

PANDIT LAKHMI CHAND
STATE UNIVERSITY OF PERFORMING AND VISUAL ARTS, ROHTAK
(A State University established under Haryana Act No. 24 of 2014)



FACULTY OF DESIGN
DEPARTMENT OF LIFESTYLE ACCESSORY DESIGN
BACHELOR OF LIFESTYLE ACCESSORY DESIGN
SCHEME OF EXAMINATION AND SYLLABUS
Programme Code: BLAD
Duration – 4 Years Full Time
CHOICE BASED CREDIT SYSTEM
ACADEMIC SESSION 2019-20 ONWARDS

SEMESTER – III

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits	Duration of Examination
				Theory	Portfolio			
BLAD/301	Form Studies	Core	45	-	105	150	6	-
BLAD/302	Drawing and Illustration	Core	45	-	105	150	6	-
BLAD/303	History & Philosophy of Design	DSE	30	70	-	100	4	2 hrs.
BLAD/304	Trend & Forecasting	DSE	30	70	-	100	4	2 hrs.
BLAD/305	Material, Machine and Process –I	DSE	30	70	-	100	4	2 hrs.
BLAD/306	Computer Application	SEC	30	-	70	100	4	-
BLAD/307	Craft and Culture	SEC	30	-	70	100	4	-
BLAD/308	Surface Development	SEC	30	-	70	100	4	-
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
Total						800	32	

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below).

Open Elective Subjects for LAD Semester-III

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/P/313	Material & Process-I	OE/SEC	2	15	35	50	1.5 hrs.
OE/P/314	Basic Ergonomics	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/315	Basics of Home Furnishing Products	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/316	Introduction to Fiber, Yarn & Fabrics	OE/SEC	2	15	35	50	1.5 hrs.
OE/F/317	Fashion Basics	OE/SEC	2	15	35	50	1.5 hrs.
OE/F/318	Principles of Management	OE/SEC	2	15	35	50	1.5 hrs.

SEMESTER – IV

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total marks	Course Credits	Duration of Examination
				Theory	Portfolio			
BLAD/401	Pattern Making & Construction Techniques - I	Core	45	-	105	150	6	-
BLAD/402	Design Methodology	Core	45	-	105	150	6	-
BLAD/403	Fashion & Marketing	DSE	30	70	-	100	4	2 hrs.
BLAD/404	Human Factors & Ergonomics	DSE	30	70	-	100	4	2 hrs.
BLAD/405	Design Thinking	DSE	30	70	-	100	4	2 hrs.
BLAD/406	Surface Manipulation	SEC	30	-	70	100	4	
BLAD/407	Technical Drawing (CAD)	SEC	30	-	70	100	4	
BLAD/408	Basic Prototyping	SEC	15	-	35	100	4	
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
Total						800	32	

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below).

Open Elective Subjects for LAD Semester-IV

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/P/413	Material & Process- II	OE/SEC	2	15	35	50	1.5 hrs.
OE/P/414	Basic Mechanics & Basic Electricity	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/415	Basics of IPR	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/416	Introduction to Consumer Behaviour	OE/SEC	2	15	35	50	1.5 hrs.
OE/F/417	Trends & Forecast	OE/SEC	2	15	35	50	Portfolio
OE/F/418	Hand Knitting Techniques	OE/SEC	2	15	35	50	Portfolio

SEMESTER – V

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits	Duration of Examination
				Theory	Portfolio			
BLAD/501	Fashion Accessory Design	Core	45	-	105	150	6	-
BLAD/502	Pattern Making & Construction Techniques - II	Core	45	-	105	150	6	-
BLAD/503	Research Methodology	DSE	30	70	-	100	4	2 hrs.
BLAD/504	Introduction to Packaging Design	DSE	30	70	-	100	4	2 hrs.
BLAD/505	Professional Documentation	DSE	30	70	-	100	4	2 hrs.
BLAD/506	Draping	SEC	30	-	70	100	4	-
BLAD/507	Footwear Design - I	SEC	30	-	70	100	4	-
BLAD/508	Product Prototyping	SEC	30	-	70	100	4	-
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
Total						800	32	

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below)..

Open Elective Subjects for LAD Semester-V

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/P/513	Basics of Research Methodology	OE/SEC	2	15	35	50	1.5 hrs.
OE/P/514	Introduction to Design & Human Evolution	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/515	Introduction to Commercial Printing	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/516	Basics of Professional Documentation	OE/SEC	2	15	35	50	1.5 hrs.
OE/F/517	Fashion Merchandising	OE/SEC	2	15	35	50	1.5 hrs.
OE/F/518	Visual Design Studies	OE/SEC	2	15	35	50	Portfolio

SEMESTER – VI

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits	Duration of Examination
				Theory	Portfolio			
BLAD/601	Craft & Design	Core	45	-	105	150	6	-
BLAD/602	Leather Garments	Core	45	-	105	150	6	-
BLAD/603	Entrepreneurship Development	DSE	30	70	-	100	4	2 hrs.
BLAD/604	Production Planning & Control	DSE	30	70	-	100	4	2 hrs.
BLAD/605	Ethical Professional Practise	DSE	30	70	-	100	4	2 hrs.
BLAD/60	Footwear Design – II	SEC	30	-	70	100	4	-
BLAD/607	Professional Photography	SEC	30	-	70	100	4	-
BLAD/608	Grading Construction Techniques	SEC	30	-	70	100	4	-
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
						800	32	

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below).

Open Elective Subjects for LAD Semester-VI

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/P/613	Basics of Design & Innovations	OE/SEC	2	15	35	50	1.5 hrs.
OE/P/614	Traditional Indian Toys	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/615	Understanding of Home Textiles	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/616	Introduction to World Traditional Textiles	OE/SEC	2	15	35	50	1.5 hrs.
OE/F/617	Design Strategy	OE/SEC	2	15	35	50	Portfolio
OE/F/618	Info-graphics and Visual Representation	OE/SEC	2	15	35	50	Portfolio

SEMESTER – VII

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total marks	Course Credits	Duration of Examination
				Theory	Portfolio			
BLAD/701	Sustainable Design: Fashion Accessories	Core	45	-	105	150	6	-
BLAD/702	Visual Merchandising	Core	45	-	105	150	6	-
BLAD/703	Brand Studies	DSE	30	-	70	100	4	-
BLAD/704	Design Management	DSE	30	-	70	100	4	-
BLAD/705	Introduction to Visual Merchandising	DSE	30	-	70	100	4	-
BLAD/706	Packaging Design : Prototyping	DSE /SEC	30	-	70	100	4	-
BLAD/707	Portfolio Design	DSE /SEC	30	-	70	100	4	-
BLAD/708	Dissertation	DSE /SEC	30	-	70	100	4	-
BLAD/709	Design Collection	DSE /SEC	30	-	70	100	4	-
BLAD/710	Summer Internship	SEC	30	-	70	100	4	-
Total						800	32	

CORE subjects and BLAD710 are mandatory. Students may choose any 4 subjects from BLAD/703 to BLAD/709.

SEMESTER – VIII

ACADEMIC PLAN

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits	Duration of Examination
				Theory	Portfolio			
BLAD/801	Graduation Project	Core	240	-	560	800	32	-

CORE subject is mandatory.

SYLLABUS

SEMESTER – III

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits	Duration of Examination
				Theory	Portfolio			
BLAD/301	Form Studies	Core	45	-	105	150	6	-
BLAD/302	Drawing and Illustration	Core	45	-	105	150	6	-
BLAD/303	History & Philosophy of Design	DSE	30	70	-	100	4	2 hrs.
BLAD/304	Trend & Forecasting	DSE	30	70	-	100	4	2 hrs.
BLAD/305	Material, Machine and Process –I	DSE	30	70	-	100	4	2 hrs.
BLAD/306	Computer Application	SEC	30	-	70	100	4	-
BLAD/307	Craft and Culture	SEC	30	-	70	100	4	-
BLAD/308	Surface Development	SEC	30	-	70	100	4	-
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
Total						800	32	

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below).

