

FIRST SEMESTER

M. Voc. FASHION DESIGN PROGRAM OF STUDIES

M. Voc. curriculum is an amalgamation of a research driven and hands on approach. The course aims to equip learners with key disciplines of Fashion Business and Entrepreneurship including understanding of indigenous and global fashion, planning and management of creative enterprises, Business Communication, and Fashion Marketing. The course encourages learners to start a Fashion Business; apply knowledge and practical understanding of Fashion products, processes, supply chain, fashion retail management, market and trends to attribute unique features to the enterprise. Business incubator in the campus will provide enterprise management training and networking support for the start-ups initiated by the learner.

The curriculum encompasses various skill based and industry based learning experiences ranging from internship, skill development workshops, industrial projects, visits to industries along with participation at various design exhibition & events.

This program focuses more on practical aspects of learning and proper implementation of acquired set of skills. Entrepreneurial skills are inculcated in students and students will be supervised by college and government if they initiate their own enterprise or business.

Learning Outcomes

- Design research method will provide you with an opportunity to acquire skills in design research, data collection and data analysis & use statistical program for social scientists (SPSS).
- The entrepreneur provides a controlling link between various components of a venture (e.g. government, finance, customers etc.).
- Experiential learning and job shadowing situations that help prepare students for risk tolerance and to learn from mistakes.
- Students can learn how to identify and establish a strategic planning process for a future business through their coursework.
- To understand the various approaches, processes and systems to address human needs by creating tangible products.
- To develop a flexible and systematic approach to originating, adapting, and developing processes and systems to meet changing technological, managerial, social and economic criteria.
- Articulate understanding of global fashion industry.
- Interpret and communicate design ideas and technical specifications.
- Realize visual design using pattern making and construction techniques.
- Identify manufacturing and production processes in various apparel types.
- Apply marketing and promotion skills for brand development.
- Value quality and processes necessary for design and commercial impact.
- Develop entrepreneurial acumen along with business communication skills.
- Establish effective relationship with the fashion industry through extensive internships.
- Conduct research through relevant methodology and derive solutions and conclusions.
- Prepare a robust business plan and work with transforming technologies and utilize opportunities to enter into creative & fashion industry.
- Incubate yourself, design a business plan to gain funding.
- Students will evaluate the performance of different fashion retailers with a particular focus on how they meet the needs and wants of their customers at different market level.
- They will also assess how the buying, merchandising, designing, retailing and marketing functions contribute to reach profitability goals.
- They will evaluate the impact of corporate social responsibilities, ethical and environmental issues, new technologies and new business strategies for the fashion retail industry.
- To equip students with skills required to establish and excel in professional practices, with an emphasis on setting up a design practice.

Job Opportunities

- As Entrepreneurs: with financial support from finance corporations / banks.
- Academician - Teaching in Fashion Technology / Garment Technology Institutions.
- Fashion Buyer, Quality Control Manager, Design Consultant, Stylist, Trend & Forecast Analyst.
- Principal Design Strategist with NGOs (engaging in design intervention and sustenance of traditional skills).
- Work in Fashion labels, independent and collaborative Design Studios.
- As fashion consultant, personal stylist, technical designer, fabric quality control manager, brand representative and fashion accessory designer.
- Fashion Product Development Manager.

Design Research Methodology

Course Code: M. Voc./SC/101

Course Name: Design Research Methodology

Credits: 8

Hours: 75

Course Brief:

Design research is a process that supports the strategic design and development of products & services that respond to human needs. Understanding complex human needs, behaviors, and perspectives are critical for creating successful designs. Design Research is about unearthing human needs and gaining insights that lead to satisfying those needs & shaping user experience.

Learning Objective:

- Understand a few basic concepts of research and its methodologies.
- Select and define appropriate research problem and parameters.
- Understand the types, tools applicable to research problem.
- Develop skills of preparing out line of research work.

