

SNDT Women's University
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Syllabus for Degree
of
Bachelor of Design

(FACULTY OF INTERDISCIPLINARY)



Revised 2020-2021


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Dr. M.M. Hundekar, Chairperson B.Design/M.Design

Neeta Mallapatra
IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

Course
B. Design- Specialization
Lifestyle Accessory Design (LS)


IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

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IQAC Coordinator
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Noida- 201309

1. Eligibility criteria for admitting students in first/second/third year in different Specializations of B. Design Program.

Eligibility criteria for admitting students in first/second/third year in different Specializations of B. Design Program.

B. Design- I Year

i. XII th Pass in any Stream – Arts/Commerce/Science/Home Science/ Minimum Competency Vocational Course (MCVC) including National Institute of Open Schooling (NIOS).

ii. Maharashtra State Board of Technical Education (MSBTE)/ State Govt. Technical Education full time diploma of minimum 3 years after Std. X (any stream)

iii. For NRI & Foreign students with equivalence from Association of Indian Universities (AIU), New Delhi

Criteria for selection of students for the 1st year (entry level) college shall conduct aptitude test on the basis of general knowledge, language and creative testing through studio test. On the basis of test performance students may be considered for the provisional admission. The provisional admitted students shall pass 12th standard exam or equivalent as prescribe by university with minimum 45%. Those colleges having less application for the seat may be filled up subjects to availability, however the aptitude test shall be conducted by the concerned college. For reservation criteria the benefits shall be parted as per the Government of Maharashtra and SNDT University Mumbai. In case the applicants are less for a particular college, the seats may be filled up subject to availability & interviews may be conducted.

THE CET IS NOT COMPULSORY. THE COLLEGE MAY CONDUCT THE SAME AT THEIR LEVEL. IN CASE OF THE COLLEGES NOT FOLLOWING CET CRITERIA THE SELECTION OF THE CANDIDATES SHALL BE GIVEN PREFERENCE FOR THE ACADEMIC RECORD. (Minimum Eligibility 45%)

B. Design- II Year

iv. Three year Diploma, Dress making and Garment Manufacturing or Equivalent recognized by All India Council for Technical Education (AICTE) with Bridge course of 8 credits

v. Five year Diploma in Fine Arts recognized by the State Technical Board with Bridge course of 8 credits

vi. Successful completion of 1st year Degree from National Institute of Fashion Technology (NIFT)

vii. Successful completion of 1st year Degree of any B Design Fashion Or Equivalent Course offered by Indian Universities / Foreign university with equivalence from AIU.

2. If the **BRIDGE COURSE** is suggested details of the same.
The following bridge courses are suggested

- History of Art and Design - 4 Credits Theory 2 Practical 2credits
- Material Studies – 2 Credits Practical.
- Fundamentals of design – 2 Credits Practical.

The prescribed bridge course needs to be completed by the candidate within the period of 60 days from the date of admission.

Admission to such candidate will be given up to 30 days from the commencement of the Semester.

B. Design- III &IV Year

Eligibility for admission to third and fourth year of B. Design will be according to the passing criteria and rules for ATKT as prescribed by University(Controller of Examinations)

For the Institutes who conduct Common Entrance Test

CET Procedure

The Entrance Examination will consist of General Ability Test + Studio Test / Group Discussions + Personal Interview. It is mandatory for all the candidates to give all three tests.

3. Exam Pattern:

Proposed evaluation pattern for new modular structure syllabus						
Theory Subject						
Credit	Credit	Internal	Internal	External	External	Total
TH	PR	TH	PR	TH	PR	
4	0	25	-	75	-	100
2	2	25	25	50		100
		25+25=50				
Practical Subjects						
0	4	100-Continuous assessment		-	-	100
0	4- University Exam	-	25	-	75	100

* B Design Examination Schedule for College level Sem I , II, III, IV
University Exam for V, VI, VII & VIII.

- All Practical subject exams except University level examination will have continuous assessment.
- University level Theory and Practical Examination will be as per the table given above.


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4-Year Degree Under Graduate (UG) Syllabus
Bachelor of Design -Life Style & Accessories
Semester - III

Subject	Practical	Total hours
Technical Drawing and AutoCAD (Basics)		120

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA302	Technical Drawing and AUTOCAD (Basics)	TD-AC	Pr	4		4		25		75	100

Objectives:

1. To help students to gain the knowledge and understanding of the techniques, principles and the methods for the technical drawings and its representations.
2. To enable students to acquire the strength of drafting and measurements.

Contents:

Block No	Objectives	Topic/Content Analysis	Assignments	Period Hours	% of weight age Marks
1	Introduction of Technical Drawings – Manual	1) To be able to understand terminologies, principles and techniques of drawing and drafting manually.	1) Presentation 2) Create geometric patterns using drafting instruments.		
2	Introduction of Technical Drawings in CAD	1) To be able to understand terminologies, principles and techniques of drawing and drafting using CAD. 2) To be able to understand measurements and scaling of the objects.	1) Presentation. 2) Create geometric patterns using drafting instruments. 3) Understanding of Scaling and measurements of products.		
3	Construction Exercises	1) To be able to develop skills of making forms with technical drawings	1) Create 10 different forms using technical drawings.		

4	Concept of Measurements and use of it.	1) To be able to analyze the measurements of the objects.	1) Create technical drawing of objects using proper dimensions of the product.		
5	Concept of projections in CAD	1) To be familiar with developing 3D drawings and various projections.	1) Create product range using 3D drawing. 2) Report on different systems of projections and difference between first angle and third angle projections.		

Evaluation pattern –

Internal Assessment: Class Assignments - To Be Converted In To 25

External Assessment: Practical/Viva Voce - 75 Marks.

REFERENCE BOOKS:

Author	Title of the Book
Keath Critchlow	Order in Space: a design source book
Miranda Lundy	Sacred Geometry
Kroom M. Thompson	On Growth and Form
N.D. Bhatt, et. Al	Engineering Drawing: Planer and Solid Geometry
Randolph P. Hoelscher & Clifford H. Springer	Engineering Drawing and Geometry

4-Year Degree under Graduate (UG) Syllabus
Bachelor of Design -Life Style & Accessories
Semester - III

Subject	Total Hours
Industrial Machinery & Tools and Product Development (Natural wood and mix material -Furniture) (Design Methodology – 1) (Theory/Practical)	90

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA304	Industrial Machinery & Tools and Product Development	DM-1	Th+Pr	4	2	2	25	25	25	50	100

OBJECTIVES:

1. Topic will help students to learn, understand, and gain and to develop skills directly relevant to the product design industry.
 2. To enable students to understand the materials, elementary technique in the process of Lifestyle accessory product development.
-
1. To enable students to learn the usage of wide range of equipment in the design of innovative furniture concept.
 2. To know and understand the tools used in the industry for mass production.
 3. To enable students to explore a wide range of equipment in the design of innovative Furniture concept
 4. To Understand the tools used in the furniture industry for mass production

CONTENT:

Block No.	Topic/Content	Objective	Assignment	Period Hours	% of weight age Marks
1	Introduction of industrial tools and machines for wood furniture industry.	1) To be able to understand the tools involved in manufacturing commercial wood products	1) Study and collect of information for industry used machines.	10	40
2	Collection of data of machines being used in the industry related for mass production.	1) To familiarize the students with the machines used in mass production 2) Familiarize students with the joints used in wooden furniture.	1) Industry visits and data collection of machines being used in the current furniture industry. 2) Prepare wooden joints.	18	30

			3) Practical file for the wooden joints created.		
3	Introduction of tools and machines for wood furniture design.	1) To equip students with the knowledge of wood as a material for furniture design.	1) Practice of products and its drawing from different views. 2) Manual 3d drawing of the objects.	16	35
4	Manufacturing technology and material culture (Manual tools).	1) To equip students to understand the tools involved in wood carving.	1) Create a practical file for the tools with diagrams and information.	20	35
5	Principles of the 3 dimensional designs.	1) To equip students with the knowledge and understanding of the basics of dimensions in the development of 3D design.	1) Practice of products and its drawing from different views. Manual 3d drawing of the objects.	10	25
6	Technical definition and Illustration	1) To be able to understand technical terms and to develop its illustrations.	1) Prepare practical file with technical definitions.	20	25
7	Visual impact of products	1) To be able to understand the significance and impact of aesthetics of the products.	1) Power point presentations. 2) Development of 2d and 3d designs with details.	6	25
8	Development of a range of products based on selected theme (Design Methodology)	To understand the dealing with material combinations as per the desired forms and shapes	1) Design process document. 2) Material Handling 3) Product development		

Evaluation pattern –

Internal Assessment: Class Assignments - To Be converted in to 25 Marks

External Assessment: Practical/Viva Voce - 75 Marks.

Reference books:

Title of the book	Author
Product Design: Fundamentals and Methods	Roozenburg and Eekels
Manufacturing processes reference guide	Robert H. Todd, Dell K. Allen, Leo Alting
Materials and processes in manufacturing	Ernest Paul De Garmo

The furniture machine	Gareth Williams
Encyclopedia of Furniture Making	Ernest Joyce, Alan Peters, Patrick Spielman
The Practical Woodworker	Bernard E. Jones

B Design - Life Style and Accessory Design

Semester –III

Subject	Credits	Total Hours	Marks								
Computer Application - III	2	56	50	50	100						
Practical			Internal	External	Total						
EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA305	Computer application III	DM-2	Th+Pr	4		4	50			50	100

Objective:

- To enable students to understand various tools of Corel Draw software
- To enable students to be able to operate and use appropriate technique of designing and lay outing for designing.
- To used it effectively in making presentation.