Open Elective Subjects for LAD Semester-III

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/P/313	Material & Process-I	OE/SEC	2	15	35	50	1.5 hrs.
OE/P/314	Basic Ergonomics	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/315	Basics of Home Furnishing Products	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/316	Introduction to Fiber, Yarn & Fabrics	OE/SEC	2	15	35	50	1.5 hrs.
OE/F/317	Fashion Basics	OE/SEC	2	15	35	50	1.5 hrs.
OE/F/318	Principles of Management	OE/SEC	2	15	35	50	1.5 hrs.

Paper-1 : Form Studies

Paper Code : BLAD/301

Course Credits : 06

Course objectives :

- To develop capabilities to analyze, realize and generate 2D shapes and convert 2d shapes into 3D Forms through the process of ideation.

Course content:

- Introduction to basic shapes and form
- Shape and Form in Nature and surroundings (Geometric and Organic)
- Importance of Form as visual elements.(Emotional & Functional Value)
- Form and Colour
- Understanding of 3D form in relation to space.
- Process of 2D & 3D form generation.

Deliverables:

- To submit detail document / Report
- Presentation / Research report.
- 3D forms (Prototypes& Mock-ups) created from various Materials like POP, Paper, Clay, PU Form, thermocol etc.

Paper-2 : Drawing and Illustration

Paper Code : BLAD/302

Course Credits : 06

Course objectives :

- To develop the understanding of various aspects of basic and detail drawings.(Perspective and Isometric)
- To understand and create Illustrations (Fashion& Product/Lifestyle accessories).
- To develop the basic understanding of Technical Drawing (Fashion & Product/Lifestyle accessories)

Course content:

- Line drawing with different mediums.
- Perspective and isometric drawings.
- Detail drawings of different product/accessories.
- Rendering techniques to draw and illustrate.
- Technical drawing including different views.

Deliverables:

- 100 Sketches of various (Fashion & Product/Lifestyle accessories) for practise.
- Technical Drawings of At least 10Products (Fashion & Product/Lifestyle accessories)
- 25-30 Illustrations (Fashion & Product/Lifestyle accessories)

Paper-3 : History & Philosophy of Design

Paper Code : BLAD/303

Course Credits : 04

Course objectives :

- To understand and develop insight into how design evolved as a profession.
- Understanding of various influences and factors, which have contributed to the dynamics of design and its changing contexts through history.
- Appreciation of philosophical bases in which design has emerged.

Course content:

- Introduction to Design History Studies
- Over view of Design History (Ancient) Cave drawing, Tools, Architecture to Pottery.
- Eastern and Western world design History (Pyramids, Greek & Roman Palaces and Public Spaces. Stupas, Cave and Structural Temples; Jewellery and Ornamentation)
- Pre industrial and Post-industrial design intervention.
- Course and influences created new various philosophies.
- Human race its needs, wants and desires lead to new design developments in society.

Deliverables:

- A document describing importance, influence and evolution of design and its philosophical approach from any period of history.

Note:

- Examiner will set ELEVEN questions in total in which 1 question will be compulsory & will be of objective type of 20 marks. From rest TEN questions, students shall attempt any FIVE questions of 10 marks each. Time duration for the exam will be of TWO hours.

Paper-4 : Trend & Forecasting

Paper Code : BLAD/304

Course Credits : 04

Course objectives :

- To develop understanding about fashion pertaining to personal and lifestyle accessories/products.
- Interpretation and application of trends and forecast, forecasting tools, sourcing and analysis of information from various references.

Course content:

- Fashion Trends & analysis.
- Understanding of forecast mechanism, Project on Forecast.
- Interpretation of Fashion Trends & forecast in Indian Context.
- Terms & definitions of various fashion accessories.
- Interpretation of various fashion forecasting resources.

Deliverables:

- Presentation & Documentation describing upcoming trend and forecasting based on research and study.

Note:

- Examiner will set ELEVEN questions in total in which 1 question will be compulsory & will be of objective type of 20 marks. From rest TEN questions, students shall attempt any FIVE questions of 10 marks each. Time duration for the exam will be of TWO hours.

Paper-5 : Material, Machine and Process – I

Paper Code : BLAD/305

Course Credits : 04

Course objectives :

- To learn about the importance of materials in Accessory design (Leather, PU, Fabric and Canvas etc.).
- Develop proficiency on the lock stitch machine and its application, explore different technique used for quality application in Accessory/garments.
- Understand the utility of different technique used for garment contraction which can be utilised as a design feature.

Course content:

- Theoretical knowledge about Types of Material and their Properties.
- Uses of different types of materials.
- Knowledge of sewing machine, basic stitching, threading, bobbin winding and common problems in machine, maintenance of sewing machine.
- Definition & Knowledge of different seams and stitches.
- Importance of pattern making and cutting techniques.
- Difference between inches, CMs, yards & meter and how to take measurements.

Deliverables:

- Detailed Documentation on Materials and Machine,
- Swatches of various stitching techniques.

Note:

- Examiner will set ELEVEN questions in total in which 1 question will be compulsory & will be of objective type of 20 marks. From rest TEN questions, students shall attempt any FIVE questions of 10 marks each. Time duration for the exam will be of TWO hours.

Paper-6 : Computer Applications

Paper Code : BLAD/306

Course Credits : 04

Course objectives :

- Understanding the skills and tools of **Coral Draw and Photoshop.**

Course content:

- Introduction to **Coral Draw.**
- Basic Tools, Drawing and Colouring, Text, Applying effects.
- Understanding, Documentation, Tracing, drawing etc.
- Use of Coral draw in Design Industry
- Product and Various Promotional Illustrations.
- Introduction to Photoshop
- Creating a file, adjusting the brightness, sharpness, adding effects, working in layers, creating posters, mood board's learning the usage of **Photoshop.**

Deliverables:

- Class room assignment and Submission (Soft and hard format).
- Layouts and Design (Visiting Cards, Letter Pad, Product and Product Packaging and Advertisements etc.)
- Objective type question with on the spot assignment making in given time.

Paper-7 : Craft and Culture

Paper Code : BLAD/307

Course Credits : 04

Course objectives :

- To observe and understand craft and its admirable visual and function qualities.
- To Understanding craft, community & socio economic culture influencing craft.

Course content:

- Pre-orientation about the craft.
- Basic Information Collection (About the geographical location, Raw Material, Artisans / Craftsmen, Design aesthetics/influences, Making Process, Marketing Avenues etc.).
- Data Collection from exiting references (Documents, Books, Magazines, and Reports etc.) .
- Study, understand and document a detailed report / documentation of the selected craft.

Deliverables:

- Detailed Documentation & Presentation on selected craft.

Note: Students (Individual or in groups) shall stay at the selected location in order to study and document.

Paper-8 : Surface Development

Paper Code : BLAD/308

Course Credits : 04

Course objectives :

- To understand surface ornamentation and its importance in context with Fashion and Design.

Course content:

- Introduction to Surface ornamentation
- Types various Surface ornamentation Embroidery, Patch work, Bead work etc.
- Application of surface ornamentation as per the desirable look.

Deliverables:

- Printed Document / Report on Surface Ornamentation developed .
- Swatches of different techniques

Paper-11 : Introduction to Trend and Forecasting

Paper Code : BLAD/OE/311

Course Credits : 02

Course objectives :

- To understand the importance and basic application of trends forecast in design.
- To understating basic Trend and Forecasting as a process.

Course content:

- Trend and Forecasting
- Process of trend and forecasting.
- Importance of Trend and Forecasting in Design.
- Mood board, Theme boards etc.
- Role, interpretation and application of Fashion Forecasting in design industry.

Deliverables:

- Documentation/ Presentation on any one trend and forecasting story.

Note:

- The paper setter will set questions in two parts (A & B).
- In part A, the paper setter will set 15 objective type questions carrying 1 mark each.
- In Part B, the paper setter will set 08 descriptive type questions out of which students shall attempt any 04 questions carrying 5 marks each.

