



BIKANER TECHNICAL UNIVERSITY, BIKANER
बीकानेर तकनीकी विश्वविद्यालय, बीकानेर
OFFICE OF THE DEAN ACADEMICS



**SCHEME & SYLLABUS OF
UNDERGRADUATE DEGREE
COURSE**

**B.Design
(Fashion Communication)**

V & VI Semester



Effective for the students admitted in year 2019-20 and onwards.

Approved by 7th AC Meeting held on 1st Nov. 2021

Office: Bikaner Technical University, Bikaner
Karni Industrial Area, Pugal Road, Bikaner-334004
Website: <https://btu.ac.in>

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Teaching and Examination Scheme
B.Design. : Fashion Design
3rd Year – V Semester

THEORY										
S.No.	Category	SUBJECT CODE	Course Title	CONTACT HOURS / WEEK		Marks				Cr.
				L	P	Exam Hrs.	IA	ETE	Total	
1	PCC	BODFD 501	ENTREPRENEURSHIP	2	0	2	20	80	100	2
2		BODFD 502	PRODUCTION METHODS & QUALITY CONTROL	2	0	2	20	80	100	2
SUB TOTAL				4	0		40	160	200	4
PRACTICAL & SESSIONAL										
3	PCC	BODFD 503	GARMENT CONSTRUCTION TECHNIQUES-III	0	8	2	120	80	200	4
4		BODFD 504	PATTERN MAKING TECHNIQUES -III	0	8	2	120	80	200	4
5		BODFD 505	PATTERN DEVELOPMENT SYSTEM	0	6	2	60	40	100	2
6		BODFD 506	PROJECT -III	0	8	2	120	80	200	4
7	SI	BODFD 507	INTERNSHIP -I	0	6		-----	-----	150	3
8	SPDECA	BODFD 508	Social Outreach, Discipline and Extra Curricular Activities	0	0		0	0	25	0.5
SUB TOTAL				0	36		420	280	875	17.5
TOTAL OF V SEMESTER				4	36		460	440	1075	21.5

L = Lecture, P = Practical, IA = Internal Assessment, ETE = End Term Exam, Cr = Credits

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**Teaching and Examination Scheme****B.Design. : Fashion Design****3rd Year – VI Semester**

THEORY										
S.No	Category	SUBJECT CODE	Course Title	CONTACT HOURS / WEEK		Marks				Cr.
				L	P	Exam Hrs.	IA	ETE	Total	
1	PCC	BODFD 601	PROMOTION & BRANDING	2	0	2	20	80	100	2
2		BODFD 602	E- COMMERCE	2	0	2	20	80	100	2
3		BODFD 603	APPAREL MANUFACTURING	2	0	2	20	80	100	2
			SUB TOTAL	6	0		60	240	300	6
PRACTICAL & SESSIONAL										
4	PCC	BODFD 604	SMART TEXTILES	0	6	2	90	60	150	3
5		BODFD 605	VISUAL MERCHANDISING	0	4	2	60	40	100	2
6		BODFD 606	CREATIVE DRAPING	0	6	2	90	60	150	3
7		BODFD 607	FASHION STYLING AND MAKEUP	0	4	2	60	40	100	2
8		BODFD 608	PROJECT -IV	0	8	2	120	80	200	4
9	SODEC A	BODFD 609	Social Outreach, Discipline and Extra Curricular Activities	0	0		0	0	25	0.5
			SUB TOTAL	0	28		420	280	725	14.5
			TOTAL OF VI SEMESTER	6	28		480	520	1025	20.5

L = Lecture, P = Practical, IA = Internal Assessment, ETE = End Term Exam,
Cr = Credits

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**SYLLABUS OF
UNDERGRADUATE DEGREE COURSE**