Bloc k No.	Objective	Topics / Contents	Assignments	Hr.	% of weight age Marks
1	- About CorelDraw - Using the menus, standard toolbar, property bar and dialog boxes	1) To be able to understand: <ul style="list-style-type: none"> • The soft ware Corel Draw • Acquire the knowhow and skills to use tools, menus properties, and dialog box. 	1) Presentation on working of the software.	4	10
2	Drawing tools in Corel draw	1) To equip the students for : <ul style="list-style-type: none"> • Creating various types of design using the drawing related tool and techniques. • Drawing rectangle, ellipses, 	1) To create basic Shapes, Line and Shapes compositions, Design creation concepts.	6	10

		<p>polygons, stars, spirals and graph paper</p> <ul style="list-style-type: none"> • Drawing lines of all shapes and size 			
3	Shaping tools	<p>1) To equip the students for:</p> <ul style="list-style-type: none"> • Creating and manipulating text according to the design. • Selecting and transforming objects 	<p>1) To create various text and selecting and transforming the same for the object.</p>	6	10
4	Using fill tools and colour tools	<p>1) To equip the students for:</p> <ul style="list-style-type: none"> • Creating different types of shapes and filling them different types of color and texture. 	<p>1) Motif development and applications. 2) Various types of motif repetition.</p>	8	20
5	Acquiring the skill of combination of objects. Work page, and viewing zooming	<p>1) To equip the students for:</p> <ul style="list-style-type: none"> • The techniques of combining, breaking apart and grouping. • Viewing, zooming and ordering. <p>Combining, breaking apart, grouping,</p> <ul style="list-style-type: none"> • ungrouping, separating and 	<p>1) Development of vector images or illustrations.</p>	8	20

		converting to curves			
6	Acquiring the skills of intersection between two objects with the help of weld and trim tools.	1) To equip the students for: <ul style="list-style-type: none"> • Weld, intersection and trim • Aligning, coping, pasting, and cloning 	1) Accessories design: Vase, jewelries, decorative Article.	8	10
7	Using perspective, lens, text to path	1) To equip the students for; <ul style="list-style-type: none"> • Lens, perspective and power clip • Fitting Text to a path. 	1) Create a complete product range using the learnt tools.	8	10
8	Page setup - Uses of Corel draw	1) To equip the students for: <ul style="list-style-type: none"> • Creating various types of layouts and designs. 	1) Placement of the developed product range in a proper page layout.	8	10

Evaluation pattern –

Internal Assessment: Class Assignments - To Be Converted In To 50

External Assessment: Practical/Viva Voce - 50 Marks.

REFERENCE BOOK:

Title of the book	Author
Corel Draw 12 (The official Guide)	Steve Bain with Nick Wilkison
Graphic	Thames and Hudson
Complete Guide to Size Specification Technical Design	
"Teach Yourself Access for Windows 95, Version 7.0" 1999, BPB Publications, New Delhi	Siegel, Charles
Photoshop Retouching Techniques	Eismann, Katrin, Simmon – Steve Publisher

Subject	Practical	Total hours	
HISTORY OF DESIGN AND VISUAL DICTIONARY		120	

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA301	HOD and VISUAL DICTIONARY	HOD & VD	Th & Pr	4	2	2	50	50			100

OBJECTIVES:

- 1) To enable students to learn and understand the development of Fine arts and its influence in other forms of art and design.
- 2) To know revolution in Art world and influence in the society.
- 3) To equip the students with the necessary knowledge of Lifestyle product terminology, its relevant meaning & skills of interpretation, culminating in to a visual dictionary of Lifestyle Design as a reference.
- 4) Students accomplish the task with the use of computer to create visual dictionary.

Block No.	Objective	Topic/Content	Assignments	Period Hours	% of weight age Marks
1	Ancient art in western world: <ul style="list-style-type: none"> • Egyptian Art • Greek Art • Roman Art 	1) To be able to understand: <ul style="list-style-type: none"> • the origin of Ancient art in western world • its utilization in design world • Product Design 	1) Create a critical summary on the Ancient western Craft and make visual imagery for the same.	10	25
2	Medieval Art: <ul style="list-style-type: none"> • Early Christian Art • Byzantine Art • Romanesque Art • Gothic Art 	1) To be able to understand and deliver: <ul style="list-style-type: none"> • critique over the medieval art in western world • critical differences in Ancient and 	1) Create a critical summary on the Ancient western Craft and make visual	10	25

		<p>Medieval art form</p> <ul style="list-style-type: none"> • use of art and artifacts in design 	<p>imagery for the same.</p>		
3	<p>Renaissance Art:</p> <ul style="list-style-type: none"> • Italian Art • German Art • English Art • French Art 	<p>1) To be able to understand the origin of Renaissance art , its implications on the society on large</p>	<p>1) Create a critical summary on the Ancient western Craft and make visual imagery for the same.</p>	18	25
4	<p>Modern Art:</p> <ul style="list-style-type: none"> • Romanticism • Impressionism • Post Impressionism • Symbolism 	<p>1) To be able to understand the origin of Modern art and its implication on design</p>	<p>1) Create a critical summary on the Ancient western Craft and make visual imagery for the same.</p>	18	25
5	<p>Art deco, Art Nouveau, Op art, Pop Art</p>	<p>1) To be able to understand the origin of the art forms and its implication on design, lifestyle and products,</p>	<p>1) Create Visual Dictionary 2) Power Point Presentation</p>		
6	<p>Terminologies used in Fashion Lifestyle Categories- Products, Interior Spaces, Fashion Accessories</p>	<p>1) To be able to create visual understanding resulting in visual dictionary to be a tool helping learners with images to further build up their design process.</p>	<p>1) Create Visual Dictionary 2) Power Point Presentation</p>	15	30
7	<p>National and international Textile ,Product, and Interior Designers</p>	<p>1) To be able to create critical outlook towards designers.</p>	<p>1) Create Visual Dictionary 2) Presentation</p>	15	30

8	Indian crafts	1) To be able to understand the various craft practices of India 2) To be able to create a visual dictionary that would ultimately help the learners to understand various products and help in learning design process better.	1) Create Visual Dictionary 2) Presentation	15	30
9	Indian Culture	To be able to understand Indian Culture and accumulate various cultural forms through images that would help learners to generate an overview of the market and help in Inspiration and theme.	1) Create Visual Dictionary 2) Presentation	15	30

Evaluation pattern –

Internal Assessment: Class Assignments – theory: 50
 Class assignments to be converted in 50 marks.

REFERENCE BOOKS:

Sl. No.	Author	Title of the book
1	Martin M. Pegler, Ron Carboni	The Fairchild Dictionary Of Interior Design
2	Michael Coates, Graeme Brooker, Sally Stone	The Visual Dictionary Of Interior Architecture And Design
3	Mary Gilliatt	Mary Gilliatt's Dictionary Of Architecture And Interior Design
4	Tiffany Designs Stained Glass Coloring Book	A.G Smith
5	The book of wood craft and Indian lore	Earnest Thompson
6	Ultimate Sheet Metal Fabrication Book	Timothy Remus

4-Year Degree Under Graduate (UG) Syllabus
Bachelor of Design -Life Style & Accessories Design
Semester - III

Subject		Total hours	
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Materials Studies

(Clay, POP, Ceramics)

90

(Design Methodology - 2)

(Theory / Practical)

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA305	Material Studies	DM-2	Th+Pr	4	2	2	25	25	50	25	100

OBJECTIVES:

1. To enable students to learn and understand the development of Fine arts and its influence in other forms of art and design.
2. To know revolution in Art world and influence in the society.
3. To make students understand the relevance and importance of the materials in designing of Lifestyle products.
4. To help to gain hands-on experience with exploring different ways of manipulating materials.
5. Development of a product range using Clay, POP and Ceramics material.

CONTENT:

Block No.	Topic/Content	Objective	ASSIGNMENTS	Period Hours	% of weight age Marks
1	A brief of Clay, POP and Ceramics	To be able to understand: a) The characteristics of Clay, POP and Ceramics b) Various artists and crafts persons working in the field of Clay, ceramic, POP c) Distinguish between the properties of Clay, Ceramic and POP.	<ul style="list-style-type: none"> • Report on the craft of Clay, and associates, along with the research on contemporary uses of the material 	20	10
2	Material Exploration of Clay, POP and Ceramic	To be able to achieve: a) Handling of clay, POP and Ceramic b) Create small molding of exploration work.	<ul style="list-style-type: none"> • Material handling. • Shape and structure molding through the 	20	20

			material.		
3	Various usages of Clay, POP and Ceramics with various material combinations and making various motifs on the material.	To be able to understand: a) Advantages of material b) Constraints with the material To be able to achieve: a) Material handling b) Mix material exploration c) Working on potter's wheel	<ul style="list-style-type: none"> • Doodle, explorations, research. • Swatch explorations of products on Potter's wheel. 	20	35
4	Development of a product range as per the given inspiration (Design Methodology)	To be able to understand: a) Design process b) Design Constraints c) Design Development d) Prototyping	<ul style="list-style-type: none"> • Design Project File. • Range design. • Product Development 	20	35

Evaluation pattern –

Internal Assessment: Class Assignments - To Be Converted In To 25

External Assessment: Practical/Viva Voce - 75 Marks.