Paper-12 : Introduction to Philosophy of Design

Paper Code : BLAD/OE/312

Course Credits : 02

Course objectives :

- To understand and develop basic insight into how design evolved as a profession.
- Understanding of various influences and factors, which have contributed to the dynamics of design and its changing contexts through history.
- Appreciation of philosophical bases in which design has emerged.

Course content:

- Introduction to Design History Studies
- Over view of Design History (Ancient) Cave drawing, Tools, Architecture to Pottery.
- Eastern and Western world design History (Pyramids, Greek & Roman Palaces and Public Spaces. Stupas, Cave and Structural Temples; Jewellery and Ornamentation)
- Pre industrial and Post-industrial design intervention.
- Course and influences created new various philosophies.
- Human race its needs, wants and desires lead to new design developments in society.

Deliverables:

- A document describing importance, influence and evolution of design and its philosophical approach from any period of history.

Note:

- The paper setter will set questions in two parts (A & B).
- In part A, the paper setter will set 15 objective type questions carrying 1 mark each.
- In Part B, the paper setter will set 08 descriptive type questions out of which students shall attempt any 04 questions carrying 5 marks each.

SEMESTER – IV

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total marks	Course Credits	Duration of Examination
				Theory	Portfolio			
BLAD/401	Pattern Making & Construction Techniques - I	Core	45	-	105	150	6	-
BLAD/402	Design Methodology	Core	45	-	105	150	6	-
BLAD/403	Fashion & Marketing	DSE	30	70	-	100	4	2 hrs.
BLAD/404	Human Factors & Ergonomics	DSE	30	70	-	100	4	2 hrs.
BLAD/405	Design Thinking	DSE	30	70	-	100	4	2 hrs.
BLAD/406	Surface Manipulation	SEC	30	-	70	100	4	
BLAD/407	Technical Drawing (CAD)	SEC	30	-	70	100	4	
BLAD/408	Basic Prototyping	SEC	15	-	35	100	4	
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
Total						800	32	

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below).

Open Elective Subjects for LAD Semester-IV

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/P/413	Material & Process- II	OE/SEC	2	15	35	50	1.5 hrs.
OE/P/414	Basic Mechanics & Basic Electricity	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/415	Basics of IPR	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/416	Introduction to Consumer Behaviour	OE/SEC	2	15	35	50	1.5 hrs.
OE/F/417	Trends & Forecast	OE/SEC	2	15	35	50	Portfolio
OE/F/418	Hand Knitting Techniques	OE/SEC	2	15	35	50	Portfolio

Paper-1 : Pattern Making & Construction Techniques - I

Paper Code : BLAD/401

Course Credits : 06

Course objectives :

- To understand and develop Basic patterns of Fashion Accessory, Basic Bodies, Skirts.
- To understand and develop basic construction techniques of Fashion Accessory, Basic Bodies, Skirts.
- Understand human body, Be familiar with tools of pattern making
- Understand the terminology of pattern making, Develop accurate slopers for bodice through the pattern method
- Produce master patterns. Develop one piece garment by compiling the skirt and bodices, Sleeve and its variations

Course content:

- Basic Pattern making of Fashion & Product/Lifestyle Accessories.
- Basic tools of pattern making.
- Basic construction of Fashion & Product/Lifestyle Accessories.
- Tool and Techniques used in Construction of Fashion & Product/Lifestyle Accessories.
- Basic Principles of pattern making, Comparison of figures with standard bodices, Measuring techniques
- Methods of pattern making, Basic bodice variation , Basics A-line skirt and its variation
- Basics sleeve and variation, Collar variation

Deliverables:

- Submission of basic patterns of Fashion & Product/Lifestyle Accessories and garments.
- Submission of constructed Fashion & Product/Lifestyle Accessories and garments.

Paper-2 : Design Methodology

Paper Code : BLAD402

Course Credits : 06

Course objectives :

- To understand design as a systematic process to address a situation.

Course content:

- Introduction about design methodology
- Systematic approach to cater any situation / task.
- Choosing any situation / task / problem from surrounding and providing a design solution to it.

Deliverables:

- A document explaining the systematic problem solving process.
- Prototypes/ Mock up etc for the solution.

Paper-3 : Fashion & Marketing

Paper Code : BLAD/403

Course Credits : 04

Course objectives :

- The fundamentals of fashion marketing
- Application of marketing techniques in the fashion industry.

Course content:

- Understand the basic concepts of fashion and Marketing.
- Marketing Mix.
- Marketing management Concepts-
- Product concept, Production concept, selling concept Marketing management Concepts.
- Understand current demographic, psychographic, and geographic trends in terms of Fashion and Marketing.
- Techniques involved in marketing of products/services.
- Understanding the utility of segmentation, targeting and positioning (Marketing Plan) through case studies

Deliverables:

- Class room Presentations.
- Documentation on Fashion & Marketing of Fashion / Lifestyle Accessory Brands.

Note:

- Examiner will set ELEVEN questions in total in which 1 question will be compulsory & will be of objective type of 20 marks. From rest TEN questions, students shall attempt any FIVE questions of 10 marks each. Time duration for the exam will be of TWO hours.

Paper-4 : Human Factors & Ergonomics

Paper Code : BLAD/404

Course Credits : 04

Course objectives :

- To understand the relationship between Product/Accessories and living being (Human& Animals) and how it affects the design of the product.

Course content:

- Introduction to the subject,
- Study average dimensional limits of human beings, limits of vision, angle, and limits of knee, elbow, and joint etc.
- Analyze a case study related to ergonomics.

Deliverables:

- Documentation on Human ergonomics and responses.

Note:

- Examiner will set ELEVEN questions in total in which 1 question will be compulsory & will be of objective type of 20 marks. From rest TEN questions, students shall attempt any FIVE questions of 10 marks each. Time duration for the exam will be of TWO hours.

Paper-5 : Design Thinking

Paper Code : BLAD/405

Course Credits : 04

Course objectives :

- To understand and apply critical and creative thinking (Lateral Thinking) To understand and apply critical and creative thinking (Lateral Thinking).

Course content:

- Introduction about Design thinking
- Significance , Role and Application of design thinking
- Process or steps of Design thinking.
- Application of design thinking on a selected brief.

Deliverables:

- Documentation and presentation over application and outcome of design solution achieved through design thinking on a selected brief.

Note:

- Examiner will set ELEVEN questions in total in which 1 question will be compulsory & will be of objective type of 20 marks. From rest TEN questions, students shall attempt any FIVE questions of 10 marks each. Time duration for the exam will be of TWO hours.

Paper-6 : Surface Manipulation

Paper Code : BLAD/406

Course Credits :04

Course objectives :

- To understand surface manipulation of different surfaces on various different materials like Leather/Non Leather, Fabric and Hard materials etc.

Course content:

- Introduction of various surfaces and materials.
- Methods of surface manipulation.
- Importance and need of surface manipulation.
- Utilization of surface manipulation.

Deliverables:

- Swatch/prototype development.
- Presentation and documentation.

Paper-7 : Technical Drawing (CAD)

Paper Code : BLAD/407

Course Credits : 04

Course objectives :

- To develop the understanding of Technical Drawing (Fashion & Product/Lifestyle accessories)
- To learn orthographic projection of a product using hand and CAD soft

Course content:

- Technical drawing (Hand Drawings) including different views.
- Understand the principles of Technical Drawing.
- Introduction of Technical drawings and importance &relevance, types of line, its application & appreciation.
- Detail understanding of scaled Isometric views.
- Orthographic projections Dimensioning, First Angle projection, Third angle Projection. Various methods of Dimensioning & Symbols abbreviations.
- Emphasis on Basic CAD application of Drawings (Rhino).

Deliverables:

- Technical Drawings of Products (Fashion & Product/Lifestyle accessories)
- 2D and 3D Drawing of Products (Fashion & Product/Lifestyle accessories)
- Submission of 3D drawings along with Technical Drawings.

