

**Two Year M. Voc. Crafts & Design (Fired Material/ Soft Material/
Hard Material/ Fashion Clothing)**
Third Semester

1. Industry Internship/ Industry Project

CREDITS: 8

INTRODUCTION

The module is industry/ project based and addresses the fundamental understanding as well as the applications related to the specific domain to enhance one's knowledge through real Industrial problems.

COURSE OBJECTIVES

The objectives of this course are to provide an opportunity to the students:-

1. To get an exposure towards functioning of professional establishment especially in key operations namely production, quality control, procurement, marketing, logistics, finance, accounts etc
2. To undertake design development and understand the parameters of quality management
3. To use skills and knowledge gained at IICD to develop products using available resources for the specific market needs.

LEARNING OUTCOMES

On completion of the module the students should be able to :

1. Demonstrate industry based craft products in India and how industry functions
2. Demonstrate understanding of designs, tools and techniques used for creating products at industry
3. Collect information and analyze the present trends
4. Demonstrate understanding of industrial techniques, styles, concept and replication factor practiced by industry/organization
5. Demonstrate self initiative and take responsibility of their own learning
6. Demonstrate time management, stress management, planning and team working skills

COURSE CONTENT

- Introduction of Industry/Organization
- Understanding of Production flow
- Understanding of Tools &Techniques
- Costing & Packaging
- Market Research on Design brief if given
- Ideation, Concept, Mock-up and Product

ASSESSMENT

Continuous assessments will be done throughout the module where the student will be given feedback for improvement. It will consist of total 100 marks involving 60 marks on the basis of mid-term test(s), 30 for formative assessment by concerned teacher(s), and 10 for attendance.

In the End of Semester Examination, there will be evaluation on presentation on industry internship/ industry project. The jury will assess the students on their learning as per objectives and outcomes of the module.

2. Circular Design

CREDITS: 2

INTRODUCTION

To introduce students to the relevance of circularity and the role design plays in creating a circular economy, along with tools for designing with circularity

COURSE OBJECTIVES

The objectives of this course are –

1. To introduce students to understand the concepts of linear and circular economies
2. To understand why circular thinking matters
3. To understand the role of design in circular economy
4. To develop the capabilities to move from linear to circular economy
5. To design for circular economy and incorporate circularity as a key component of design process

LEARNING OUTCOMES

1. To understand the concept of circular economy
2. To develop the capability and approach to design for circularity
3. To be able to appreciate and understand life cycle mapping
4. To incorporate circularity as a key component in the design process

COURSE CONTENT

- Introduction to Circular Economy
- Moving from Linear to Circular- Lifecycle Mapping
- Systems and Sustainability
- Ecological Footprints, Bicycles, Biodegradable
- Applying Circularity in Personal Lives
- Circularity Mapping
- Product Autopsy- Redesign Challenge

ASSESSMENT

Continuous evaluation for the course will consist of total 100 marks involving 60 marks on the basis of assignments, 30 for formative assessment by concerned teacher, and 10 for attendance. End of Semester Exam/ Jury will be for 100 marks.

In the End of Semester Examination, there will be evaluation on presentation of the assignments. The jury will assess the students on their learning as per objectives and outcomes of the module.

3. Social Entrepreneurship

CREDITS: 2

INTRODUCTION

To introduce the students to the possibilities of using social entrepreneurship as a tool for social impact and change and strategies for building a social enterprise

COURSE OBJECTIVES

1. The objectives of this course are –
2. To understand Social Entrepreneurship as a tool for systemic change
3. To understand the components and build viable and sustainable business models
4. To identify social and consumer problems and understand the entrepreneurial opportunity
5. To develop a social impact approach to entrepreneurship and develop a theory of change
6. To understand strategies for financial sustainability and building a financially sustainable model
7. To think about scale from an impact perspective

LEARNING OUTCOMES

1. The Students will become knowledgeable in social entrepreneurship models
2. They will develop an ability to analyse and create social entrepreneurship models and theory of change
3. They will be able to design entrepreneurial models for social impact and change
4. They will develop an attitude to incorporate impact as a critical factor in scaling up of enterprises