REFERENCE BOOK:

Title of the book	Author
The Encyclopedia of Pottery Techniques	Peter Contestino
Functional Pottery: Form and Aesthetic in Pots of Purpose	Robin Hopper
Pottery Form	Daniel Rhodes
Alternative Kilns & Firing Techniques (Raku, Saggars, Pit, Barrel)	James C. Watkins, Paul Andrew Wandless

**B Design – Lifestyle and Accessory Design
Semester - IV**

Subject	Total Hours
Technical Drawing and Product Illustration Practical	120

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA401	Technical Drawing and Product Illustration	TD-PI	Pr	4		4		50		50	100

OBJECTIVES:

1. To enable students to understand the aspects of product illustration and its utility in the designing of lifestyle products. Also to learn the function analysis and new concepts related to it.
2. To understand the division of space to accommodate on 2 dimensional paper.
3. To enable student to develop skills of making forms with technical drawings on the 3D Max software and to rationalize the difference with manual work.
4. To make students to be familiar with developing 3D drawings as used in the industry and to learn its usage and application in professional scenario. .
5. To understand manual product illustration using various artistic material (Pencil color, water color, dry pastel etc.)

CONTENT:

Block No.	Objective	Topic/Content	Assignment	Period Hours	% of weight age Marks
1	To learn the basic concepts of illustration	<ol style="list-style-type: none"> 1) Introduction to shapes-geometric, organic, abstract, positive, negative. 2) Introduction to 3d forms 3) Introduction to perspective drawing- 1 point, 2 point and 3 point 	<ol style="list-style-type: none"> 1) Development of 10 different shapes from geometric, organic and abstract. 2) Technical drawing of perspective in form of shapes and forms. 		
2	To develop creative skills for new product development	<ol style="list-style-type: none"> 1) Introduction to isometric drawing. 2) Introduction to orthographic projections. 3) Development of objects and products through the molding of shapes and 	<ol style="list-style-type: none"> 1) Develop 10 sheets of Isometric drawing for various shapes and forms. 		

		forms.	<ul style="list-style-type: none"> 2) Orthographic projection and isometric view of 5 objects. 3) Development of objects from shapes and forms. 		
3	To explore the utility and functionality of new products	<ul style="list-style-type: none"> 1) To be able to understand the function of the developed design. 2) To be able to identify the function of the product through illustration. 3) Blasted view of the product to show the complete joining of the product and panels. 	<ul style="list-style-type: none"> 1) Create the blasted view of the product with complete details. 		
4	To research the marketing feasibility and acceptance of new products	<ul style="list-style-type: none"> 1) Research marketability, needs assessment on the functionality of the product. 2) To be able to identify the problems faced by the product. 3) To be able to offer solution to the problem. 	<ul style="list-style-type: none"> 1) Identify a lifestyle product and research on the working of the product, and present problems and offer solution to those. 		
5	To develop final sketches of various lifestyle products.	<ul style="list-style-type: none"> 1) To be able to develop sketches and produce working drawings of a product. 	<ul style="list-style-type: none"> 1) Develop sketches for various products like bags, jewelry, shoes, bottles, and lighting products. 		
6	Introduction of 3D software (3D MAX) and understanding of solid objects on computer. To know the Understanding of volumetric objects on computer.	<ul style="list-style-type: none"> 1) Introduction of 3D software (3D MAX) and understanding of solid objects on computer. 	<ul style="list-style-type: none"> 1) Create shapes and forms on 3D Max. 	10	25

7	Construction Exercises in computer based 3D.	1) To be able to develop the skills of making forms of designed articles, accessory products with the help of technical drawings on 3D Max.	1) From the shapes developed, create forms and mould the same to create accessory.	10	25
8	Making of various 3D objects.	1) To be able to analyze the measurements of the objects to implement the same with great accuracy in the drawing development process in software and also on the Paper.	1) Create Objects on the software with proper dimensions.	20	25
9	To make students familiar with developing 3D drawings in respect of the accessory design	1) Introduction of accessory and 3D object making in 3D software.	1) Create Accessory drawing by applying the learning of space.	16	25

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 50
 External Assessment: Practical/Viva Voice - 50 Marks.

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author
1	Order in Space: a design source book	Keath Critchlow
2	Sacred Geometry	Miranda Lundy
3	On Growth and Form	Kroom M. Thompson
4	Engineering Drawing: Planer and Solid Geometry	N.D. Bhatt, et. Al
5	Engineering Drawing and Geometry	Randolph P. Hoelscher & Clifford H. Springer

4-Year U.G. Degree Syllabus
B Design - Life Style and Accessory Design
Semester - IV

Subject	Total Hours
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Craft Cluster Documentation I

105

Practical

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA402	Craft Cluster Documentation I	CC-Doc.	Theory/ Practical	4	1	3	10	15	25	50	100

OBJECTIVES:

1. To revive, preserve and support declining indigenous knowledge, resources and skills
2. To enable students to know to update artistic technologies.
3. To help to create a sustainable source of raw materials.
4. To act as facilitator in assisting the crafts community to understand the ever changing markets.
5. To awaken the creativity of a community through sensitive design intervention

CONTENT:

Block No.	Objective	Topic/Content	Assignment	Period Hours	% of weight age Marks
1	To be able to identify different crafts from India and their problems faced	<ol style="list-style-type: none"> 1) Introduction to state wise crafts of India. 2) History of craft-origination, requirement and changes as per changing times. 3) Problems faced by the crafts in the modern times. 	<ol style="list-style-type: none"> a) Research on 10 crafts of India. b) PowerPoint presentation on the crafts. c) Identification of problems and various NGOs that work towards the upliftment of the chosen 10 crafts. 	20	12%
2	To be able to appreciate the working of craftsmen	<ol style="list-style-type: none"> 1) To identify a craft cluster for craft study. 2) To visit and study the lifestyle of the craft persons and correlate to the taught understanding of the crafts. 3) The trip would involve visiting a group or community and living with them for a minimum of 2 weeks to document 	<ol style="list-style-type: none"> a) Identify a craft and create a detailed report on the chosen craft. b) Visit the craft cluster and create a document on the chosen craft with emphasis on area and climate and culture in the development 	20	13%

		the life, environment, methods and craft.	c) of the craft. The visit to be documented in form of photographs, videos and audio visual form too.		
3)	To develop the skills of analysis and design development	<ol style="list-style-type: none"> 1) To understand the identified craft and the motifs, design elements utilized in the craft. 2) Identify the market for the craft. 3) Loopholes of the craft why it is lagging behind in the market. 4) Develop designs on the basis of market study and research. 5) Visit to Craft bazaars, Craft Museum. 	<ol style="list-style-type: none"> a) Create designs on the case of the craft. b) Chose five final products and create a range of the products with rendering and specification. 	20	
3	To be able to realize the designs	<ol style="list-style-type: none"> 1) To be able to analyze the core areas of design modifications in Design. 2) To suggest design innovations and design realization. 3) Research and analyze and suggest for the requirements of changes in the crafts cluster for the upliftment of the craftsmen. 	a) Development of any one of the five ranges designed during the visit to the cluster.	30	25
4	To gain marketing expertise in crafts	<ol style="list-style-type: none"> 1) To help them in marketing of the crafts to urban and sub-urban places 	a) Presentation of product and Document.	15	25

Evaluation pattern –

Internal Assessment: Based on the documentation of research work: To Be Converted In To 25

External Assessment: Practical/Viva Voice - 75 Marks.

Title of the Book	Author
Handmade in India	<u>M.P. Ranjan and Aditi Ranjan</u>
Arts and Crafts of India	Nicholas barnard

4-Year U.G. Degree Syllabus

B Design – B Design - Life Style and Accessory Design

Semester - IV

Subject	Total Hours
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Computer Application -IV

120

Practical			
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EVALUATION FORMAT

SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA403	Computer Application -IV	CA-IV	Pr	4		4		25		75	100

OBJECTIVES:

1. To help to develop skills related to designing curves through the software 2D & 3D.
2. To enable to learn Auto CAD and able to adapt its usage in the design development for Lifestyle products.
3. To Learn Animation for modeling, animation and rendering techniques.

CONTENT:

Block No.	Objective	Topic/ Content	Assignment	Period Hours	% of weight age Marks
1	Auto CAD	1) To be able to design curves and figures in <u>two-dimensional</u> ("2D") space; 2) To be able to design curves, surfaces, and solids in <u>three-dimensional</u> ("3D") objects.	3) Create 2D and 3D objects in space.	26	40
2	3D-MAX	1) To be able to do Modeling, product development and rendering.	2) Create Product range and render.	30	60

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25
External Assessment: Practical/Viva Voce - 75 Marks.

REFERENCE BOOKS:

Title of the Book	Author
Introducing AutoCAD	George Omura
Studio MAX in Motion: Basics Using 3D Studio Max	Stephen J. Ethier, Christine A. Ethier

SOFTWARE:

1. Auto CAD
2. 3D-MAX

4-Year U.G. Degree Syllabus

**B Design – Lifestyle and Accessory Design
Semester - IV**

Subject	Total Hours
Material Study and Product development (Design Methodology)	90
Theory + Practical	

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA404	Materials Studies and Product Development	DM-4	Th+Pr	4	2	2	25+25 = 50/2 = 25		50	25	100

OBJECTIVES:

6. To know the value of geometry in art and design
7. To learn and understand the relevance and importance of the materials in design communication.
8. To gain hands-on experience with exploring different ways of manipulating materials.