Units	Course Contents	No. of hrs.
Unit I	Design Thinking Process <ul style="list-style-type: none">• Empathize• Define• Ideate• Prototype• Test	5
Unit II	Nature & significance of Research: <ul style="list-style-type: none">• Meaning• Types<ul style="list-style-type: none">QualitativeQuantitativeAppliedFundamentalPrimarySecondary	5

<p>Unit III</p>	<p>Defining the Challenge- a collaborative process</p> <ul style="list-style-type: none"> • Problem Identification • Map the Issues • Research Objective • Review Existing Research • Identify the Stakeholders • Defining Target Respondents • Research Design 	<p>5</p>
<p>Unit IV</p>	<p>Qualitative Research Method Ethnographic Approaches, Participant Interaction Field Immersions These include:</p> <ul style="list-style-type: none"> • Group interviews, Focus groups, Unfocused group • Individual, in-context depth Interviews - Interview tapes and transcripts • Extreme user interviews, Key informant interviews • Observation/Notes • Behavioral mapping, Time lapse video • Participant to create collage, camera journal, Narratives/Personal Journals/ User diaries • Artifact collection • Character profiles, Affinity Diagrams, Cross Cultural Comparisons. • Document Analysis - Public Records, Newspaper Clippings, Personal Documents, Physical Evidence • Visual Methods – Scientific images, Narrative images, Phenomenological images, Reflexive images • Home stay, a day in the life, Engaging with participant • Service trials, Error analysis • Empathy- Trying, Body Storming, Role Play • 	<p>10</p>
<p>Unit V</p>	<p>Quantitative Research Method Framing of Hypothesis Research design Sample and Sapling Techniques Tools for data Collection</p> <ul style="list-style-type: none"> • Questionnaire and Codes Schedule, Interview and Code, Observation, Importance and Techniques of scaling 	<p>10</p>

	<p>Data Collection Procedure:</p> <ul style="list-style-type: none"> • Door to door, E-link, website, E-mail, Outsource services <p>Data Organization</p> <ul style="list-style-type: none"> • Editing, coding, Classification and tabulation <p>Data Analysis</p> <ul style="list-style-type: none"> • Simple correlation, Simple Regression, Analysis of Variance, T- Test, Z Test, Chi-square <p>Data Interpretation/Trend Forecasting</p>	
Unit VI	<p>Preparation for Data Collection</p> <ul style="list-style-type: none"> • Determine Locations • Organize Field Logistics • Anticipate and Mitigate Risks, Managing Uncertainty • Fieldwork Preparations • Responsible Engagement • Management and Validation Tool for data collection • Prepare Question Guide and Scripts • Conducting Interviews • Recording Interviews 	5
Unit VII	<p>Analysis of data</p> <ul style="list-style-type: none"> • Organizing data • Finding and organizing ideas and concepts • Coding and categorizing ideas and concepts • Building over-arching themes in the data • Ensuring reliability and validity in the data analysis and in the findings 	5
Unit VIII	<p>Synthesis of the data</p> <ul style="list-style-type: none"> • Prioritizing, evaluating, and make connections between all collected data points. Tools include: visualizations of the stakeholder ecosystems, diagrams of user experiences, detailed personas, and affinity maps to draw relationships between data points. • Synthesis timing • Synthesis Process - Identify connections, identify what's missing, discovering patterns, finding possible and plausible explanations of the findings, develop conceptual frameworks, identify opportunities for Intervention 	10

Unit IX	Distill data into insights <ul style="list-style-type: none"> Insights may include revelations on why people currently do the things they do and hypotheses on how their experiences can be improved. 	5
Unit X	Translate insights into actionable formats- <ul style="list-style-type: none"> Extrapolating initial design concepts to work on & attempt at how to solve the problem based on all the information we have gathered and processed. 	5
Unit XI	Design Intervention <ul style="list-style-type: none"> Define Intervention Identify opportunities for intervention User Persona Design Concepts 	5
Unit XII	Report Writing <ul style="list-style-type: none"> Content Layout of Report 	5

Learning Outcomes:

- To know importance of research in textiles and clothing.
- To identify appropriate research topics and write a research proposal.
- To organize and conduct research.
- To write a research report and thesis.