**B.Design
(Fashion Communication)**

V & VI Semester



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SYLLABUS

V Semester

B. Design

Subject: BODFC501 Entrepreneurship


Credit : 02	Max. Marks: 100(IA:20, ETE: 80)
2L+0T+0P	End Term Exam: 2 Hours

S.No.	Contents	Hours
1	UNIT-1 Introduction to Entrepreneurship Entrepreneurship: Definition of Entrepreneur, Importance of Entrepreneurship, concepts of Entrepreneurship, Characteristics of successful Entrepreneur, Classification of Entrepreneurs, Myths of Entrepreneurship, Entrepreneurial Development models, Entrepreneurial development cycle, Problems faced by Entrepreneurs and capacity building for Entrepreneurship	5
2	UNIT-2 Entrepreneurial Assets Entrepreneurial Values and attitudes, Entrepreneurial Qualities, Role, Demands and Requirements of Entrepreneurs, Barriers to Entrepreneurship	4
3	UNIT-3 Entrepreneurial Motivation Definition and Meaning of Motivation, Need of Motivation for Achievement Motivating Factors: Internal and External	4
4	UNIT-4 Project Development Creativity and idea generation, Searching and selecting entrepreneurial ideas, Dynamics of Project identification, Matching project and enterprise.	5
5	UNIT -5 Projects Management: A Project. Search for a Business idea: Introduction, Choosing an Idea, Selection of product, The Adoption process, Product Innovation, Product Planning and Development Strategy, Product Planning and Development Process. Concepts of Projects and Classification: Introduction, Meaning of Projects, Characteristics of a Project, Project Levels, Project Classification, Aspects of a Project, The project Cycle, Features and Phases of Project	6

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Management, Project Management Processes. Project Identification: Feasibility Report, Project Feasibility Analysis. Project Formulation: Meaning, Steps in Project formulation, Sequential Stages of Project Formulation, Project Evaluation.	
Total	24

Course Objectives:

- To understand the concept of entrepreneurship
- To know the world of entrepreneurs
- To understand and cultivate entrepreneurial values, attitude, qualities and desires.
- To sow the seed of entrepreneurship in fertile minds
- The program envisions to develop Entrepreneurial thinking & abilities in aspiring professionals for the dynamically changing economy & social ecology in the era of the 4th industrial revolution.
- The program will expose students to concepts in human centric entrepreneurship and necessary skills to translate innovations into sustainable marketable products.

Reference Books:

- Entrepreneurs: Talent- Temperament Technique- Bolton, B. & Thompson, J
- Entrepreneurship Development- Taneja, S. & Gupta, S.L.
- His. Entrepreneurship: Starting, Developing and Managing a New Enterprise- Richard, D. USA -rich, R.D. & Peters, M.P
- Entrepreneurial Development-(Vol I & II,) - Desai, V.
- Principles of Management P. C. Tripathi, P.N. Reddy Tata McGraw Hill,
- Dynamics of Entrepreneurial Development & Management Vasant Desai Publishing House
- Entrepreneurship Development Poornima. M. Charantimath Small Business Enterprises – Pearson 2006 2 & 4

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SYLLABUS

V Semester

B. Design: Fashion Communication

Subject: BODFC502 Advertising

Credit : 02		Max. Marks: 100(IA:20, ETE: 80)
2L+0T+0P		End Term Exam: 2 Hours
S.No.	Contents	Hours
1	Unit 1: Introduction to Advertising: Definition of Advertising, History of Advertising, Roles of Advertising, Functions of Advertising, Key Players in Advertising, Types of Advertising, Steps in Development of Advertisement	04
2	Unit 2: Advertising Design: Appeals, Message Strategies & Executional Framework: Advertising Design, Advertising Theory, Types of Advertising Appeals, Structure of an Advertisement, Message Strategies, Cognitive strategies, Executional Strategies, Creating an Advertising, Advertising Effectiveness	08
3	Unit 3: Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, writing for the Web, Tips for writing good web content	04
4	Unit 4: Integrated Marketing Communication: Integrated Marketing Communication, Evolution of Integrated Marketing Communication, Role of IMC, Consumer Behavior, Consumer buying decision process, Communication Process, Promotional Mix: Tools for IMC, The IMC Planning Process, Global IMC	08
Total		24

Course Objectives:

- Appreciate the ways that communication through advertising influences and persuades consumers.
- Discuss the role of the advertising agency and its client relationships.
- Identify advertising's place in the communications mix.
- Discuss the decisions which need to be made in budgeting and planning for promotion.
- Research and prepare a profile of media habits for a given target market.
- Set promotional objectives and identify their relationship with the strategic plan.
- Identify and discuss a range of creative strategies in advertising.