CONTENT:

Block No.	Objective	Topic/Content	Assignment	Period Hours	% of weight age Marks
1	To introduce the students the existence and value of basic and sacred geometry	<ol style="list-style-type: none"> 1) To be able to understand lines shapes. 2) To be able to understand Sacred Geometry, Golden Ratio and Tessellation. 3) To be able to create the geometric sheets for lines, shapes, parabola, Golden ratio, tessellation etc. 4) To be able to identify various sacred geometry in the nature and products. 	<ol style="list-style-type: none"> 1) Create geometric sheets for various lines, dots. 2) Create geometric sheets for sacred geometry, Golden ratio, Tessellation, etc. 3) To create products with the use of Golden ratio, tessellation on sheets. 		

2	To introduce the students to mixing of two media for creating materials	<ol style="list-style-type: none"> 1) To be able to produce the learnt geometry in the design method and process to design products range using mix media and metal. 2) To be able to handle metal and mix media together and create swatches. 	<ol style="list-style-type: none"> 1) Develop design process and design development sheets from the geometry. 2) Create swatches of mix media with metal. 		
3	Development of product range	<ol style="list-style-type: none"> 1) To be able to utilize the learnt method of using metal and mix media along with utilization of geometry. 	<ol style="list-style-type: none"> 1) Product development 		

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25
 External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

Title of the Book	Author
History Indian and western art	Edith Tomory
The ancient secret of flower of life	Drunvalo Melchizedek
Sacred Geometry: Deciphering the Code	Stephen Skinner

4-Year U.G. Degree Syllabus

**B Design – Lifestyle and Accessory Design
Semester - IV**

Subject	Total Hours
Global Cultural Analysis and Product development (Design Methodology)	90
Theory + Practical	

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA405	Global Cultural Analysis and Product Development	DM-5	Th+Pr	4	2	2	25+25 = 50/2 = 25		50	25	100

OBJECTIVES:

1. To understand the aspects and influences of global culture on lifestyles products and to learn to interpret it in the process of development of designs.
2. To learn the influence of religion and caste and culture in the development of variation in lifestyle products.

CONTENT:

Block No.	Objective	Topic/Content	Assignment	Period Hours	% of weight age Marks
1	To understand the concept of global culture through the study of stereotypes of the products.	<ol style="list-style-type: none"> 1) Introduction to various global cultures, subcultures. 2) Introduction to the Japanese, Chinese, Arabic, European, French, American, African cultures. 3) Introduction to the global cultural art forms and the products used as a part of global lifestyles. 4) Introduction to the subcultures like Grunge, punk, Gothic, Hip Hop, Fetish, BDSM, Biker, Gyaru, Elvis Presley rebels, Herero, etc. 	<ol style="list-style-type: none"> 1) Collect information and present in a form of Power point presentation. 	20	40
2	To understand the cultural systems and its direct implications	<ol style="list-style-type: none"> 1) To be able to understand Cultures, Beliefs, Practices, Religions, Art, Symbols, Expressions of various regions and their affect on the lifestyle and products. 2) To be able to understand the affect of subcultures on the products and lifestyle. 3) To be able to identify famous personalities belonging to various subcultures and their lifestyle. 	<ol style="list-style-type: none"> 1) Create visual dictionary on the sub cultures and global cultures. 2) Styling using the understanding of any one subculture. 	20	20

3	The impact of western and global cultures on the lifestyles and products	1) Identifying various product categories belonging to various cultures and subcultures.	1) PPT on various products from different cultures.	20	40
4	Development of product range using design process (Design Methodology)	1) To be able to identify a sub culture for creation of products. 2) To be able to utilize design process and methodology from the learnt Global cultures and Sub cultures.	1) Design Process document. 2) Product development.	30	

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

Title of the Book	Author
Globalization And Culture	Raj Kumar Pruthi
Cultural Analysis	Jim Mcguigan
The Sage Handbook Of Cultural Analysis	John Frow, Tony Bennett

4-Year U.G. Degree Syllabus

B Design – Lifestyle and Accessory Design
Semester - V

Subject	Total Hours
Material Studies and Product Development (Design Methodology)	90
Theory / Practical	

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA501	Material Studies and Product Development (Fashion Accessories- Home décor and Lighting Prod.)	DM-6	Th+Pr	4	2	2	25	25 = 50/2	50	25	100

OBJECTIVES:

- 1) To familiarize students with different man-made wood and acrylic materials, their properties and use of them in making of objects those are part of the garment.
- 2) To understand pricing and sourcing of materials.
- 3) To understand the various tools and machinery used in accessory making.
- 4) To understand relevance and importance of the materials in design communication.
- 5) To gain hands-on experience with exploring different ways of manipulating materials.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Period Hours	% of weight age Marks
1	To understand the basics of Design	Design inspirations ; <ul style="list-style-type: none"> • Research exploration • Understanding the basics 	Design process	10	
2	To familiarize the students with various materials.	Handling of different materials : <ul style="list-style-type: none"> • Work with mdf and acrylic (Mix Media – supporting) 	Swatch Development	10	
3	To acquire the knowledge & skills to develop concept of combining the materials	Combined materials; <ul style="list-style-type: none"> • Working with combination of different materials 	Swatch Development	10	
4	To understand the costing and know about the fabrication & value purchase	Costing : <ul style="list-style-type: none"> • Fabrication and costing • Product finish and costing 	Swatch Development Costing	10	

5	To study the present trends in the market and then interpret it and create your own concepts	Market trend : <ul style="list-style-type: none"> • Market surveys • Design presentations • Final concept 	Research document	10	
6	To understand the use of MDF for making murals	Using MDF (Medium density fiber board) and making wall hanging murals. Process of using various tools on the material.	Swatch Development	10	
7	To understand the use of MDF for making furniture	Making of creative furniture using MDF.	Swatch Development	10	
8	To understand the process of surface decoration of furniture.	Surface decoration with lamination and technique of post forming of the furniture.	Swatch Development	10	
9	To understand the use of material as per the design inspirations	Development of product range using design process (Design Methodology)	Swatch Development	10	

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25

External Assessment: Practical/Viva Voice - 75 Marks.

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author
1	Fashion Accessory	Emma Gale And Ann Little
2	Fashion Accessories	Olivier Gerval
3	Fine Wood working Design	Scott Gibson
4	The Practical Woodworker	Bernard E. Jones

4-Year U.G. Degree Syllabus

B Design – Lifestyle and Accessory Design

Semester - V

Subject	Total Hours
Surface Ornamentation and Product Development (Fashion Accessories- Costume Jewellery and Watches, buckles, dog-locks, bracelet ets) (Design Methodology) Theory / Practical	90

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA502	Surface Ornamentation and Product Development (Fashion Accessories- Costume Jewellery and Watches)	DM-7	Th+Pr	4	2	2	25	25	50	25	100

OBJECTIVES:

- 6) To understand the different types of surface ornamentation designs and techniques and to use them effectively in designing.
- 7) To know the various methods of surface ornamentation & to select the appropriate method of ornamentation for a specific product.
- 8) To familiarize students with different leather materials, their properties and use of them in making of objects which are part of the garment as co-ordinates.
- 9) To understand pricing and sourcing materials.
- 10) To understand the various tools and machinery used in accessory making.

CONTENT:

Block No	Topic/Content Analysis	Objective	Assignment	Period Hours	% of weight age Marks
1	To understand how to handle different tools and techniques in your creation.	Tools and techniques - Design transfer materials, - Sources & interpretation - Choosing color - Enlarging and reducing design	Design developments		
2	To have the knowledge of utilizing various stitches for product development.	- Utilization of the stitches For the product development of category: Belts, bracelets, necklaces, earrings. - Utilization of techniques like macramé, braiding, camel girth braiding	Swatch Creation Product design and creation		

3	To have the knowledge of utilizing various stitches for product development.	Utilization of the stitches For the product development of category: Bags , belts.	Swatch Creation		
4	To have the knowledge of utilizing various materials for product development.	Various materials study like-yarn, bead, leather, acrylic, stones wires	Swatch Creation		
5	To understand the basics of Design	Design inspirations ; <ul style="list-style-type: none"> • Research exploration • Understanding the basics 	Design Methods	5	10
6	To familiarize the students with various metal materials.	Handling of different metal materials : <ul style="list-style-type: none"> • Working with different metals 	Swatch Creation	5	10
7	To acquire the knowledge & skills to develop concept of combining the materials	Molding; <ul style="list-style-type: none"> • Working to giving different shape and making different design products 	Swatch Creation	10	10
8	To familiarize the students with various finishing process	Finishing: <ul style="list-style-type: none"> • Chemical Process of finishing • Physical process of finishing • Final lacquering finishing 	Swatch Creation	10	20
9	To understand the costing and know about the fabrication & value purchase	Costing : <ul style="list-style-type: none"> • Metal fabrication and costing • Product finish and costing 	Costing of Materials and Products.	10	20
10	To study the present trends in the market and then interpret it and create your own concepts	Market trend : <ul style="list-style-type: none"> • Market surveys • Design presentations • Final concept 	Report Documentation.	6	10
11	To understand the basic of Costume Jewellery and Watches, dog log buckles etc. To apply the knowledge of creating samples	Products: Study of Costume Jewellery and Watches, Buckles, dog locks ,different locks ,Pullers, Bracelet etc <ul style="list-style-type: none"> • Experiment with different materials and development of new designs • New sample for different market 	Create costume jewellery from paper, leather, yarn, fabric, metal wire	10	20

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 50
External Assessment: Practical/Viva Voice - 50 Marks.