References:

- Dr. Mahesh Kulkarni, Nirali Prakashan. Foundation of research.
- Bryman A. & cramer D. (1994) Quantitative data Analysis for social scientists
- Van Maanen (1983) Qualitative Methodology. Sage Publication.
- SumatiMulay and Sabarathanam V.E. (1980) Research Methods in Extension Education. New Delhi, Sole Selling Agents.
- Kothari C.R. Research Methodology: Methods and techniques. New Age International publishers.
- <https://www.researchgate.net>
- <https://www.slideshare.net/anilkumarkhadka/research-methodology-notes>

- <https://www.scribd.com/doc/185378498/Research-Methodology-Full-Notes>
- <https://www.pdfdrive.net>

Advanced Entrepreneurship

Course Code: M. Voc./SC/102

Course Name: Advanced Entrepreneurship

Credits: 7

Hours: 75

Course Brief:

The course will offer a broad perspective of Design thinking, LMC, ideation, data analytics, creating MVP, various digital tools for marketing, financials and pitch deck for the business.

Learning Objective:

- Types of businesses, design thinking and LMC.
- Analysis of the data and know the target customers, market size, competition and create MVP.
- Various branding and marketing tools such as SEO, digital marketing, PR and websites.
- Understanding costing, revenue, investments and unit economics.
- Components of pitch deck, how to pitch to investors.

Units	Course Contents	No. of hrs.
Unit I	Introduction to Entrepreneurship and Business Essentials <ul style="list-style-type: none">• Who is an Entrepreneurs and Types of Businesses?• The Lean Approach.• Designing Thinking.• Lean Model Canvas / Business Model Canvas.	15
Unit II	Forecasting Demands and Acquiring Customers <ul style="list-style-type: none">• Identifying the Target Audience / Customer.• Analysing the Target Market (TAM, SAM, SOM).• Conducting Surveys.• Building an MVP based on the Survey.• Analysing Competition.	15
Unit III	Brand Building and Establishing Brand Presence <ul style="list-style-type: none">• Digital Marketing and Social Media Marketing.• SEO.• Basics of PR and Importance of Digital Presence.	15

	<ul style="list-style-type: none"> • Building a Website – Tools and Techniques. 	
Unit IV	Understanding Finance and Planning for Investment <ul style="list-style-type: none"> • Creating a Revenue Model. • Developing Sales Projects, Unit Economics, Investment Deck. 	15
Unit V	Building a Pitch Deck <ul style="list-style-type: none"> • Analysing Essential Components of Pitch Deck. • Data Collection and Content Generation for Pitch Deck. • Designing a Pitch Deck. • Art of Pitching to an Investor. 	15

Learning Outcomes:

- To approach the ideas through design thinking and create its LMC.
- To identify the demand and its customers.
- To analyze the data and obtain info like target market, market size, competition.
- To create the MVP for the business.
- To do branding and marketing through SEO, social media, website and various other digital marketing tools.
- To understand financials of a business such as various costs, unit cost, revenue, unit economics and various investment deck.
- To collect and put the data in various components of pitch deck and able to pitch in front of the investors.

References:

- The Lean startup by Eric Ries, Entrepreneurial Management by Robert J. Calvin

Product Design Methodology

Course Code: M. Voc./SC/103

Course Name: Product Design Methodology

Credits: 8

Hours: 150

Course Brief:

This unit will enable learners to understand the factors relevant to product design, and to develop skills in planning and producing prototypes.

Learning Objective:

The main objective of this module is to develop a design intellect and basic design system. Hands-on experiences in the interpretation of image of fashion product/customer specifications, apparel design concept development, illustrations and technical drawings, design for prototyping, and manufacturing will be utilized in the instruction of the design process. Students will accurately document their fashion product design experience through design process in a notebook.