COURSE CONTENT

- What is Social Entrepreneurship?
- Approaches to Social Entrepreneurship
- Examples of Social Enterprises & Entrepreneurs
- Identifying Social Problems
- Identifying a Mission
- Understanding Social Problems
- Understanding Your Consumers
- Theory of Change
- Impact Frameworks & Measurement
- Impact Approach to Entrepreneurship

ASSESSMENT

Continuous evaluation for the course will consist of total 100 marks involving 60 marks on the basis of assignments, 30 for formative assessment by concerned teacher, and 10 for attendance. End of Semester Exam/ Jury will be for 100 marks.

4. Professional Practices

CREDITS: 2

INTRODUCTION

To introduce students to ethical principles, issues, intellectual property rights ,fair trade and professional capabilities to build a fair, sound design practice in the crafts sector.

COURSE OBJECTIVES

The objectives of this course are –

1. To understand and appreciate the concept of ethics in theory and practice
2. To learn the theoretical underpinnings of ethics and evolution of philosophies of ethics
3. To understand and negotiate ethical issues in the professional sphere in the craft sector
4. To provide a quick overview of intellectual property rights as cultural and business assets and ethical issues thereof
5. To develop capabilities to manage and protect intellectual property
6. To understand the importance of fair trade practices in business supply chains
7. To be able to understand the fair trade certification process and leveraging the same
8. Implications of fair trade practices and certifications in the crafts sector

LEARNING OUTCOMES

1. The Students will become knowledgeable in ethical philosophies and professional ethical issues
2. They will develop an ability to create ethical protocols and negotiate ethical dilemma scenarios in professional life
3. They will be able to design ethical engagement with stakeholders in the crafts sector
4. They will develop to understand and appreciate theoretical and practical aspects of intellectual property
5. To be able to protect and manage IP for

COURSE CONTENT

1. Philosophical Foundations of Ethics
2. Ethical Dilemmas - Case Studies
3. Ethical Engagement Protocol - Crafts Sector
4. Intellectual Property -Why does it matter?
5. Copyright & Related Rights
6. Trademark
7. Geographical Indication - Implications for Crafts
8. Patents
9. Enforcement - Issues & Challenges
10. Infringement & Protection
11. IP Filing Procedures
12. Traditional Knowledge & IP
13. Criticism of IPR Fair Trade Practices
14. Evolution of Fair Trade
15. Fair Trade - Certification & Standards

16. Economic Rationale of FT
17. Implication of FT in Crafts Sector

ASSESSMENT

Continuous evaluation for the course will consist of total 100 marks involving 60 marks on the basis of assignments, 30 for formative assessment by concerned teacher, and 10 for attendance. End of Semester Exam/ Jury will be for 100 marks.

5. Brand Strategy & Marketing

CREDITS: 2

INTRODUCTION

To introduce students to the concept of marketing, brand building techniques and strategies, packaging along with sustainability as a core principle.

COURSE OBJECTIVES

The objectives of this course are –

1. To understand and appreciate the concept of marketing in theory and practice
2. To evaluate the environment of marketing and understand marketing terminologies
3. To understand and apply the STP of marketing (segmentation, targeting, positioning)
4. To understand the process of crafting a value proposition, brand identity and brand strategy
5. To gain elementary knowledge of marketing communication strategy and digital marketing
6. To understand the importance of packaging design in marketing
7. To be able to create sustainable packaging strategies for a circular, green economy

LEARNING OUTCOMES

On completion of this course, the student will be able to:

1. The Students will become knowledgeable in marketing and branding concepts
2. They will develop an ability to create brand strategy and go to market plans
3. They will be able to align brand strategy with their design values
4. They will develop an attitude to incorporate brand strategy as a key factor in design process

COURSE CONTENT

1. Marketing - Function, Business, Culture
2. Benefits - Functional, Emotional & Self Expressive
3. Marketing Mix
4. Segmentation, Targeting & Positioning
5. Benefits & Value Proposition
6. Brand Image, Identity and Strategy
7. Brand Communication Strategy
8. Go-to-Market Plan
9. Digital Marketing Strategies

ASSESSMENT

Continuous evaluation for the course will consist of total 100 marks involving 60 marks on the basis of assignments, 30 for formative assessment by concerned teacher, and 10 for attendance. End of Semester Exam/ Jury will be for 100 marks.