Text Books:

- Advertising and promotion: An integrated marketing communications perspective (Required)
Belch, G. E., & Belch, M. A. McGraw-Hill Companies, Ninth Edition, 2011

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SYLLABUS

V Semester

B. Design: Fashion Communication

Subject: BODFC510 User Interface Design-I

Credit : 04	Max. Marks: 200(IA: 120, ETE: 80)	
0L+0T+8P	End Term Exam: 2 Hours	
S.No.	Contents	Hours
1	UNIT I INTRODUCTION Human-Computer Interface – Characteristics Of Graphics Interface –Direct Manipulation Graphical System – Web User Interface –Popularity – Characteristic & Principles	17
2	UNIT II HUMAN COMPUTER INTERACTION User Interface Design Process – Obstacles –Usability –Human Characteristics In Design – Human Interaction Speed –Business Functions –Requirement Analysis – Direct – Indirect Methods – Basic Business Functions – Design Standards – System Timings – Human Consideration In Screen Design – Structures Of Menus – Functions Of Menus– Contents Of Menu– Formatting – Phrasing The Menu – Selecting Menu Choice– Navigating Menus– Graphical Menus	23
3	UNIT III WINDOWS Characteristics- Components– Presentation Styles– Types– Managements– Organizations– Operations– Web Systems– Device– Based Controls Characteristics– Screen – Based Controls – Operate Control – Text Boxes– Selection Control– Combination Control– Custom Control– Presentation Control.	20
4	UNIT IV MULTIMEDIA Text For Web Pages – Effective Feedback– Guidance & Assistance– Internationalization– Accessibility– Icons– Image– Multimedia – Coloring	17
5	UNIT V WINDOWS LAYOUT TEST Prototypes – Kinds of Tests – Retest – Information Search – Visualization – Hypermedia – WWW– Software Tools.	19
	Total	96

Course Objectives:

- Describe the Characteristics of Graphics Interface and its Principles.
- Design the standards and structures for Human computer interaction.
- Understand the components of web systems and text boxes.
- Demonstrate the Guidance of multimedia systems and its accessibility.
- Summarize the concepts of windows layout and visualization.

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Textbooks:

1. Wilbent. O. Galitz “The Essential Guide to User Interface Design”, John Wiley & Sons, 2001.
2. Ben Sheiderman, “Design the User Interface”, Pearson Education, 1998.

Disclaimer: This subject largely focusses towards the practical application but will be initiated with conceptualization.

Reference Books:

Alan Cooper, “The Essential of User Interface Design”, Wiley – Dream Tech Ltd., 2002.

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SYLLABUS

B. Design: Fashion Communication

Subject: BODFC504 Advertising

Credit : 04	Max. Marks: 100(IA: 120, ETE: 80)	
0L+0T+8P	End Term Exam: 2 Hours	
S.No.	Contents	Hours
1	Unit 1: Introduction to Advertising: Definition of Advertising, History of Advertising, Roles of Advertising, Functions of Advertising, Key Players in Advertising, Types of Advertising, Steps in Development of Advertisement	16
2	Unit 2: Advertising Design: Appeals, Message Strategies & Executional Framework: Advertising Design, Advertising Theory, Types of Advertising Appeals, Structure of an Advertisement, Message Strategies, Cognitive strategies, Executional Strategies, Creating an Advertising, Advertising Effectiveness	32
3	Unit 3: Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, writing for the Web, Tips for writing good web content	16
4	Unit 4: Integrated Marketing Communication: Integrated Marketing Communication, Evolution of Integrated Marketing Communication, Role of IMC, Consumer Behavior, Consumer buying decision process, Communication Process, Promotional Mix: Tools for IMC, The IMC Planning Process, Global IMC	32
	Total	96