Units	Course Contents	No. of hrs.
Unit I	Design Spectrum <ul style="list-style-type: none">• Design definitions and Design spectrum.• Elements and principles of Design.• Basic Computer Graphics.• Concept of visual language and visual design.• Introduction to concept of space.• Patterns and textures.• Color theory, color combinations and its dimensions: hue, value and chrome. Color meanings in traditions and psychological use of colors.	30
Unit II	Ideation and concept development <ul style="list-style-type: none">• Introduction to fashion product research.• Illustrate the idea of design through various mediums.• Selection and implementation of proper colors and medium in fashion product.• Brain storming and ideation on papers and computer software's.	30

<p>Unit III</p>	<p>Nature of Materials and Processes</p> <ul style="list-style-type: none"> • Properties and usage of various fashion and textile materials. • Process of selection and applications of various materials for consumer products and create prototype. • Process of sourcing of various raw material for final product. • Design limitations and specific advantages of particular product and their processes. 	<p>20</p>
<p>Unit IV</p>	<p>Envision and creation</p> <ul style="list-style-type: none"> • Significance of form in structural and decorative way of fashion product. • Influence of materials and processes on product aesthetics. • Costing of various product material and their structure. • Costing chart preparation. • Application of costing techniques and collection of material. 	<p>20</p>
<p>Unit V</p>	<p>Exposure to Design process finished product</p> <ul style="list-style-type: none"> • Different aspects of design and to have a broad understanding of design. • Exposure to ideation. • Exposure to material and source goods. • Selection of appropriate techniques to implement the idea and final preparation as pattern making, draping etc. • Finished product and design process. 	<p>20</p>
<p>Unit VI</p>	<p>Corel Draw</p> <ul style="list-style-type: none"> • Introduction to Corel Draw Class. • CorelDraw Basics and Interface Getting Started. • Objects- Creation and Manipulation Drawing and Shaping Objects. • Working with Special Effects and Texts Special Effects. 	<p>30</p>

Learning Outcomes:

- To describe fundamental elements and principles of design and development process.
- To create sketch and draw solid mediums of fashion components with colors.
- To demonstrate individual skills using selected manufacturing techniques, including illustrations, concept board, mood board.
- To conceptualize fashion product design from ideation to finished product.
- To fabricate a technical assembly from basic drawings.
- To work collaboratively on a team to successfully complete a design project.
- To effectively communicate the results of projects and other assignments in a written and oral format.

References:

- Jones, J.C: Design methods: Seeds of human futures, Wiley inter science, London, 1992.
- Gail Greet Hannah, Elements of Design, Princeton Architectural Press, 2002
- Itten, Johannes; The Art of Color: The Subjective Experience and Objective Rationale of Color, Wiley Publications,1997

Apparel Production & Management

Course Code: M. Voc./SC/104

Course Name: Apparel Production & Management

Credits: 7

Hours: 150

Course Brief:

The aim of this unit is to provide learners with the knowledge and understanding of the complete Apparel Production & management process.

Learning Objective:

- To seeks employment opportunity with apparel Company, that will allow utilization of demonstrated manager skills, good knowledge of apparel manufacturing and sharp attention to details of apparel industry.
- To seeks production manager position with apparel manufacturing Company which will benefit from intimate knowledge of apparel industry, Apparel production & management department units, Process flow & management in apparel manufacturing units for men's & women's wear.
- To prepare Detail-oriented merchant, quality controller, employment with apparel manufacturing Company, multitasking ability, and commitment to producing garments of the highest quality.