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author
1	Fashion Accessory	Emma Gale And Ann Little
2	Fashion Accessories	Olivier Gerval
3	Ethnic Embroidery of India	Usha Shrikant
4	Encyclopedia of embroidery stitches including crewel	Marion Nicholas
5	Embroidery Designs	Nirmala C. mistry
6	Quilters work book	Pam Lonttot & Rosemary

4-Year U.G. Degree Syllabus

B Design – Lifestyle and Accessory Design

Semester - V

Subject	Total Hours
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Computer Application-V

120

Practical

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA503	Computer Application-V	CA-V	Pr	4		4	25			75	100

OBJECTIVES:

1. To equip the students with the knowledge on elements and principles of Interior Design and to make them aware of various services in an interior space designing.
2. To train in the selection of appropriate materials for different surfaces to learn different project work related to CAD.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignment	Period Hours	% of weight age Marks
1	Auto CAD-2010 (Isometric view, light tracing, copying, estimating for masonry work)	To equip the students with the knowledge on elements and principles of Interior Design · To become aware of various services in an interiors · To train in the selection of appropriate materials for different surfaces	Create different surface on Auto CAD.	20	30
2	Auto CAD-2010 (Reinforcement, wood works etc.)	To equip the students with the knowledge on elements and principles of Interior Design · To become aware of various services in an interiors · To train in the selection of appropriate materials for different surfaces	Create products on Auto CAD	20	30

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25
External Assessment: Practical/Viva Voice - 75 Marks.

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author
1	Introducing AutoCAD	George Omura
2	Studio MAX in Motion: Basics Using 3D Studio Max	Stephen J. Ethier, Christine A. Ethier

4-Year U.G. Degree Syllabus

B Design – Lifestyle and Accessory Design
Semester - V

Subject	Total Hours
Fashion Forecasting	120
Theory	

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA505	Fashion Forecasting	FF	Th	4	4		25		75		100

OBJECTIVES:

1. To learn to explore different sources of forecasting and to compare and contrast current trends in accessories, interior spaces and products found in local target markets.
2. To produce a presentation board illustrating current trends from a specific location.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignment	Period Hours	% of weight age Marks
1	Introduction to forecasting, Importance of forecasting	Introduction <ol style="list-style-type: none"> Meaning of Fashion Meaning of Forecasting The role of a forecaster The precision of the forecast The fashion industry's components The structure of the fashion industry The fashion timetable Information Network The selling strategy 	Report Documenttation	3	20
2	Forecasting Elements: Materials, Colors, Prints and Graphics	Research Process in Forecasting <ol style="list-style-type: none"> Primary sources Secondary sources Tertiary sources Tracking sales Competition Demographics Value & life style Publication Forecasting services Plethora influences Observation posts The new technology Fashion of involvement 	Research documentation	15	30

		xiv. New uses of products xv. Old neighborhoods xvi. Related industries			
3	Forecasting Sources: Magazines and Agencies.	Processes of Reporting i. Process of implementation ii. Promotion iii. Making the fashion happen	Research Documemation	15	25
4	Implementing Forecasting: Its Uses, Advantages, and Limitations	Understanding of forecast according to season.	Create a season forecast.	15	25

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25
External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author
1	Forecasting Methods And Applications	Spyros Makridakis, Steven C Wheelwright, Rob J Hyndman
2	Forecasting: Applications And Methods	Francis X. Diebold
3	New Product Forecasting: An Applied Perspective	Kenneth B. Kahn, Martin Joseph, Alec Finney
4	New Product Forecasting : An Applied Approach	Kahn Kenneth B.

4-Year U.G. Degree Syllabus

B Design – Lifestyle and Accessory Design

Semester - V

Subject	Total Hours
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Marketing and Merchandising

120

Theory			
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EVALUATION FORMAT

SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA504	Marketing and Merchandising	MM	Th	4	4		25		75		100

OBJECTIVES:

1. To enable student to understand the marketplace and approach towards marketing in terms of consumers demand and most selling demand of the market for the specific product.
2. To recognize the growing customer centered approach towards business activities in various products and to learn to study this demand.
3. To study the details of merchandising in close connection with fashion and life of a product at its development and processing.

CONTENT:

Block No	Topic/Content Analysis	Objective	Assignment	Period Hours	% of weight age Marks
1	Introduction to marketing: definition, importance and scope of marketing, philosophies of marketing management, elements of marketing - needs, wants, demands, customer, consumer, markets and marketers; marketing vs selling, consumer markets and industrial markets	To understand the growing role and importance of customers in marketing	Report documentation	5	10
2	Concept of marketing management, marketing – mix, functions of marketing management, marketing organisations, qualities of marketing manager	To study the different existing concepts of marketing	Report documentation	5	10
3	Market segmentation: segmenting the market, benefits/purpose and limitations of market segmentations, market segmentation procedure, basis for consumer/industrial market segmentation	To understand the importance and bases of market segmentation	Report documentation	5	10

4	Market targeting – introduction, procedure, product positioning - introduction, objectives, usefulness, differentiating the product, product positioning strategy, consumer behaviour - introduction, importance & process	To study the logical steps in selecting the appropriate target customers	Report documentation	5	15
5	Marketing research: Research methodology, defining the research problem, research design, sampling design & techniques, measurement & scaling techniques, methods of data collection, processing & analysis of the data, Interpretation of the research	To study the significance of marketing research process	Report documentation	10	10
6	Product-mix, branding and packaging decisions, product life cycle - stages and strategies for different stages of plc.	To understand product strategies	Report documentation	5	10
7	Pricing decisions, pricing objectives, policies methods of setting price, pricing strategies, channels of distribution for consumer/ industrial products, factors affecting channel distribution	To study the different types of pricing strategies adopted by companies	Report documentation	5	10
8	Marketing communication mix: advertising, sales promotion, personal selling, publicity and public relations	To understand the marketing communication process	Report documentation	8	15
9	Definition of merchandising and basic philosophies of merchandising in apparel companies	To understand the working process for a merchandiser in a manufacturing unit	Report documentation	15	10

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25
External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

Sr. No.	Title of the Book	Author
1	The business of fashion designing manufacturing and marketing	Leslie devis burns
2	Fashion marketing	Mike easey
3	Marketing strategies-decision focused approach	Walker boyd mullins
4	Research methodology: methods & techniques	C.r.kothari
5	Principles of marketing	Kotler, philip and armstrong graw
6	Marketing management: a south asian perspective	Kotler philip, keller kevin lane, koshy abraham and jha mithileshwar

4-Year U.G. Degree Syllabus

B Design – Lifestyle and Accessory Design
Semester – VI

Subject	Credits	Total hours	Marks		
Interchange of surface techniques	2	56	25	25	50
Practical			Internal	External	Total

OBJECTIVES

- 1) To enable student to understand different types of surface ornamentation designs and techniques to use it and to learn its applications and to implement it effectively in designing.
- 2) To know the various methods of surface ornamentation & to select the appropriate method of ornamentation for a specific product.

CONTENT:

Bloc k No	Objective	Topic/Content Analysis	Assignment	Period hours	% of weight Marks
1	Use for embroideries. process of designing, types of stitch applications, Punching.	1) To be able to understand how to develop embroidery designs. To learn the method of punching and application of embroidery related to lifestyle products.	Create 5 swatches based on the taught embroidery	10	25
2	Accessories made of Metal wires, Beads, Crystals, stones, Glass beads. Lac.	1) To be able to develop the knowledge of applications of embellishments on the surface decoration on different materials.	Create 5 swatches using different embellishments	20	25
3	Leathers as base for surface ornamentation and development of the product.	1) To develop the knowledge of various methods of ornamentation on the surface of leather. 2) Surface like	Create 5 swatches for leather base surface ornamentation that is product specific.	15	25

		embossing, debossing, embroidery, cut work, patch work, braiding, appliqué, batik, etc.			
4	Metal Embossing	1) To be able to develop the knowledge of embossing technique for Surface ornamentation.	Create 5 swatches for metal embossing.	16	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25

External Assessment: Practical/ Viva Voice - 25 Marks.

REFERENCE BOOKS:

S No.	Title of the Book	Author
1	Inspirational Ideas for Embroidery on Clothes and Accessories. Search Press, United Kingdom, 1993.	Gail Lawther
2	Making Leather Handbags and Other Stylish Accessories	Ellen Goldstein -Lynch
3	Metal 101: Mesh and Wire Products & Accessories	Jana Ewy
4	Creating Crystal Jewelry with Swarovski: 65 Sparkling Designs With Crystal Beads And Stones.	Laura Mccabe

4-Year U.G. Degree Syllabus

B Design – Lifestyle and Accessory Design
Semester – VI

Subject	Credits	Total hours	Marks		
Introduction to recycling	4	48	25	75	100

(Theory)	Internal	External	Total
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OBJECTIVES:

1. To help students to understand the concepts and principles of recycling and also to learn the importance and approach to eco friendly concept.
2. To enable students to understand the utility of materials in the concept to save environment and to learn the process of recycling of various materials and distinguish renewable and non renewable material to save environment. .
3. To help to understand the eco-friendly and global vision concept.