Paper-8 : Basic Prototyping

Paper Code : BLAD/408

Course Credits : 04

Course objectives :

- To Develop the Understanding of product and it's making process.

Course content:

- Understanding of the product and its need.
- Processes of basic prototyping like technical drawing, Pattern cutting and material selection etc.
- Mock ups and prototyping making process.

Deliverables:

- Develop the detailed prototype product comparable to be a final finished product

Paper-11 : Introduction to Fashion Marketing

Paper Code : BLAD/OE/411

Course Credits : 02

Course objectives :

- To sensitize Communication students towards the marketing and merchandising functions of the fashion business.
- To enable students to gain better understanding on markets and marketing concepts.
- To familiarize them with the distinctive aspects between fashion and generic marketing.
- To enable them to classify markets.
- To familiarize them with the concepts of merchandising.

Course content:

- Overview of Fashion in the context of Fashion & Fashion sector
- Introduction of Marketing, core concept of Marketing
- Fashion Lifecycle & Product Lifecycle
- Identifying target market -Components of marketing mix , Marketing mix – Product & Price, Place & Promotion
- Introduction to Merchandising.
- Market segmentation and Positioning
- Marketing techniques and methodologies.

Deliverables:

- Documentation / Report on a Fashion Brand related to Fashion, Product/ Lifestyle Accessories.

Note:

- The paper setter will set questions in two parts (A & B).
- In part A, the paper setter will set 15 objective type questions carrying 1 mark each.
- In Part B, the paper setter will set 08 descriptive type questions out of which students shall attempt any 04 questions carrying 5 marks each.

Paper-12 : Basics of Human Factors & Ergonomics

Paper Code : BLAD/OE/412

Course Credits : 02

Course objectives :

- To understand the basic relationship between Product/Accessories and living being (Human & Animals) and how it affects the design of the product.

Course content:

- Introduction to the subject,
- Study average dimensional limits of human beings, limits of vision, angle, and limits of knee, elbow, and joint etc.
- Case study related to ergonomics.

Deliverables:

- Documentation on Human ergonomics and responses.

Note:

- The paper setter will set questions in two parts (A & B).
- In part A, the paper setter will set 15 objective type questions carrying 1 mark each.
- In Part B, the paper setter will set 08 descriptive type questions out of which students shall attempt any 04 questions carrying 5 marks each.

SEMESTER – V

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits	Duration of Examination
				Theory	Portfolio			
BLAD/501	Fashion Accessory Design	Core	45	-	105	150	6	-
BLAD/502	Pattern Making & Construction Techniques - II	Core	45	-	105	150	6	-
BLAD/503	Research Methodology	DSE	30	70	-	100	4	2 hrs.
BLAD/504	Introduction to Packaging Design	DSE	30	70	-	100	4	2 hrs.
BLAD/505	Professional Documentation	DSE	30	70	-	100	4	2 hrs.
BLAD/506	Draping	SEC	30	-	70	100	4	-
BLAD/507	Footwear Design - I	SEC	30	-	70	100	4	-
BLAD/508	Product Prototyping	SEC	30	-	70	100	4	-
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
Total						800	32	

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below)..

Open Elective Subjects for LAD Semester-V

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/P/513	Basics of Research Methodology	OE/SEC	2	15	35	50	1.5 hrs.
OE/P/514	Introduction to Design & Human Evolution	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/515	Introduction to Commercial Printing	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/516	Basics of Professional Documentation	OE/SEC	2	15	35	50	1.5 hrs.
OE/F/517	Fashion Merchandising	OE/SEC	2	15	35	50	1.5 hrs.
OE/F/518	Visual Design Studies	OE/SEC	2	15	35	50	Portfolio

Paper-1 : Fashion Accessory Design

Paper Code : BLAD/501

Course Credits : 6

Course objectives :

- To understand the importance of Fashion Accessory (Bags, Clutches, Belts, Wallets, Purses) in Fashion Industry
- Understand the performance characterises of different Fashion Accessory (Bags, Clutches, Belts, Wallets, Purses)
- To be familiar with the terminology of Fashion Accessory (Bags, Clutches, Belts, Wallets, Purses)
- To explain how Fashion Accessory (Bags, Clutches, Belts, Wallets, Purses) products are produced and its various procedure
- To understand the importance of finishing process Fashion Accessory (Bags, Clutches, Belts, Wallets, Purses)
- To understand commercial Value of Fashion Accessory (Bags, Clutches, Belts, Wallets, Purses) products

Course content:

- Types of Fashion Accessory (Bags, Clutches, Belts, Wallets, Purses) products
- Raw material for Fashion Accessory (Bags, Clutches, Belts, Wallets, Purses)
- Pattern development for Fashion Accessory (Bags, Clutches, Belts, Wallets, Purses)
- Prototype for Fashion Accessory (Bags, Clutches, Belts, Wallets, Purses)
- Construction and finishing of Fashion Accessory (Bags, Clutches, Belts, Wallets, Purses)

Deliverables:

- Classroom Interactive Presentation
- Documentation on Designer/Branded Bags
- Collection of at least 6-8 products

Paper-2 : Pattern Making & Construction Techniques-II

Paper Code : BLAD/502

Course Credits : 6

Course objectives :

- Understand and ascertain the different components of Torso and Corset, necklines, collars, sleeves, sleeve plackets, cuff pockets.
- Understand the application of different techniques used for garment construction and explore creative application.
- Appreciate quality parameter in garment construction.
- Master the skill of usually lock stitch machine.
- Understand furnishing techniques in garments
- Exploring creative stylization of components and furnishing.
- Developing proficiency in assembling and combining different components of a garment.
- The area of introduction will enable students to understand advance & complete concept in pattern making
- Produce master patterns, Analyse existing garment and reproduce the same

Course content:

- Introduction and draft the torso and Corset form
- Torso and Corset pattern Venation
- Raglan sleeve design
- Front placket , Neckline finishes ,
- Collars (mandarin, convertible, shawl)
- Cuff (simple, round, French)
- Zipper (concealed, trouser zipper)
- Pocket & flaps (Patch Pocket, truth Flap, in sear trouser pocket and variations)
- Waist band & furnishes ((variations)

Deliverables:

- Submission of patterns of various products.
- Submission of constructed range.

Paper-3 : Research Methodology

Paper Code : BLAD/503

Course Credits : 04

Course objectives :

- To understand and demonstrate how research work is conducted in professional design practise.

Course content:

- Introduction about research methodology.
- Prepare the objective of research proposal.
- Various methods of data and information collection and its analysis.
- Primary research methods and secondary research methods.
- Ethical practice in research.
- Data representation and interpretation.
- Conclusion and scope of further research.

Deliverables:

- Documentation / report
- Examination

Note:

- Examiner will set ELEVEN questions in total in which 1 question will be compulsory & will be of objective type of 20 marks. From rest TEN questions, students shall attempt any FIVE questions of 10 marks each. Time duration for the exam will be of TWO hours.

Paper-4 : Introduction to Packaging Design

Paper Code : BLAD/504

Course Credits : 04

Course objectives :

- To understand the concept of packaging and presentation.

Course content:

- Introduction about packaging.
- Types of packaging, importance and role of packaging in design.
- Materials and techniques used in packaging.
- Value addition and branding.
- Assignments based on packaging.

Deliverables:

- Documentation on packaging along with prototyping if any.

Note:

- Examiner will set ELEVEN questions in total in which 1 question will be compulsory & will be of objective type of 20 marks. From rest TEN questions, students shall attempt any FIVE questions of 10 marks each. Time duration for the exam will be of TWO hours.

Paper-5 : Professional Documentation

Paper Code : BLAD/505

Course Credits : 04

Course objectives :

- To learn about professional documentation techniques.

Course content:

- Introduction about professional documentation.
- Importance and role of documentation.
- Formats of various documentation.