Units	Course Contents	No. of hrs.
Unit I	Patterns Drafting <ul style="list-style-type: none">• Basic Pattern making• Dart manipulation - elementary and advanced dart manipulation.• Grading patterns.	20
Unit II	Garment construction <ul style="list-style-type: none">• Introduction to Pattern Marker, layering, cutting, sewing garments.• Stitches: Classification- constructive stitches- temporary and permanent stitches standards for good stitches.• Seams: Definition, types of seams and seam finishes. their suitability and application in various.• Trims and fasteners	30

Unit III	Introduction to Apparel industry <ul style="list-style-type: none"> • Apparel industry in India. • Domestic industry. • Size of industry. • Nature of the industry, its developments in recent years. 	10
Unit IV	Apparel production & management department units <ul style="list-style-type: none"> • Merchandising. • Sampling. • Fabric, trims and accessories. • Spreading cutting sewing, washing. • Quality assurance. • Finishing & packaging. 	30
Unit V	Process flow & management in apparel manufacturing units <ul style="list-style-type: none"> • Buyers-suppliers meeting, Production order placement. • Sampling, BOM generation for PO. • Pre –production sample. • Fabric washing. • Raw material inspection, raw material procurement. • Production shipment sample. • Finishing. • Packing –shipment. 	30
Unit VI	Reach CAD <ul style="list-style-type: none"> • 3D product visualization. • Texture mapping • Color reduction and cleaning. • Design, and repeat. • Colorways. • Color communication using REACH and Spec. Creation. 	30

Learning Outcomes:

- To understand the basic pattern drafting, dart manipulation & grading process in apparel industries.
- To understand the garment construction process in the manufacturing company.
- Will have knowledge of apparel industries, domestic industry, size of the industry, nature of the industry, its developments in recent years,
- To understand the operating process of apparel production department units.

- To full fill buyers demand & able to generate BOM for raised PO.
- To plan for the production process and the goods dispatched to the buyers.

References:

- Mary Mathews, 'Practical clothing construction' Thomson &co., Madras,1974.
- Cock V. 'Dress Making Simplified' Black science, 1987.
- Patric Taylor J., Marti Shoben M, 'grading for the fashion Industry' Stanley Thomas(publishers)Ltd.1990.
- Cartis Irving E.,'Fundamentals principles of pattern making for misses and women's garments'New york, FIT,1987.
- HandrodJack., 'Professional pattern grading for women's, men's and children's apparel', Redondo bench Plycon press,1980.
- Erwin M.D. and Kinchen,' Clothing for moderns' McMillan company New York 1970
- Dangaji and deshpanda .,'Basic process and clothing construction orient' longnians,1970.
- Lang R.M., and Webster J., 'stitches and seams', The textile institute 1998.
- StruinPamela," Pattern drafting for Dress Making"Augustan Delhi 1995.
- Martin M. Shoben and Janet P.ward, "Pattern cutting and make for outerwear, "Butter worth heinmannLtd,Oxford 1987.
- Alorich Winifred "Metric pattern Cutting", Blackwell science, London,1995.

Overview of Industry

Course Code: M. Voc./SE/105

Course Name: Overview of Industry

Credits: 3

Hours: 30

Course Brief:

The course will offer a broad perspective of fashion industry. The course introduces basic overview of domestic and international fashion markets, fashion industry workings, various national and international fashion exhibitions/shows and brief introduction to renowned fashion brands and designers.

Learning Objective:

- To inform about different fashion markets
- To give an overview of basic working methodology of fashion industry
- To familiarize students with different fashion exhibitions/shows
- To inform about renowned fashion brands and designers (domestic and international)

Units	Course Contents	No. of hours
Unit I	Basic overview of different fashion markets <ul style="list-style-type: none">• Market• Material, Trims and Fasteners, Vendor• Tool and Equipment in the industry.• Fashion Styles silhouette.	5
Unit II	Basic overview of working methodology of fashion industry <ul style="list-style-type: none">• Design Brief• Ideation• Research• Manufacturing• Quality Check• Packaging• Logistics• Promotion• Pricing and Costing	10
Unit III	Popular Fashion Exhibitions/Show <ul style="list-style-type: none">• National fashion Exhibitions/Shows	5