Course Objectives:

- Appreciate the ways that communication through advertising influences and persuades consumers.
- Discuss the role of the advertising agency and its client relationships.
- Identify advertising's place in the communications mix.
- Discuss the decisions which need to be made in budgeting and planning for promotion.
- Research and prepare a profile of media habits for a given target market.
- Set promotional objectives and identify their relationship with the strategic plan.
- Identify and discuss a range of creative strategies in advertising.

TEXT BOOKS:

- *Advertising and promotion: An integrated marketing communications perspective (Required)*
Belch, G. E., & Belch, M. A. McGraw-Hill Companies, Ninth Edition, 2011

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SYLLABUS

B. Design: Fashion Communication

Subject: BODFC506 Fashion Styling

Credit : 02		Max. Marks: 100(IA:20, ETE: 80)
0L+0T+6P		End Term Exam: 2 Hours
S.No.	Contents	Hours
1	Area of study includes fashion appreciation, historical and contemporary art and style to understand fashion as a social phenomenon along with inputs in photography, presentation techniques, clothing trends, accessories, hair and make-up, material sourcing, model casting, and professional practices and on the job experience through a project with a fashion stylist.	72
	Total	72

Course Objectives:

- Designed to train fashion stylists in the fields of fashion design, visual merchandising, advertising, cinema, television, interior design, fashion writing, fashion photography and other fashion presentations such as display and amp shows.

Disclaimer: This subject largely focusses towards the practical application but will be initiated with conceptualization.

References

- The End of Fashion by Tri Agins
- The little dictionary of Fashion: A guide to dress sense for every Woman by Christian Dior
- Fashion - Oxford History of Art by Christopher Breward
- The Beautiful Fall by Alicia Drake
- The Battle of Versailles: The Night American Fashion Stumbled into the Spotlight and Made History
- Gods & Kings by Dana Thomas:
- Love Style Life by Garance Dore
- Women in clothes by Sheila Heti, Heidi Julavits, Leanne Shapton and 693 Others
- The Fashion Designer Survival Guide by Mary Gehlhar
- Everyday Icon: Michelle Obama & the power of style by Kate Betts

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SYLLABUS

V Semester

B. Design

Subject: BODFC507 Project III

Credit : 04		Max. Marks: 200(IA: 120, ETE: 80)
0L+0T+8P		End Term Exam: 2 Hours
S.No.	Contents	Hours
1	Unit I: RESEARCH Selection of the theme for the design project Inspiration for your design, client's mood and choice and color board Category of garments, skills for design research Doodling and Explorations	16
2	Unit II: DEFINE Define the client's needs, target needs and market, client profile, product Details, material details. Introduction to skills of interaction, finally communication skills	14
3	Unit III: IDEATION Research on design based on target client and market, doodling, details on specifications, detailing of design, making collection of designs for the product. Skills required: Drawing, Sketching, Product Anatomy, Rendering, Detailing, Material Rendering, Product anthropology and ergonomics.	20
4	Unit IV: PROTOTYPE Development of sample of the product. Production methods, Machines involved, Steps of production, Quality standards, Costing estimation.	21
5	UNIT V: TEST Feedback on the product, methods of marketing and promotion.	25
Total		96

Disclaimer: This subject largely focusses towards the practical application but will be initiated with conceptualization.

Learning Outcomes:

- Observe, analyze, and apply the basic elements, principles and skills of visualization, presentation and form, and movements.
- Develop an understanding of three-dimensional representations and realization.
- Learn Illustration and rendering techniques.
- Present and communicate visually.