Deliverables:

- Submissions of different documentation format. Design templates submissions.

Note:

- Examiner will set ELEVEN questions in total in which 1 question will be compulsory & will be of objective type of 20 marks. From rest TEN questions, students shall attempt any FIVE questions of 10 marks each. Time duration for the exam will be of TWO hours.

Paper-6 : Draping

Paper Code : BLAD/506

Course Credits : 04

Course objectives :

- To understand the human body proportion and contours
- To be able and visualise and crack 3 D pattern directly on the dress form
- To be able to drape and manipulate the fabrics to achieve the designed fit and style
- To study the garment in relation Produce master patterns.
- Analyse existing garment and reproduce the same.

Course content:

- Introduction of draping and Basic Bodies
- To have the importance of good fit comfort
- To get hands on experience , dart manipulation
- Single dart manipulation, Basic Skirt Front & Back.

Deliverables:

- Create three dimensional patterns directly on the dress forms
- Drape out the muslin test fit and manipulate the fabric to archive desired fit & style
- Create concepts of draping to create innovative patterns

Paper-7 : Footwear Design – I

Paper Code : BLAD/507

Course Credits : 04

Course objectives :

- To understand and learn basic of footwear design.
- To study and understand footwear anatomy.

Course content:

- Introduction to footwear.
- History and evolution of footwear.
- Basic knowledge of footwear.
- Categorization and Types of Footwear, Parts and components of footwear and Use of footwear.
- Footwear trims and accessories.

Deliverables:

- Presentation and documentation on Footwear Design.

Paper-8 : Product Prototyping

Paper Code : BLAD/508

Course Credits : 04

Course objectives :

- Orientation to prototyping skills.
- Familiarization & skill development with techniques in paper, clay, wood, plastics etc. for 3 dimensional forms.
- Realization of final product through alternative / actual or suggestive materials.

Course content:

- Conceptual understanding of materials & related processes in context of a specific design process.
- Ability to translate Design specifications to actual model.
- Skills of prototyping & mock-up model making in appropriate materials.
- Fabrication and finishing techniques.

Deliverables:

- Presentation and documentation of the complete process of product prototyping.
- Prototypes / Models / mock ups

Paper-11 : Basic of Packaging Design

Paper Code : BLAD/OE/11

Course Credits : 02

Course objectives :

To understand the basic concept of packaging.

Course content:

- Introduction about packaging.
- Types of packaging, importance and role of packaging in design.
- Materials used in packaging.
- Basic Materials and techniques used in packaging.
- Value addition and branding.

Assignments based on packaging.

Deliverables:

Documentation on packaging.

Note:

- The paper setter will set questions in two parts (A & B).
- In part A, the paper setter will set 15 objective type questions carrying 1 mark each.
- In Part B, the paper setter will set 08 descriptive type questions out of which students shall attempt any 04 questions carrying 5 marks each.

Paper-12 : Basics of Draping

Paper Code : BLAD/OE/512

Course Credits : 02

Course objectives :

- To understand the basic human body proportion and contours
- To be able and visualise and crack basic 3 D pattern directly on the dress form
- To be able to drape and manipulate the fabrics to achieve the designed fit and style

Course content:

- Introduction of draping and Basic Bodies
- To have the importance of good fit comfort
- To get hands on experience , dart manipulation
- Single dart manipulation, Basic Skirt Front & Back.

Deliverables:

- Create a basic three dimensional patterns directly on the dress forms
- Basic Drape out the muslin test fit and manipulates the fabric to archive desired fit & style.

Note:

- The paper setter will set questions in two parts (A & B).
- In part A, the paper setter will set 15 objective type questions carrying 1 mark each.
- In Part B, the paper setter will set 08 descriptive type questions out of which students shall attempt any 04 questions carrying 5 marks each.

SEMESTER – VI

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits	Duration of Examination
				Theory	Portfolio			
BLAD/601	Craft & Design	Core	45	-	105	150	6	-
BLAD/602	Leather Garments	Core	45	-	105	150	6	-
BLAD/603	Entrepreneurship Development	DSE	30	70	-	100	4	2 hrs.
BLAD/604	Production Planning & Control	DSE	30	70	-	100	4	2 hrs.
BLAD/605	Ethical Professional Practise	DSE	30	70	-	100	4	2 hrs.
BLAD/60	Footwear Design – II	SEC	30	-	70	100	4	-
BLAD/607	Professional Photography	SEC	30	-	70	100	4	-
BLAD/608	Grading Construction Techniques	SEC	30	-	70	100	4	-
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
	Open Elective	OE/SEC	15	35	-	50	2	1.5 hrs.
						800	32	

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below).

Open Elective Subjects for LAD Semester-VI

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Duration of Examination
OE/P/613	Basics of Design & Innovations	OE/SEC	2	15	35	50	1.5 hrs.
OE/P/614	Traditional Indian Toys	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/615	Understanding of Home Textiles	OE/SEC	2	15	35	50	1.5 hrs.
OE/T/616	Introduction to World Traditional Textiles	OE/SEC	2	15	35	50	1.5 hrs.
OE/F/617	Design Strategy	OE/SEC	2	15	35	50	Portfolio
OE/F/618	Info-graphics and Visual Representation	OE/SEC	2	15	35	50	Portfolio

Paper-1 : Craft & Design

Paper Code : BLAD/601

Course Credits : 06

Course objectives :

- To train students with the skills of craft and its implication in product development.
- To develop a mutual respect about the crafts and craftsman.
- To impart the material knowledge about the craft and its resources.
- To allow students to interact with the craftsmen and understand their semiotics and communication.
- To train students about the rich heritage of Indian craft and its impact.

Course content:

- Skill development workshop/ Conducted by master craftsmen/Craft Experts/Designer mentored by internal faculty members.

Deliverables:

- The students will submit a **concept sketch** on the basis of craft demonstration by the craftsman/expert. The concept sketch should be supported with learning diary with craft process note, material details and concept story note.
- The student will submit a **prototype developed** in the workshop as per the above concept sketch. The prototype will be supervised by the craftsman/ expert and subject faculty.

Paper-2 : Leather Garments

Paper Code : BLAD/602

Course Credits : 06

Course objectives :

- To understand the design concepts in M/F (Jacket, Blazer) through market survey and analysis as well as books, periodicals etc.
- To understand the fit and cut of M/F (Jacket, Blazer) and principle of patternmaking.
- To conceptualise and implement design process to create a collection reflecting technical competence.
- To explore creative application and appraise quality parameters in garment construction.

Course content:

- Research on Evolution of M/F (Jacket, Blazer) fashion, understanding of different market segment analysis and interpretation.
- Innovative design ideas through Design Process.
- Denim Jacket Construction
- Lining & interlining Facing & interfacing
- Waist Coat
- M/F (Jacket, Blazer)

Deliverables:

- To design and develop a range of leather garments (4-6 garments) on the theme.
- To submit a detailed documentation.

Paper-3 : Entrepreneurship Development

Paper Code : BLAD/603

Course Credits : 04

Course objectives :

- To impart basic knowledge and skills in the areas of entrepreneurship and Small Business Management.
- Preparing the students to set up own enterprise and manage it successfully in the post quota regime.

Course content:

- Concept of entrepreneurship and traits of an entrepreneur
- Product/Project Identification and type of ownership
- Steps for launching a small enterprise
- Assessing commercial viability of a project in terms of market and demand
- Legal framework incentives concessions including taxes

Deliverables:

- Preparation of business plan/ project report
- Plant Location and plant layout

Note:

- Examiner will set ELEVEN questions in total in which 1 question will be compulsory & will be of objective type of 20 marks. From rest TEN questions, students shall attempt any FIVE questions of 10 marks each. Time duration for the exam will be of TWO hours.

Paper-4 : Production Planning & Control

Paper Code : BLAD/604

Course Credits : 04

Course objectives :

- To be able to co-relate design and manufacturing process and interface. To the different production system, bespoke method, assembly method, modular etc.)
- To know the technical details related to machine & technology used in apparel production.
- To develop the skill for industry, mass production of Fashion products.