	<ul style="list-style-type: none"> • International fashion Exhibition/Shows 	
Unit IV	<p>General overview about renowned fashion Brands and Designers</p> <ul style="list-style-type: none"> • Domestic – Anokhi, Fabindia, Anita Dongre, Flying Machine, Allen Solly, Global Desi. • International-Chanel, Burberry, Hermes, Prada, Gucci, Dior- Chanel, Burberry, Alexander McQueen, Prada, Gucci, Dior, Dolce and Gabbana, Versace. <p><i>*Students can also study renowned fashion brands and designers other than mentioned above</i></p>	10

Learning Outcomes:

- Gain knowledge of different fashion markets
- Understand basic working methodology of fashion industry
- Gain knowledge of different fashion exhibitions/shows
- Gain knowledge about renowned fashion brands and designers (domestic and international)

References:

- Baugh, G. (2018). The fashion designers textile directory: The creative use of fabrics in design. London: Thames & Hudson.
- Elaine Stone, "Fashion Merchandising", Blackwell Science Ltd., 2000.
- Eundeok Kim, Ann Marie Fiore, Hyejeong Kim, "Fashion Trends Analysis and Forecasting", Berg Publishers, 2011.
- Dickerson, Kitty "Inside the Fashion Business" Pearson Education, 2003
- Koda, H., Bolton, A., & Garelick, R. K. (2005). Chanel. New York: Metropolitan Museum of Art.
- Glock, R. E., & Kunz, G. I. (2005). Apparel manufacturing: Sewn product analysis. Upper Saddle River, NJ: Pearson/Prentice Hall.
- Frings, G. S. (2014). Fashion: From concept to consumer. Harlow, United Kingdom: Pearson.
- Fischel, A. (2012). Fashion: The ultimate book of costume and style. London: DK.
- Seeling, C. (2014). Fashion: 150 Years: Couturiers, Designers, Labels. Germany: H.f. ullmann Publishing.

Material, Tool & Techniques I

Course Code: M./Voc./SC/106

Course Name: Material, Tool & Techniques I

Credits: 8

Hours: 240

Course Brief:

The aim of this unit is to provide learners with the knowledge and understanding of the complete Material, Tool and techniques.

Learning Objective:

- To seeks employment opportunity with apparel Company, that will allow utilization of good knowledge of apparel manufacturing and sharp attention to details of apparel industry.
- To seeks production manager position with apparel manufacturing Company which will benefit from intimate knowledge of material, tools and techniques and apparel manufacturing units for women's wear.
- To prepare Detail-oriented employment with apparel manufacturing Company, multitasking ability, and commitment to producing garments of the highest quality.

Units	Course Contents	No. of hours
Unit I	Patterns Drafting <ul style="list-style-type: none">• Basic Pattern making• Dart manipulation - elementary and advanced dart manipulation.• Grading patterns.	60
Unit II	Garment construction <ul style="list-style-type: none">• Introduction to garment construction techniques, cutting, layering, sewing garments.• Stitches: Classification- constructive stitches- temporary and permanent stitches standards for good stitches.• Seams: definition, types of seams and seam finishes. their suitability and application in various.• Trims and fasteners: Stitching techniques of trims and fasteners.	60

Unit III	Nature of Materials and Processes <ul style="list-style-type: none"> • Properties and usage of various fashion and textile materials. • Introduction to textile and fabrics used in the industry • Introduction to Textile and clothing design techniques. • Process of selection and applications of various materials for consumer products and create prototype. • Process of sourcing of various raw material for final product. • Design limitations and specific advantages of particular product and their processes. 	30
Unit IV	Corel Draw & Photoshop <ul style="list-style-type: none"> • Introduction to Corel Draw. • CorelDraw Basics and Interface Getting Started. • Objects- Creation and Manipulation Drawing and Shaping Objects. • Working with Special Effects and Texts Special Effects. • Basic introduction to Photoshop tools and techniques. 	45
Unit V	Fashion Illustration <ul style="list-style-type: none"> • Human Figure Drawing 9head and 10 head and 10.5 head • Color Rendering • Illustrate the idea of design through various mediums. Introducing different medium to create fashion sketches. • Flat sketch drawing and technical sketch drawing. 	45

Learning Outcomes:

- To understand the pattern drafting and dart manipulation in apparel industries.
- To understand the garment construction process in the manufacturing company.
- Knowledge in the nature of materials and process.
- To understand the digital technique like Corel draw and photoshop.
- To understand how to illustrate the idea of design with the skill of fashion illustration technique.