6. Design Studio III

CREDITS: 6

INTRODUCTION

The module is project based wherein the students get to apply the learnings of other modules in an integrated manner. The students propose a business model based on their understanding of crafts, design and market.

COURSE OBJECTIVES

The objectives of this course are –

1. To build a business case around the design project
2. To deliver an impactful crafts based business model for markets
3. To enhance the value of crafts for consumers and artisans
4. To design models with fair/equitable value distribution along the crafts supply chain

LEARNING OUTCOMES

On completion of this course, the student will be able to:

1. The Students will become knowledgeable in traditional hand-craft
2. They will develop an attitude to appreciate artisanal knowledge and skills
3. They will develop an attitude to understand traditional craft material, tools and techniques
4. They will be able to design / suggest hand-crafted products based on the traditional craft

COURSE CONTENT

- Developing a Value Proposition
- Aligning Value Proposition with Consumers
- Understanding Consumers
- Value Chain & Impact
- Prototyping/MVP
- Go to Market Plan
- Presentation of Business Plan

ASSESSMENT

This course is a practical paper and the students shall be evaluated on their understanding of issues and perspectives in the craft sector and their ability to work on the concept of co-designing and co-creating in the context of social issue.

7. Future Crafts

CREDITS: 2

INTRODUCTION

To understand design as a tool for visualizing future scenarios and influence /shape them.

COURSE OBJECTIVES

The objectives of this course are –

1. To frame the design practice in the context of future
2. To introduce the practice of futures thinking
3. To understand the tools and techniques of futures thinking
4. To create a future oriented mindset towards attaining cutting edge design practices

LEARNING OUTCOMES

1. To understand the concept of futures thinking
2. To develop the capability and learn tools for futures thinking
3. To be able to design for future contexts and frameworks
4. To use design as a force to influence and shape future

COURSE CONTENT

- Introduction to Futures Thinking
- Forecasting Skills
- Visualisation & Scenarios
- Simulation Skills
- Collaborative Possibilities
- Future Design Contexts and Practice

ASSESSMENT

Continuous evaluation for the course will consist of total 100 marks involving 60 marks on the basis of assignments, 30 for formative assessment by concerned teacher, and 10 for attendance. End of Semester Exam/ Jury will be for 100 marks.

8. Craft Archiving and Museology

CREDITS: 2

INTRODUCTION

Museology/Archives focus on a better understanding of the Tangible and Intangible Heritage. This is through study, care, preservation, and interpret it in a meaningful manner for the future.

COURSE OBJECTIVES

1. To understand the Museum and Archives and its functioning.
2. To understand the value of the Tangible and Intangible Heritage.
3. To understand the various methods of collection, research, documentation, preventive
4. Care of an art object.
5. To understand the communication of an art object through different types of
6. exhibitions, it's planning, execution especially in social, cultural and physical
7. Contexts.
8. To explore the job possibility in various cultural organizations

LEARNING OUTCOMES

On completion of this course, the student will be able to:

1. Gaining the basic theories of museology
2. Demonstrate an understanding of preventive care of the object
3. Explore and experiment with communication techniques
4. Generate narrative / contents / stories in-line with preservative care of object / heritage

COURSE CONTENT

- Introduction of Museum and Archives,
- functioning of Museum and Archives.
- Research, documentation of art objects, and its methods.
- Preventive care of art objects.
- different ways to communicate the art object
- Proposal of preventive care objects /heritage, binding the contexts

ASSESSMENT

Continuous evaluation for the course will consist of total 100 marks involving 60 marks on the basis of assignments, 30 for formative assessment by concerned teacher, and 10 for attendance. End of Semester Exam/ Jury will be for 100 marks.