Course content:

- Overview of Garment Manufacturing Technology, Fundamental Structure of Indian garment manufacturing Industry.
- Bespoke & Bulk Manufacturing
- Industrial Revolution, WTO & MFA clusters of Indian Garments.
- Work flow of fashion manufacturing
- Cutting department technology & techniques
- Sewing department process & Technology
- Stitching Defects & rectification
- Utility used in mass production process.
- Finishing Process

Deliverables:

- Case Studies, Presentations, Written Examination

Paper-5 : Ethical Professional Practise

Paper Code : BLAD/605

Course Credits : 04

Course objectives :

- To impart relatively advance knowledge of the subject IPR, specifically applied in the field of creative arts and design.
- The idea is to give overall exposure to the students, so that they not only learn how to protect their rights but also know how to respects others rights.
- To impart the knowledge in the domain of CSR.

Course content:

- IP transaction (Definition, types, due diligence, licensing, franchising, merchandising. Case studies & quiz)
- Filing & Registration (Procedural Details)
- Filling Abroad (PCT, Berne, Hague, Madrid, Paris convention, Trips and other treaties for protection of IP.
- IP Audit (Definition, significance, types, audit report, elements of report)
- Patent information and IP Valuation
- Current Issue (unfair competition, open Innovation, copyright, creative commons, piracy plagiarism)
- Introduction to Corporate Social Responsibility (Integrating social and organizational values)
- Driving social responsibility throughout the organization
- Case studies, Business Ethics and Development challenges for modern time

Deliverables:

- Case Studies, Presentations and Documentation.

Note:

- Examiner will set ELEVEN questions in total in which 1 question will be compulsory & will be of objective type of 20 marks. From rest TEN questions, students shall attempt any FIVE questions of 10 marks each. Time duration for the exam will be of TWO hours.

Paper-6 : Footwear Design – II

Paper Code : BLAD/606

Course Credits : 04

Course objectives :

- The student has to undergo the Fully Expert where he/she makes himself and developed brand and product line.

Course content:

- Types of Footwear Material
- Introduction to sole
- Selection of Leather, Material Identification, cutting, skiving, folding
- Introduction to shoe making tools
- Shoe upper making
- Lasting and finishing

Styles to be covered:

- Oxford
- Derby
- Open Shoe
- Sketching, Shoe pattern Construction
- Range Development

Deliverables:

- Detailed document on Footwear design.
- Range of footwear's design and developed. (Final products) Detailed document on Footwear design.
- Range of footwear's design and developed. (Final products)

Paper-7 : Professional Photography

Paper Code : BLAD/607

Course Credits : 04

Course objectives :

- How to “see” photographically, Camera and camera technique, Image enhancement, How to use light to your advantage, Viewpoint and composition, Landscape and architectural, Portrait and group photography, Close-up photography.

Course content:

- How to get your camera to catch what your eye sees to produce better pictures. The tutorials will also help you understand your camera and how to take pictures with it.
- Light & the Photographer: In this lesson we look at light, the primary tool for the photographer
- Light and the Human Eye: It’s fascinating to learn how the human eye processes light!
- Photographic Lenses: This lesson will cover a basic discussion of lenses and some good tips on lens use and care.
- Exposure Control: Understanding exposure is fundamental to photography
- ISO Camera Setting: ISO Settings can be confusing, start here and you will understand everything you need to know.
- Shutter Speed Settings: Hate blurry photographs
- Aperture Setting

Deliverables:

- Develop a professional portfolio with the model shoot and thematic shoot of Accessories/garments/products.

Paper-8 : Grading Construction Techniques

Paper Code : BLAD/608

Course Credits : 04

Course objectives :

- Understanding the concept of Pattern Making, Grading
- To Familiarize the students with common terminology and tools of pattern making, grading
- To develop skills to understand the difference between manual and computerized pattern making

Course content:

- Introduction to the manual Grading
- Grading Concept, principles of Grading, Anthropometrical Research, Terminology, Nest Points, types of grading etc.
- Bodice front & Back
- Nest grading, selection of nest point (zero Point) and discussion of track grading.
- Basic Sleeve & Skirt
- Nest grading, selection of nest point (zero Point) and discussion of track grading.

Deliverables:

- Produce the master patterns with the grading.

Paper-11 : Basic of Production & Control

Paper Code : BLAD/OE/611

Course Credits : 02

• Course objectives :

- To be able to co-relate design and manufacturing process and interface. To the different production system, bespoke method, assembly method, modular etc.)
- To know the technical details related to machine & technology used in apparel production.
- To develop the skill for industry, mass production of Fashion products.

Course content:

- Introduction and Overview of Garment Manufacturing Technology, Fundamental Structure of Indian garment manufacturing Industry
- Bespoke & Bulk Manufacturing
- Industrial Revolution, WTO & MFA clusters of Indian Garments.
- Basic Work flow of fashion manufacturing
- Cutting department technology & techniques and Sewing department process & Technology
- Stitching Defects & rectification and Utility used in mass production process.
- Finishing Process.

Deliverables:

- Case Studies, Presentations, Written Examination

Note:

- The paper setter will set questions in two parts (A & B).
- In part A, the paper setter will set 15 objective type questions carrying 1 mark each.
- In Part B, the paper setter will set 08 descriptive type questions out of which students shall attempt any 04 questions carrying 5 marks each.

Paper-12 : Introduction to Entrepreneurship Development

Paper Code : BLAD/612

Course Credits : 02

Course objectives :

- To impart basic knowledge and skills in the areas of entrepreneurship and Small Business Management.
- Preparing the students to set up own enterprise and manage it successfully in the post quota regime.

Course content:

- Introduction Concept of entrepreneurship and traits of an entrepreneur
- Product/Project Identification and type of ownership
- Basic Steps for launching a small enterprise
- Assessing commercial viability of a project in terms of market and demand
- Legal framework incentives concessions including taxes

Deliverables:

- Preparation of business plan/ project report
- Plant Location and plant layout

Note:

- The paper setter will set questions in two parts (A & B).
- In part A, the paper setter will set 15 objective type questions carrying 1 mark each.
- In Part B, the paper setter will set 08 descriptive type questions out of which students shall attempt any 04 questions carrying 5 marks each.

SEMESTER – VII

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total marks	Course Credits	Duration of Examination
				Theory	Portfolio			
BLAD/701	Sustainable Design: Fashion Accessories	Core	45	-	105	150	6	-
BLAD/702	Visual Merchandising	Core	45	-	105	150	6	-
BLAD/703	Brand Studies	DSE	30	-	70	100	4	-
BLAD/704	Design Management	DSE	30	-	70	100	4	-
BLAD/705	Introduction to Visual Merchandising	DSE	30	-	70	100	4	-
BLAD/706	Packaging Design : Prototyping	DSE /SEC	30	-	70	100	4	-
BLAD/707	Portfolio Design	DSE /SEC	30	-	70	100	4	-
BLAD/708	Dissertation	DSE /SEC	30	-	70	100	4	-
BLAD/709	Design Collection	DSE /SEC	30	-	70	100	4	-
BLAD/710	Summer Internship	SEC	30	-	70	100	4	-
Total						800	32	

CORE subjects and BLAD710 are mandatory. Students may choose any 4 subjects from BLAD/703 to BLAD/709.

Paper-1 : Sustainable Design : Fashion Accessories

Paper Code : BLAD/701

Course Credits : 6

Course objectives :

- To understand and learn about the concept of sustainability in design.
- To utilize and develop sustainable products/Fashion and Life style accessories.