References:

- Mary Mathews, 'Practical clothing construction' Thomson &co., Madras,1974.
- Cock V. 'Dress Making Simplified' Black science, 1987.

- Patric Taylor J., Marti Shoben M, 'grading for the fashion Industry' Stanley Thomas(publishers)Ltd.1990.
- Cartis Irving E.,'Fundamentals principles of pattern making for misses and women's garments'New york, FIT,1987.
- HandrodJack., 'Professional pattern grading for women's, men's and children's apparel', Redondo bench Plycon press,1980.
- Erwin M.D. and Kinchen,' Clothing for moderns' McMillan company New York 1970
- Dangaji and deshpananda .,'Basic process and clothing construction orient' longnians,1970.
- Lang R.M., and Webster J., 'stitches and seams', The textile institute 1998.
- StruinPamela," Pattern drafting for Dress Making"Augustan Delhi 1995.
- Martin M. Shoben and Janet P.ward, "Pattern cutting and make for outerwear, "Butter worth heinmannLtd,Oxford 1987.
- Alorich Winifred "Metric pattern Cutting", Blackwell science, London,1995.

Entrepreneurship I

Course Code: M./Voc./SC/107

Course Name: Entrepreneurship I

Credits: 5

Hours:

Unit	Course Contents	No. of Hours
Unit - I	Introduction to Entrepreneurship <ul style="list-style-type: none">• Who is an Entrepreneur?• Types of Businesses• How to Start a Business• Difference between Business and Startup• Myth about Entrepreneurship	10
Unit - II	Techniques of Idea Generation and Business Analysis <ul style="list-style-type: none">• Generating New Ideas• SWOT Analysis• Design Thinking Process• Analysing Feasibility and Viability of Business• Stakeholder Mapping and Empathy Mapping• Creating and Conducting Surveys	15
Unit - III	Identifying Customers for Business <ul style="list-style-type: none">• Difference between Customer and User• Creating a Customer Persona• Customer Lifecycle Journey• Unique Value Proposition and Unfair Advantage	15
Unit - IV	Market Research <ul style="list-style-type: none">• Conducting Market Research and Secondary Research for your Business• Analysing the Market Size• TAM SAM SOM	15

Unit - V	Basic of Financial Modelling <ul style="list-style-type: none">• Understanding Business Finance• Building the Financial Model for Traditional Business• Building the Financial Model for New Age Startup	10
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Learning Outcome:
References / Books:

Fundamental of Art & Design

Course Code: M. Voc./SC/108

Course Name: Fundamental of Art & Design

Credits: 6

Hours:

Course Brief:

Art and Design Fundamentals will address basic art and design skills in drawing and composition, as well as principles of two-dimensional and human figure drawing.

Learning Objective:

- Lay the foundation for students for further education in design related field

Units	Course Contents	No. of hours
Unit I	An Introduction to Art and Design <ul style="list-style-type: none">• As an introduction to art and design fundamentals - set of exercises which will introduce the concepts of light and texture as well as improve perception of points, lines and planes.• Introduction to basic terminologies and understanding of Drawing and Sketching Tools• Introduction to Drawing and Sketching tools, how to use them effectively – Pencils, Rulers, Colors etc.• Point and Line Exercises using HB, 2B, 4B, 6B,8B,10B pencils and clutch pencils.	
Unit II	Elements of Art <ul style="list-style-type: none">• Line• Form• Color• Texture• Pattern• Light• Space	
Unit III	Principle of Design <ul style="list-style-type: none">• Proportion• Balance• Harmony• Rhythm• Emphasis	