CONTENT:

Block No.	Objective	Topic/ Content analysis	Assignment	Period Hours	% of weight age Marks
1	To understand the importance of recycling. Also usage of recycled materials for eco-friendly approach.	Concepts and Principles Introduction to recycling and concept principles.	Presentation. Make written document on any recycled material and usage of it.	10	35
2	To understand the utility of materials and also to save the environment. To learn the usage of recycled materials.	Recycling Materials Paper - Specialty papers, Paper board and Corrugated/ Solid boards Plastics Cloth Wood and Plywood Textiles and Jute Cellulosic and Laminates.	Presentation. Explain the characteristic of the materials and create a project of proper and practical usage of it.	20	35
3	An understanding of eco-friendly and global vision concept.	Process of recycling	Presentation. Industry Visit; Recycling centers and their documentation. Submit a project/written at	18	30

the end of the completion of the module.

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25
External Assessment: Final Exam - 75 Marks.

References Books:

S.No.	Title of the Book	Author	Publication
1	<u>Waste Age And Recycling Times: Recycling Handbook</u>	by John T. Aquino, Aquino	<u>Waste Age And Recycling Times: Recycling Handbook</u>
2	<u>Plastic Waste Recycling Technology</u>	by Eiri Board	<u>Plastic Waste Recycling Technology</u>
3	<u>Recycling In Textiles</u>	by Wang	

4-Year U.G. Degree Syllabus

**B Design – Lifestyle and Accessory Design
Semester – VI**

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA601	Product development-III (Lifestyle Product)	DM7	Th+Pr	4	3	1	25+25 = 50/2 = 25		50	25	100

OBJECTIVES:

- 1) To help students to familiarize with different leather materials, their properties and issues related to its development.
- 2) To understand Global concept in leather procuring, processing ,pricing and sourcing. To learn the process of finishing of leather and its different types.
- 3) To learn to understand the various tools and machinery involved in the product development of leather accessory making.
- 4) To develop the keen knowledge and understanding of the Leather Industry – National and International concepts and procedures.

CONTENT:

Block No	Objectives	Topic/Content Analysis	Assignment	Period Hours	% of weight age Marks
1	To understand about the Industry and Government policy in the leather industry	Leather Industry ; <ul style="list-style-type: none"> • Understanding about the Industry. • Government policy 	Report Documentation	5	15
2	To familiarize the students with various leather tanning process	Tanning : <ul style="list-style-type: none"> • Working with different leathers • Leather tanning 	Report Documentation	5	15
3	To acquire the knowledge & skills to develop concept of global level of the leather industry and its importance	Global concept and development of leather Industry; <ul style="list-style-type: none"> • Importance • Merits & demerits 	Report Documentation	8	10
4	To familiarize the students with various finishing process	Different finishing; <ul style="list-style-type: none"> • Plate finish 	Report Documentation	5	10

		<ul style="list-style-type: none"> • Chemical finish • Padding finish • Wax finish • hypro spray finish 			
5	To understand the costing and know about the fabrication & value purchase	Leather fabrication and Costing : <ul style="list-style-type: none"> • Costing and its value 	Report Documentation	10	15
6	To study the present trends in the market and properties of the leather	Market trend : <ul style="list-style-type: none"> • Market surveys • Leather and alteration for leather • Merits and demerits of leather and non leathers • Properties of leather 	Report Documentation	10	15
7	To understand the different associate leather industry.	Associate Leather Industries Leather Garment Industry <ul style="list-style-type: none"> • Footwear Industry • Leather Accessory Industry 	Report Documentation	5	20
8	Design Development of leather hard goods	Design Process Range Development Product manufacturing	Product Manufacturing		

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

S.No.	Title of the Book	Author
1	Tanning Chemistry: The Science of leather	Anthony D Covington
2	The Chemistry and Technology of Leather	O'Flaherty, Roddar, Lollar

4-Year U.G. Degree Syllabus

B Design – Lifestyle and Accessory Design
Semester – VI

Subject	Credits	Total hours	Marks		
Product development-III (Lifestyle Product-footwear)	2	56	25	25	50
(Practical)			Internal	External	Total

OBJECTIVES:

- 1) To familiarize students with the concept of design process starting with research for inspiration gathering, understating the basics of design, illustrations, rendering, sourcing and the preparation of final collection of products.
- 2) To enable students to understand different leather materials, their properties and use of them in designing and final product development fro footwear.
- 3 To learn to calculate the pricing and sourcing of materials.
- 4) To understand the various tools and machinery used in footwear Industry.

CONTENT:

Block No	Objectives	Topic/Content Analysis	Assignment	Period Hours	% of weight age Marks
1	To understand the basics concept of research and its methods in designing and collecting inspiration from various sources.	Design inspirations ; <ul style="list-style-type: none"> • Research exploration • Understanding the basics 	Research exploration understanding the basics.	5	15
2	To familiarize the students with various leather materials, its handling and dealing to produce the final product.	Handling of different leather materials : <ul style="list-style-type: none"> • Working with different leathers 	Create leather swatch file.	5	15
3	To acquire the knowledge & skills to develop the concept of combining the materials to develop various shapes out of materials.	Design concept and development; <ul style="list-style-type: none"> • Working to giving different shape and making different footwear design products • Last and its importance 	Design Process for footwear. Understanding different types of shapes of footwear.	10	10
4	To familiarize the students with various tannery process	Major parts <ul style="list-style-type: none"> • Upper • Insole • Sole • Heel 	Understanding the procedure of leather tanning and parts of shoes and presentation.	10	10
5	To understand the costing and know about the fabrication & value	Costing : <ul style="list-style-type: none"> • Footwear and costing 	Costing of footwear.	10	20

	purchase				
6	To study the present trends in the market and then interpret it and create your own concepts	Market trend : <ul style="list-style-type: none"> • Market surveys • Design presentations • Final concept 	Market Survey and final doodles and document.	10	10
7	To understand the basics about bags, shoes, belts and buckles. To apply the knowledge of creating samples of footwear.	Products: Study of open shoe, sports shoe, executive shoe, chapal etc <ul style="list-style-type: none"> • Experiment with different leather materials and development of new designs • New sample for different market 	Create samples of footwear	6	20

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25

External Assessment: Practical/ Viva Voce - 25 Marks.

S.No.	Title of the Book	Author
1	Footwear Design	Laurence King
2	Footwear Design (Portfolio Skills :Fashion and Textiles)	Aki Choklat
3	Tanning Chemistry: The Science of Leather	Anthony D Covington

4-Year U.G. Degree Syllabus

B Design – Lifestyle and Accessory Design

Semester – VI

Subject	Credits	Total hours	Marks		
Lifestyle – Research/product photography	2	56	25	75	100

Theory	Internal	External	Total
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OBJECTIVES:

1. To enable students to understand the concept of photography in designing and to know and learn the role of photography in product designing.
2. To understand the photographic skill required in gathering inspiration and to present the product look appealing to the buying public.

Block No.	Objectives	Topic/Content analysis	Assignments	Period Hours	% of weight age Marks
1	To familiarize students with basics of photography	Concepts and Principles Introduction of product photography.	1) Basics of photography using camera. Composition, colour, subject and object an integrated part of photography. Submission of 10 snaps of various products.	10	25
2	To understand the elements of still life photography	Photography of still life objects Prop arrangements, background and lighting.	1) Understand the elements of interior photography. Submission of 10 interior photography depicting light and shadow and composition.	10	25
3	To understand the elements of interior photography	Photography of various interiors. Arrangements of interior environments, background and lighting.	1) Photography of various interiors and presentation.	20	25

4	To understand the concept of aesthetics in photography	Aesthetics of photography.	1) Create a document on photography and incorporate photography on a theme.	16	25
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Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25
 External Assessment: Practical/Viva Voce - 25 Marks.

References:

S.No.	Name of the book	Author
1	Master Lighting Guide for Commercial Photographers	Robert Morrissey
2	Lighting for Photography: Techniques for Studio and Location Shoots	Glenn Rand

4-Year U.G. Degree Syllabus
B.Design- Life Style and Accessory Design
Semester – VII

Subject	Total hours
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Creative Product Development

90

(Theory/Practical)

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA701	Creative Product Development	DM-9	Pr	4		4	50/2 = 25		50	100	

OBJECTIVES:

- 1) To familiarize students with various materials and combinations, their properties and use of them in making different fashion accessories
- 2) To understand the process of development of accessory in different materials, its pricing and sourcing and finishing aspects as the point of view of commercial sale.
- 3) To acquire the knowledge of to understand the various tools and machinery used in accessory making.

CONTENT:

Block No	Objectives	Topic / Contents	Assignments	Period Hours	% of weightage Marks
1	To learn various research techniques, exploring various sources to take inspiration before starting the designing and to understand the basics of Design.	Design inspirations ; <ul style="list-style-type: none"> • Research exploration • Understanding the basics 	Research Documentation	5	
2	To familiarize the students with various materials and its usage and handling and caring and to know the issues related to it.	Handling of different materials : <ul style="list-style-type: none"> • Working with different materials 	Swatches of mixed material	5	
3	To acquire the knowledge & skills to develop concept of combining the materials	Design concept and development; <ul style="list-style-type: none"> • Working to giving different shape and making different design products • Product finish and its importance 	Design process, morpholgy	10	
5	To understand the costing and know about the fabrication & value purchase.	Costing : <ul style="list-style-type: none"> • Costing and its value 	Costing of Product	10	
6	To study the present trends in the market and then interpret it and to learn to create your own concepts.	Market trend : <ul style="list-style-type: none"> • Market surveys • Design presentations • Final concept 	Concept development, Range Planning	10	
7	To understand the basics about bags, shoes, belts and buckles. To apply the knowledge of creating samples.	Products: Study of Fancy bags, Wallets, Diary, Pouches, furniture, etc. <ul style="list-style-type: none"> • Experiment with different leather materials and development of new designs • New sample for different market 	Product development	6	

ASSIGNMENT DETAILS-

- 1) Design inspirations Research exploration understanding the basics.
- 2) Handling of different materials working with various material combinations.
- 3) Design concept and development working to giving different shape and making different Inspired design products and its importance.
- 4) Various products study. Material experiments / explorations and development of new designs new sample for different market

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25

External Assessment: Practical/Viva Voce - 75 Marks.