Course content:

- What is sustainability and its role in design world
- Sustainable design principles
- Physical, mental, spiritual, cultural, social, ethical and economic issues in designing for sustainability.
- Waste, reuse and recycling, benign emissions, green design, Eco design
- Design for sustainability, eco innovation
- Design project of student interest and / or faculty interest and / or industry project
- Design solutions that are suitable for sustainability in education, social issues, cultural issues etc

Deliverables:

- A document explaining the process of analysing and developing the solution. Supported by a model (if possible)

Paper-2 : Visual Merchandising

Paper Code : BLAD/702

Course Credits : 06

Course objectives :

- To understand, learn and create Visual Display/ Merchandising of various set up of products/Fashion and Lifestyle Products / Accessories.

Course content:

- Selection of brand and product category.
- Brand philosophy
- Interpretation of trend and buying trends of consumer.
- Concept development and lay outing interns of plans.
- Importance ,role and significance of graphics in Visual Merchandising
- Design Detailing (Colour and materials)

Deliverables:

- To create a visual display/window display / promotional display of selected brand.

Paper-3 : Brand Studies

Paper Code : BLAD/703

Course Credits : 04

Course objectives :

- To understand the domestic and international brands.

Course content:

- Introduction what is Brand and its importance and role.
- Names of different Product/ Fashion and Lifestyle accessory brands.
- The history, origin, products, clientele, USP, stores and Visual Merchandising.
- Types of Branding and branding strategies.
- Case studies.

Deliverables:

- Document and presentation on branding.

Paper-4 : Design Management

Paper Code : BLAD/704

Course Credits : 04

Course objectives :

- Learn how to professionally manage a design consultancy firm.

Course content:

- Design as a Management Tool
- Human factor in managing design
- Designer attributes
- Registration, preparation of proposals, project, costing, project execution, professional correspondence
- Letter of contract
- Costing design and fee estimation.

Deliverables:

- Examination for evaluation.

Paper-5 : Introduction to Visual Merchandising

Paper Code : BLAD/705

Course Credits : 04

Course objectives :

- Understanding and learning the visual presentation skills for Product/Fashion/Lifestyle Accessories.

Course content:

- Introduction about Visual Merchandising.
- Importance and role of Visual Merchandising in fashion and design industry.
- Various types of displays.
- Materials and techniques used in visual merchandising.
- Lightings and different types of lights & sources.
- Stores planning and visual settings.

Deliverables:

- Documentation of Visual merchandising.

Paper-6 : Packaging Design : Prototyping

Paper Code : BLAD/706

Course Credits : 04

Course objectives :

- Orientation to prototyping skills
- Familiarization with nuances of prototyping and detailing.
- Familiarization to dimensions for production convenience.

Course content:

- Design brief articulation, Research
- Rough Ideas and conceptual detailing
- Mock-ups
- Conceptual understanding of application software.
- Understanding of materials and detail for prototyping.
- Understanding of print mediums for different materials and surfaces.
- Ability to translate Design specifications to actual model.
- Skills of prototyping & mock-up model making inappropriate materials.

Deliverables:

- Submission of technical drawing along with Mock up / prototypes / Final prototypes

Paper-7 : Portfolio Design

Paper Code : BLAD/707

Course Credits : 04

Course objectives :

- To develop the portfolio as the interaction medium for the industry by creating a professional portfolio.

Course content:

- To develop the portfolio as the interaction medium for the industry.
- To display the integrative learning of previous semester and application of the same.
- To express individual orientation towards specific industry segment.
- To indicate the attitude and special area of interest and expertise of the student and a effective tool for interviews and online portrayal of work.
- To exhibit the knowledge of subjects learned throughout the semesters.
- Every Portfolio includes individual design philosophy in the design project.
- Details of design Projects, Design Brief, theme, Illustrations etc.

Deliverables:

- Portfolio Submission in soft as well Hard Mode.

Paper-8 : Dissertation

Paper Code : BLAD/708

Course Credits : 04

Course objectives :

- To develop a research document based on selected area of interest.

Course content:

- Abstract and Introduction of research topic.
- Research objectives
- Research questions
- Review of Literature
- Methodology of Research.
- Finding and Discussion
- Conclusion

Deliverables:

- Submission of a document in soft and hard copy.
- Presentation of the research.

Paper-9 : Design Collection

Paper Code : BLAD/709

Course Credits : 04

Course objectives :

- To apply one's learning of the basic upon in the context of fashion (Bags, Home décor, Lamps, Office Accessories or Footwear etc.)
- To develop ability to interpret, articulate and represent emotive qualities in visual as well as Bags, Home décor, Lamps, Office Accessories or Footwear etc. through application of element and principal of design.
- To understand the nuances of visualization and education of process.
- To conceptualize and implement design process according placement.

Course content:

- Design Brief
- Development of theme, Mood Board, Style Board, Material Board etc.
- Development of range
- Market survey
- Fabric sourcing
- Construction of the Design Collection (Bags, Home décor, Lamps, Office Accessories or Footwear etc.)

Deliverables:

- A detailed documentation on the design collection.

Paper-10 : Summer Internship

Paper Code : BLAD/710

Course Credits : 04

Course objectives :

- To understanding the working of an industry / design studio.
- To understand the process involved in the manufacturing of the product
- To understand the process of finishes involved in the manufacturing of the product

Course content:

- Internship at industry / design studio
 - To learn how design studios/industry works
 - To learn the process involved in the manufacturing of the product
 - To learn the process of finishes involved in the manufacturing of the product.
- **Deliverables:**
- Detailed Documentation demonstrating the learning achieved during the internship & Presentation.

Note:

Summer internship is a compulsory subject for all the students of Lifestyle Accessory Design. It will be performed between the break of 6th and 7th Semester. If any student fails to complete it, then he will be given time to complete according to the ordinance

Net attendance of Summer Internship will be added & calculated at the end of the commencement / next semester only in case of shortage of the attendance.

SEMESTER – VIII

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits	Duration of Examination
				Theory	Portfolio			
BLAD/801	Graduation Project	Core	240	-	560	800	32	-

CORE subject is mandatory.

Paper-1 : Graduation Project

Paper Code : BLAD/801

Course Credits : 32

Course objectives :

- To demonstrate the ability to perform as a design professional in an industry/organization/company.
- To create design collections/ design projects in an industry/organization/company.

Course content:

- Design Brief/ Industry Brief
- Research (Consumer and Market)
- Trend and Fashion Forecasting.
- Design criteria.
- Concept Development.
- Sampling and Initial Prototyping.
- Design specification.
- Final prototyping and Product Photography.

Deliverables:

- A professional Documentation of the design collections.
- Submission of Mock ups / Prototypes and Final products.
- Completion certificate provided by the industry.

Note:

- Faculty member shall be attached to the project as a guide. It is mandatory for the Student to report to the guide at Regular intervals.
- Graduation project guidelines to be followed as prescribed by the department.

Reference Books:

1. De Sansburg, Maurice. Basic Design: Dynamics of visual form.
2. Klee, Paul. The Thinking Eye.
3. Kepps, Georgy. New Landscapes in Art and Science.
4. Kepps, Georgy. Language of vision.
5. Arnheim, Rudolf. Art and visual perception.
6. Lupto, Ellen and Miller, Abbot. The ABC's of the Bauhaus and design theory.
7. De Luco. Visual Aesthetics.
8. Berger, John. Ways of Seeing.
9. Klee, Paul. Pedagogical sketches.
10. Rendering with pen and Ink. London: Thames & Hudson.
11. Perard, Victor. Drawing..
12. Norling, Ernest. Perspective made easy. Dover Publications.
13. Storey, G.A. The Theory and Practise of Perspective. Oxford, 1910.
14. Crane, Walter. Line and Form.
15. Fiell, Charlotte and Fiell, Peter. Design of the 20th century.
16. Lazzari, Margaret and Schlesier, Dona. Exploring Art: A Global Thematic Approach.
17. Catherine, McDermott. Design: The key concepts. London: Routledge.
18. Sparke, Penny. An introduction to design and culture: 1900 to the present.
19. Fiell, Charlotte and Fiell, Peter. Design of the 20th century.
20. Zelig, Chris. Design Outlaws.
21. Lovins, Amory and Lovins, Hunter. Green Capitalism.
22. Tylermiller, Jr., J. Living in the Environment.
23. McDunnough, William. Cradle to Cradle.
24. Gorman, Carma. The industrial design reader.
25. Untracht, Oppi. Jewelry: Concepts and Techniques. London: Robert Hale.
26. Balaram, S. Thinking Design. Ahmedabad: National Institute of Design.
27. Vyas, H.Kumar. Design: The Indian Context. Ahmedabad: National Institute of Design.
28. Koshy, Darlie. Indian Design Edge. New Delhi: Roli Books.
29. Gombriche, E.H. The Story of Art. London: Thames & Hudson.
30. Kawa, Yozi. Fashion o logy. Bergs Publication.
31. Dicks, ed. Fashion Theory. London: Thames & Hudson.
32. Simel. Fashion and society.
33. Ranjan, Aditi. Handmade in India: A Geographic Encyclopaedia of Indian Handicrafts.
34. Jaitley, Jaya. Crafts Atlas of India.