Unit IV	Color – Importance, Characteristics and Application <ul style="list-style-type: none"> • INTRODUCTION TO THE ELEMENTS OF COLOUR • Characteristics of colours • THE DIMENSIONS OF COLOUR – HUE, VALUE, AND CHROMA or intensity • Primary colours • Secondary colours • Intermediate colours • Tertiary colours • Quaternary colours • Theories of colours 	
Unit V	Nature and Object Drawing <ul style="list-style-type: none"> • Students will explore traditional drawing tools and approaches to create landscapes and drawings from nature on site as well as in the classroom. A variety of drawing media will be demonstrated by the instructor and utilized by the students. 	
Unit VI	Material Studies <ul style="list-style-type: none"> • Basic knowledge and understanding of different materials such as textiles, wood, terracotta etc. 	

Learning Outcomes:

- Elements of Art and Principles of Design
- To Application of principles of Art and Design
- Color – its importance, characteristics and application

References:

1. Anna Hong Rutt (19730). Home Furnishing, Wiley Eastern private limited, New Delhi.
2. Harriet Goldstein and Veita Goldstein (1954). Art in Everyday Life, Fourth edition, Macmillan Publishing Co., INC.
3. P.parimalam, A. Andal and M.R. Premalatha (2008). A text book of Interior Decoration, Satish Serial Publishing House, Delhi

Design Method & Process

Course Code: M. Voc./SC/109

Course Name: Design Method & Process

Credits: 8

Hours: 240

Course Brief:

This unit will enable learners to understand the factors relevant to product design, and to develop skills in planning and producing prototypes.

Learning Objective:

The main objective of this module is to develop a design intellect and basic design system. Hands-on experiences in the interpretation of image of fashion product/customer specifications, apparel design concept development, illustrations and technical drawings, design for prototyping, and manufacturing will be utilized in the instruction of the design process. Students will accurately document their fashion product design experience through design process in a notebook.

Units	Course Contents	No. of hours
Unit I	Design Spectrum <ul style="list-style-type: none">• Design definitions and Design spectrum.• Concept of visual language and visual design.• Elements and principles of Design in the context of fashion.• Color theory, color combinations and its dimensions: hue, value and chrome. Color meanings in traditions and psychological use of colors.	30
Unit II	Ideation and concept development <ul style="list-style-type: none">• Introduction to fashion product research.• Illustrate the idea of design through various mediums.• Selection and implementation of proper colors and medium in fashion product.• Brain storming and ideation on papers and computer software's.• Identifying and research on the inspiration source.• Concept development using the selected inspiration.• Introduction to different types of Boards in relation to concept.	90

	<ul style="list-style-type: none"> • Trend forecast and trend analysis. • Design development process and idea generation using inspiration source 	
Unit III	Envision and creation <ul style="list-style-type: none"> • Significance of form in structural and decorative way of fashion product. • Influence of materials and processes on product aesthetics. • Costing of various product material and their structure. • Costing chart preparation. • Application of costing techniques and collection of material. 	30
Unit IV	Exposure to Design process finished product <ul style="list-style-type: none"> • Different aspects of design and to have a broad understanding of design. • Exposure to ideation. • Exposure to material and source goods. • Selection of appropriate techniques to implement the idea and final preparation as pattern making, draping etc. • Finished product and design process. 	90

Learning Outcomes:

- To describe fundamental elements and principles of design and development process.
- To create sketch and draw solid mediums of fashion components with colors.
- To demonstrate individual skills using selected manufacturing techniques, including illustrations, concept board, mood board.
- To conceptualize fashion product design from ideation to finished product.
- To fabricate a technical assembly from basic drawings.
- To work collaboratively to successfully complete a design project.
- To effectively communicate the results of projects and other assignments in a written and oral format.

References:

- Jones, J.C: Design methods: Seeds of human futures, Wiley inter science, London, 1992.
- Gail Greet Hannah, Elements of Design, Princeton Architectural Press, 2002
- Itten, Johannes; The Art of Color: The Subjective Experience and Objective Rationale of Color, Wiley Publications, 1997