Reference books:

Sl. No.	Title of the book	Author
1	Fashion Accessory	Emma Gale And Ann Little
2	Fashion Accessories	Olivier Gerval

4-Year Degree under Graduate (UG) Syllabus
B.Design- Life Style and Accessory Design
Semester – VII

Subject	Total hours
Product Packaging (Design Methodology - 10)	90

(Theory/Practical)

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA702	Product Packaging	DM-10	Th+Pr	4	2	2	25+25 = 50/2 = 25		50	25	100

OBJECTIVES:

1. To develop the skill for visualizing and creating lifestyle products.
2. To make an understanding between lifestyle design products and accessories.
3. The program gradually evolved to address the spectrum of Accessories and Lifestyle products and strong industry orientation of student learning.
4. Orientation to India as well as global in the context of fashion, trends, consumer and market.
5. Development of packaging for any selected product using design methodology.

Block No.	Objectives	Topic/Content Analysis	Assignment	Period Hours	% of weight age Marks
1	To develop the skill for visualizing and creating lifestyle products.	Concepts and Principles Introduction to packaging and packaging principles.	Report on Concept of packaging	10	20
2	To make an understanding between fashion design and accessories.	Materials Paper - Specialty papers, Paper board and Corrugated/ Solid boards Glass - Containers Plastics - Rigid, Semi-rigid and Flexible Metals - Black plate, GI, Tinplate, TFS and Aluminum Wood and Plywood Textiles and Jute Cellulosic and Laminates.	Explanation on how different materials are used for packaging and their reasons.	10	20
3	The program gradually evolved to address the spectrum of Accessories and Lifestyle products and strong Industry orientation of student learning.	Testing and Quality control Testing and Quality control of packaging materials Testing and Quality control of retail/consumer packages Transport worthiness / Performance evaluation of shipping containers Shelf life evaluation Testing and quality Control of ancillary materials	Quality report of Packaging.	10	20

4	Orientation to India as well as global in the context of fashion, trends, consumer and market.	Packaging Machinery & Technique	Collection of various packaging materials utilized in the industry.	10	20
5	To know the process of printing techniques, its procedure and the evaluation for the better printing quality.	Package Printing Printing techniques Printing inks Print evaluation	Print evaluation of packaging.	8	20
6	To develop a packaging using design process for any selected product	Packaging project	Develop packaging for a product.		

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 50
External Assessment: Final Exam - 50 Marks.

Reference books:

Sl. No.	Title of the book	Author
1	Fundamentals Of Packaging Technology	Natarajan, S. , Govindarajan, M. , Kumar, B.
2	Fundamentals Of Packaging Technology	Walter Soroka, Cpp

4-Year U.G. Degree Syllabus
B.Design- Life Style and Accessory Design
Semester – VII

Subject	Total hours
Visual merchandising and retail management	120

Theory

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA703	Visual Merchandising and Retail Management	VM&RM	Th	4	4		25		75		100

Objectives:

- To understand the growing significance of visual merchandising in fashion retail and how the store visual merchandising affects the store performance
- To study the theories and components of visual merchandising and their application to store display
- To understand the meaning and concept of retail and the changing trends and developments in retail industry
- To study the strategic components of retail industry, trend towards customer centricity and orientation.

CONTENT:

Block No.	Objective	Topic/Content Analysis	Assignment	Period Hours	% of weight age Marks
1	To understand the concept and role of visual merchandising	<ul style="list-style-type: none"> • Introduction to Visual Merchandising: The role of Visual Merchandising in a store, the growing significance of Visual Merchandising 	Documentation	10	5
2	To understand the basic elements and theories of visual merchandising	<ul style="list-style-type: none"> • Theories of Visual Merchandising: Color and Texture, Line and composition, Lights and lighting 	Documentation	10	5
3	To study the application of visual	<ul style="list-style-type: none"> • Areas of display: The store exteriors, Window display, Store 	Documentation	10	10

	merchandising in stores	interiors			
4	To study the tools used for visual merchandising in stores	<ul style="list-style-type: none"> Means of visual communication: Furniture and fixtures, props, Graphics and signage, Mannequins 	Documentation	10	10
5	To study the principles of store designing	<ul style="list-style-type: none"> Store planning and design: Store layouts and design, planogram 	Documentation, Create layouts and palnograms for stores Create VM displays.	10	10
6	To understand the meaning and concept of retail	<ul style="list-style-type: none"> Introduction to retail: Introduction to the world of retailing; roles performed by a retailer, Types of retailers: retail formats, Multi-channel retailing, Customer buying behavior 	Documentation	10	10
7	To analyze the retail strategies and their application	<ul style="list-style-type: none"> Retail strategy: Target market & retail format planning, Financial strategies of a retailer, Retail location planning, Site selection 	Documentation	10	10
8	To understand the growing significance of branding and customer centricity in business	<ul style="list-style-type: none"> Retail branding & customer relationship: The value delivery process: customer value, perceived value, customer expectations, customer satisfaction & delight, customer loyalty, customer lifetime value, Retail branding: brand equity, brand identity prism 	Documentation	10	10
9	To understand the concept of product mix planning	<ul style="list-style-type: none"> Merchandise management: Managing 	Documentation	10	10

		merchandise assortment, Merchandise planning system, Buying process & principles			
10	To understand the parameters for store operations and their evaluation	<ul style="list-style-type: none"> ○ Store management: Store operations: store operating parameters & managing productivity: space productivity, staff productivity, inventory control, Store layout & design, Managing store personnel 	Documentation	10	10
11	To recognize the growth of franchising in retail	<ul style="list-style-type: none"> ○ Franchising: Concept of franchising; types of franchising, Franchising agreements & contracts 	Documentation	10	10

Reference books:

Sl. No.	Title of the book	Author
1	Visual merchandising & display	Martin M. Pegler
2	The aesthetics of merchandise presentation	Joseph Weishar
3	Point of purchase	Marta Serrats
4	Retail management	Levy & weitz
5	Franchising	P.khera
6	E-retailing	Charles dennis, tino fenech, bill merrilees
7	Brand management	Jean-noel kapferer

4-Year Degree under Graduate (UG) Syllabus
B Design - Life style Accessories,
Semester – VII

Subject	Total hours
Quality Management, export documentation and IPR	120
Theory	

EVALUATION FORMAT											
SUBJECT CODE	SUBJECT NAME	SUBJECT SHORT NAME	MODE OF TEACHING	TOTAL CREDIT	THEORY CREDIT	PRACTICAL CREDIT	INTERNAL MARKS		EXTERNAL MARKS		TOTAL
							Th	Pr	Th	Pr	
LA704	Quality Management, Export Documentation and IPR	IPR	Th	4	4		25		75		

OBJECTIVES:

- To enable students to understand the importance of quality control measures and to know its importance
- To understand the meaning, scope and application of apparel related export management.
- To develop an ability to decide export pricing, export finance, export marketing, shipment procedure and export promotions.
- To sensitize students to the relevance of intellectual property in Lifestyle product business by providing an overview of practical aspects of leveraging the creative and inventive output of the human mind by use of the legal tools of the IPR system in the context of fashion industry.

CONTENT:

Block No.	Objective	Topic/Content Analysis	Assignment	Period Hours	% of weight age Marks
1	To understand the basic requirement of quality.	Introduction to quality. What is quality and its importance and cost calculations as per the quality measures.	Report documentation of Quality and its aspects.	3	5
2	To aware to Methods & tools to maintain quality.	How to start managing quality a.)Managing quality through inspection b.)Seven tools of quality	Report documentation on quality management.	5	5
3	To enable to Understand the concept and applicability of ISO as a standard.	Standards a.)Introduction b.) Benefits of Standard c.) Levels of Standards d.) Sources Of Standards e.) ISO 9000 Series Standards	Report documentation on ISO as a standard.	5	5
4	To identify and recognize the scope and possibilities in foreign trade	Import Export: Introduction- Need for Export Management. Export management defined. Nature of export management. Features of export management. Process of export management. Functions of export manager. Export cycle. Coordination. Organization structure for export firm.	Report documentation on Foreign trade.	5	5