35. Chishti, Rita Kapur. Handcrafted Indian Textiles.
36. Cooper. Ilay. Arts and Crafts of India (Arts & Crafts).
37. Fischer, Eberhard and Shah, Haku. Rural Craftsmen and their work.
38. Ranjan, M.P.; Iyer, Nilam Iyer and Pandya, Ghanshyam. Bamboo and Cane crafts of North East India.
39. Murrant, Georges. Shoowa Designs.
40. Untracht, Oppi. Traditional Jewellery of India.
41. Workshop Technology part 1 & 2 by W.A.J.Chapman
42. Armstrong, Helen Joseph- Pattern Making for Fashion Designers
43. Aldrich Winifred- Metric Pattern Cutting
44. Kopp.E.Rolfo, V.and Zelin-Designing Apparel through the Flat Pattern
45. Kopp.E.Rolfo, V.and Zelin- How to Draft Basic Pattern
46. Kopp.E.Rolfo, V.and Zelin-New Fashion Area for Design
47. Consumer Behaviour – Schiffmann & Kanuk
48. Marketing Research : Text & Cases – Boyd, Westall & Stasch
49. Fashion Marketing : Janet Bohdanowicz Liz Clamb
50. Fashion Retailing, A multi channel approach -- by Ellen diamond (Pearson Education)
51. Fashion, from concept to consumer-- by Gini Stephens Frings (Pearson education)
52. Social research methods-Qualitative and quantities, W Lawrence Neumann
53. Research Methodology by C R Kothari
54. Confessions of Window Dresser by Simon Donna.
55. Designing Commercial interiors by Christine M. Piorowski and Elizabeth A. Rogers.
56. Retail Graphics by Giles Calver
57. The power of Display: A history of Exhibition Installation at MoMa by Marry Anne Staniszewski
58. Visual Merchandising & store Design Workbook by Grey M Gorman.
59. Apart from ones mentioned with the course curriculum
60. Entrepreneurship and small business management –C.B. Gupta
61. How to set up your own successful small scale industry –R.S. Shukla
62. Dynamics of Entrepreneurial development and management – V.Desai
63. Fashion Entrepreneurship –Retail Business Planning: New york Fairchild
64. Materials & Design by Mike A Shvy and Karajohnson, Elsevier Butter Worth HeineMann
65. Design Drawing by Francis D.K. Ching with Steven P.Juroszek ,John Wiley & sons, INC.
66. Design Methods by Christopher Alexander
67. Lateral Thinking by Edward DeBono
68. Designedly Way of Knowing by NigelCross
69. How Designers Think by BryanLawson
70. Thinking Design by S.Balaram
71. The Green Imperative: Natural Design for the Real World by VictorPapanek
72. Environmental Psychology for Design (Dak Kopak) ISBN –1-56367-424-6

73. Elements of Design(Gail Greet Hannah)ISBN:1-56898-329-8
74. Metal work for craftsmen, by Email F.Kronquist, Dover craft books.
75. 1000newdesignsbyJenniferHudson, Laurence king publishing's,ltd.
76. Materials & Design by Mike A Shvy and Karajohnson, Elsevier Butter worth HeineMann
77. Paper Sculpture various techniques of paper moulding Kathleen Ziegler
78. Handmade in India: A Geographic Encyclopaedia of India Handicrafts ; Aditi Ranjan
79. Handcrafted Wire Findings: Techniques and Designs for Custom Jewellery Components, Denise Peck.
80. Terracotta: The Technique of Fired Clay Sculpture, Bruno Lucchesi.
81. Modelling the Head in Clay (Practical Craft Books), Bruno Lucchesi.
82. Modelling and Sculpting Animals (Dover Art Instruction), Edouard Lanteri
83. Cane and Bamboo Periodicals from Cane and Bamboo Board (Department Of Natural Resource) Complete Book of Woodcarving: Everything You Need to Know to Master the Craft , Everett Ellenwood
84. Beginning Glassblowing, Edward T.Schmid
85. Raskin,J.(2000)TheHumaneInterface:NewDirectionsforDesigningInteractiveSystems,ACMPress
86. Bergman,E.(2000)InformationAppliancesandBeyond:InteractionDesignforConsumerProducts,MorganKaufmannPublishers
87. Wickens,C.D.,Lee,J.D.,Liu,Y.,andGordonBecker,S.E.(2004).Anintroductiontohumanfactors,2nd Edition.PearsonEducation,Inc.,ISBN0-13-183736-2
88. M..Sanders and Ernest J. Mc Cormick, Human Factors Engineering and Design .Mc Graw HillInc.
89. E.Grad jean, Fitting Task to the Man.
90. Handmade in India: A Geographic Encyclopedia of India Handicrafts; Aditi Ranjan
91. Crafts Atlas of India; Jaya Jaitley
92. Cane and Bamboo Periodicals from Cane and Bamboo Board (Department Of Natural Resource)
93. Handcrafted Indian Textiles; Rita Kapur Chishti
94. Arts and Crafts of India (Arts & Crafts) Ilay Cooper
95. Rural Craftsmen and their work – Eberhard Fischer and Haku Shah
96. Bamboo and Cane crafts of North East India – M.P. Ranjan, Nilam Iyer, Ghanshyam Pandya
97. Shoowa Designs – Georges Murrant
98. Jewelry Concepts and Technology – Oppi Untracht
99. Traditional Jewelry of India – Oppi Untracht
100. Art, Design& Visual Culture: Malcom Barnard: St. Martin's Press Inc.
101. Ways of Seeing: John Berger: Penguin
102. AHistoricalmelaTheABCofIndia,TheArtbookofCinema:Curettedby:NevilleTuli
103. Raja Ravi Varma and printed Gods of India : Oxford
104. The image and Eye : E. H. Gombrich :Phaidon
105. Sense of order: E. H. Gombrich.
106. Design History a student's hand book: Hazel Conway: Routledge.
107. Twentieth C. Design: Jonathan M. Woodham: Oxford History of Art.
108. Cognition and the Visual Arts: Robert L. Solso : Solso.

109. Design In the Indian context : H. Kumar Vyas : NID
110. History of Modern Design: David Raizman: LaurenceKing
111. 'Design Issues' Journal mitpress.
112. Thinking for the next millennium: Edward –De-Bono.
113. ResearchMethodology–Methods&Techniques,byC.R.Kothari,WishwaPrakashanPress,2003
114. ResearchMethodology,bySranavelP.14thed,KitabMahal Publication'2004
115. MLAHandbookforWritersofResearchPaper,byJosephGibaldi,5thed.,AffiliatedEast–WestPress2000
116. HandbookofInternationalSourcesonReferenceandInformation,byDr.SewaSingh,CrestPublicationHouse,NewDelhi2001
117. Fundamental of branding by Davis Melissa
118. What is packaging? By Giles Calver
119. Packaging design : Successful product branding from concept to shelf . By Marianne Rosner, Klimchuk
120. International Trade Centre's Packaging for exporting.
121. Packaging design: A practioner's manual