling, and photography techniques.

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