5	To learn know and understand the global trade environment, its system, its working and implications of marketing strategies.	Global Trading: International trading environment- Multilateral trading system: Uruguay Round. World Trade Organization. Multilateral trading system: legal framework. Business implications of Uruguay Round. Introduction to New forms of Barriers to trade. Implications for market entry strategies.	Report documentation on Global trade environment.	5	10
6	To understand the formulation of foreign trade policies, strategies and trends in exports.	Foreign Trade Policy: Legal framework for foreign trade of India. Objectives of foreign trade policy. Strategy for implementation of foreign trade policy, Sectoral export strategies: special focus initiative, Trends in Exports	Report documentation on FTP.	5	10
7	To study the marketing aspect of export business. To study the formulation of marketing plans and the aspects of starting export business.	Developing Export Marketing Plan: Need for export marketing plan. Contents of export Marketing plan. Developing Export Marketing Plan. Starting export business. Cultural aspects of export business	To visit a accessories manufacturing unit and study and document the quality control measures at every step in the development process	5	10
8	To understand the relationships between India and its trade partners	Understanding India's Major Trading Partners: India's trading partners. European Union. United States of America. Japan. Germany. Republic of Russian Federation. Asia. Latin America. Africa.	To study and document relationship of India and its trade partners.	5	10
9	To understand the different channels for marketing of export goods	Marketing Channel Decisions- Nature of marketing channels. Types of marketing channels. Marketing channels: different chains. Need for marketing channels. Length of distribution channels. Strategies for distribution channels. Selection of distribution channels – Importers. Different types of importers. Selection of importer. Criteria for selection of importers / distributors.	To study and document the various sources and their schemes for export promotion bodies in India	3	10
10	To study and understand the strategies for entering into export business	Market Entry Strategies- Nature of market entry strategy. Trade fair participation. Planning for business promotion visit. Business through agents. Opening overseas office. Planning sales promotion literature.	Create a business entry model.	2	10
11	To understand the Import policies and procedures, exports duties, exemptions and the procedures involved in custom clearances.	Import Procedures- Import of unrestricted items. Import of restricted items. Import under duty exemption scheme. Application fee for import authorizations. Procedure for customs clearance. Levy of customs duty. Payment of import duty and release of goods. Import of goods by post. Warehousing of imported goods. Clearance of warehoused goods. Cargo handling and demurrage charges. Green channel for import cargo clearance. Imports by 100%Eous/SEZ units. Import of commercial samples. Exchange control regulations and imports	Understanding and documenting import procedures.	2	10
12	To recognize the importance of documents in global trade	Need for export documentation. Types of pre-shipment documentation. Standardized pre-shipment export documentation. Developing documents under ADS: Master documents. Filling master documents. Shipping documents and their identifications.	Preparing documentation on Export papers.	3	10
13	To understand the meaning and concept of Intellectual Property Rights, its procedure , its applications, practical applicability, usage and protection at national and international level.	What is intellectual property? Definition & characteristics of intellectual property, Types of Intellectual property- An Overview, Relevance of IP at various stages of business cycle, Relevance of IP rights to export market, Brief National IP laws	Presentation on various IP laws.	2	10
14	To understand the concept of	Understanding some basics on Copyrights:	Case study on a copy right	5	10

	copyright laws its procedure, protection and issues related to it.	What is copyright? What all can be protected under copyright, Advantages of copyright, Registration of copyright, Concept of collective management of copyright, "Using Work" protected by copyright	infringement.		
15	To understand the concept of Industrial designs its application and practical applicability.	Understanding some basics on Industrial design: What is an industrial design? Why to protect an industrial design? Protection of industrial design, Registration of industrial design and International Classification system, Cost to protect an Industrial Design, Protecting Industrial design abroad, Enforcing industrial design	Case study on Industrial Design and design protection.	5	10
16	To understand the concept of Trademark laws. To learn and know the selection procedure, registration procedure, cost protection and the usage of trademark and its types.	Understanding some basics on Trademarks: What is a trademark and its importance, Selection & Protection of trademark, Registration of trademark & Trademark classification system, Cost to protect a trademark, What makes a good trademark, "USING" Trademark, Types of marks, Enforcing Trademarks	Case study on a law suit of trade mark.	5	10
17	To understand the concept of Geographical indications. To know the concept of geographical indications in India. To learn the and gain the knowledge of rules of trademark origin, protection at national and international level.	Understanding some basics on Geographical Indications: What is geographical indications & its relevance to India, Why & what all can be protected under geographical indications, How is geographical indications protected, Geographical indications v/s rules of origin v/s trademark, Protection of geographical indications at International level	Case study on geographical indication Ip law suit.	5	10
18	To learn and understand the concept of patent laws, its applications. Also to learn the process of getting patent and the documentation involved in the process. To know the concept of commercialization of patent and to know PIC and PCT.	Understanding some basics on Patents: What is patent & its importance, What all can be patented? How to get a patent? How much do patent cost? Advantages of patent rights & documents, Concept of Utility model, Commercializing patent technology, Enforcing patents International patent classification system(IPC) & patenting abroad, Patent Cooperation Treaty (PCT)	Case study on patents.	5	10
19	To study the application of IPR to business and its application and to learn to develop the development of a commercial website. To learn the role, procedures and issues in different organization and get an idea to deal with them with a situation analysis and problem solving	IPR and Application issues: IP for crafts & visual arts protection- A brief overview, IPR and E-Commerce: issues related to website development, IPR and Exports: Protection of IPR abroad – need and procedures, Role of different organizations in IPR related issues	Case study on IPR and Crafts and visual Arts protection.	5	10

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25.

External Assessment: Final Exam - 75 Marks.

Reference books:

Sl. No.	Title of the book	Author
1	The ultimate guide to export management	Thomas A Cook
2	Export marketing	P.k.khurana

3	The management and Control of Quality	James R Evans
4	Fashion Entrepreneurship : Retail Business Planning	Fairchild, New York
5	Small Business Management : A guide to entrepreneurship	Siropolis, Nicholas C.
6	Grassroot Entrepreneurships	Kanitkar Ajit, Willey Easter Ltd.

4-Year U.G. Degree Syllabus

B Design – Lifestyle and Accessory Design

Semester - VIII

Subject	Credits	Total hours	Marks		
Branding and Creative Advertising	4	48	25	75	100
(Theory)			Internal	External	Total

Objectives:

1. To enable students to learn the concept of brand management its strategies development and its position in the market dealing with respect to various products.
2. To enable students to acquire and learn the concepts of advertising, media options, camping planning and brief creations through practical projects and exposures..

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignment	Period Hours	% of weight age Marks
1	To enable student to learn the concept of brand management and its growing importance.	Introduction to branding: The meaning and significance of brand, changing concept of brand, Growing importance of brand management, Goodwill and brand loyalty	Presentation and report documentation on the significance of brand and importance of brand management.	6	15
2	To help to know the source value to the consumers and firms and to know the concept of equity.	Brand: As a source of value to the consumers, Brand as a source of value to the firms, Brand Equity: meaning and concept	Presentation and research documentation on brand as a source to value to the consumers.	12	15
3	To help to know the concept of advertising and media promotions.	Introduction to advertising: Media Options	Presentation and report documentation on media options to advertising.	6	10

4	To help to know the planning for advertising and product launching and its campaign.	Campaign Planning and Strategy	Create an advertisement for a lifestyle brand.	6	10
5	To help to learn the creative briefing of the product.	The Creative Brief	Create creative brief of the product and advertisement plan for the product.	6	10
6	To know to generate the concept of idea generation.	The Creative Concept: Idea Generation	Generate a creative advertising idea for a luxury lifestyle brand.	6	20
7	To enable to know the future of advertising industry and importance.	The future of advertising: Industry Perspectives	Presentation on the future of advertising: Industry Perspectives.	6	20

Evaluation pattern –
 Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25
 External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

Sl. No.	Title of the book	Author
1	Brand management	Jean-noel kapferer
2	Strategic brand management	Kevin lane keller
3	The fundamentals of Creative Advertising	Ken Burtenshaw, Nik Mahon and Caroline Barfoot

Nutan Mallotra
 IQAC Coordinator
 Satyam Fashion Institute
 C-56A/14 & 15, Sector-62
 Noida- 201309

4-Year U.G. Degree Syllabus

B Design – Lifestyle and Accessory Design

Semester - VIII

Subject	Credits	Total hours	Marks		
Space Management	4	48	25	75	100
(Theory)			Internal	External	Total

Objectives:

To familiarize the students about the essence and importance of efficient space planning

Utilizing all the elements to create superior space

CONTENT:

Block No.	Objective	Topic/Content Analysis	Assignment	Period hours	% of weight age Marks
1	To know the concept of space utilization	Space Planning: Introductions		5	25
2	To learn color elements used I interior space decoration and designing.	Interior Space Planning Elements: a) Color Palette: The Color Wheel , Color Psychology ,Color Schemes	Presentation on color theory according to a chosen space.	8	15
3	To know the concept and role of lightning in interior spaces and its utilization and to learn the its planning and concepts of implementations.	Interior Space Planning Elements: b) Lighting: types of lighting: • Ambient • Task • Accent	Understanding the element of lighting and fixtures and presentation.	10	10
4	To know the concept of interior space furniture at related to various patterns systems.	Interior Space Planning Elements: c) Furniture Arrangement: Focal point, Traffic pattern, Available space	Understanding the planning elements and presentation.	10	10
5	To learn the concept of using various means of	Create maximum impact with good	Create a 3D based interior	10	20

	designing so as to make the optimize use of interior space.	interior space planning	space for a retail store keeping in mind all the placement of furniture and fixture		
6	To learn to face and meet the challenges related to interior space.	Interior Space Challenges		5	20

Evaluation pattern –
Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25
External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

Sl. No.	Title of the book	Author
1	Time-Saver Standards For Interior Design And Space Planning	Joseph De Chiara, Julius Panero, Martin Zelnik
2	Residential Interior Design: A Guide To Planning Spaces	Maureen Mitton, Courtney Nystuen, Melissa Brewer

Nutan Mallhotra
IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309