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SYLLABUS

V Semester

B. Design

Subject: BODFC508 Internship - I

Credit : 03	Max. Marks: 150	
0L+0T+6P	End Term Exam: 2 Hours	
S.No.	Contents	Hours
1	It is presentation of Project craft documentation completed during summer.	72
	Total	72

Learning Outcomes:

- To understand the essence of Indian Crafts and its aesthetics.
- To cultivate aesthetic sensibility for observing, analysing, and appreciating various art forms.
- To inculcate the ability to identify basic elements of art and design embodied in various art forms.
- To develop the sensibility of Photography technology and analyse the aesthetics of an object and its documentation.

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SYLLABUS

V Semester

B. Design

Subject: BODFC601 PROMOTION AND BRANDING

Credit : 02	Max. Marks: 100(IA:20, ETE: 80)	
2L+0T+0P	End Term Exam: 2 Hours	
S.No.	Contents	Hours
1	UNIT-1 Introduction to Brand Management Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities, Strategic Brand Management Process, Customer Based Brand Equity model (CBBE), Sources of Brand Equity, Steps of Brand Building including Brand Building Blocks, Brand Positioning: Meaning, Importance, Basis	4
2	UNIT-2 Planning and Implementing Brand Marketing Programs Brand Elements: Meaning, Criteria for choosing Brand Elements, Types of Brand Elements <ul style="list-style-type: none">• Integrating Marketing Programs and Activities• Personalizing Marketing: Experiential Marketing, One to One Marketing, Permission Marketing• Product Strategy: Perceived Quality and Relationship Marketing• Pricing Strategy: Setting Prices to Build Brand Equity• Channel Strategy: Direct, Indirect Channels• Promotion Strategy: Developing Integrated Marketing Communication Programs• Leveraging Secondary Brand Associations to Build Brand Equity: Companies, Countries, Channel of Distribution, Co-branding, Characters, Events.	7
3	UNIT-3 Measuring and Interpreting Brand Performance a) The Brand Value Chain b) Measuring Sources of Brand Equity: <ul style="list-style-type: none">• Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association• Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses c) Young and Rubicam's Brand Asset Valuator d) Measuring Outcomes of Brand Equity <ul style="list-style-type: none">• Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis	8



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4	UNIT-4: Growing and Sustaining Brand Equity a) Designing & Implementing Branding Strategies: <ul style="list-style-type: none">• Brand Architecture: Meaning of Brand Architecture, The Brand-Product Matrix, Breadth of a Branding Strategy, Depth of a Branding Strategy• Brand Hierarchy: Meaning of Brand Hierarchy, Building Equity at Different Hierarchy Levels• Cause Marketing to Build Brand Equity: Meaning of Cause Marketing, Advantages, Green Marketing b) Brand Extensions: Meaning, Advantages, Disadvantages, Brand Extension and Brand Equity c) Managing Brands over Time: Reinforcing Brands, Revitalising Brands d) Building Global Customer Based Brand Equity	5
	Total	24


Reference books:

1. Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity
2. Keller Kevin Lane, Strategic Brand Management-2008
3. Elliot, Richard, Strategic Brand Management-2008
4. Kapferer, Jean-Noel, Strategic Brand Management-2000
5. Kishen, Ram, Strategic Brand Management- 2013
6. Keller Kevin Lane, Strategic Brand Management 4e-2015

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SYLLABUS

VI Semester

B. Design

Subject: BODFC602 E-COMMERCE

S.No.	Contents	Hours
1	Unit-I: Internet Concepts & Technologies – Concept & evolution of internet; Web technologies – global publishing concept, hypertext, URLs, HTTP, HTTPS, Servers, HTML, HTML Forms & CGI gateway services.	6
2	UNIT – II: Web – site Design: Role of web – site in B2C e-commerce; website strategies & web-site design principles; push & pull technologies, alternative methods of customer communication.	5
3	UNIT – III: Multi – Media & E-commerce; push & pull technologies, alternative methods of customer communication.	4
4	UNIT – IV: Electronic Payment System: Special features required in payment system for e-commerce; Types of e-payment System; E-cash & currency servers, e-cheques, credit cards, smart cards, electronic purses & debit cards	5
5	UNIT – V: Security Issues in E-Commerce: Security risks of e-commerce, exposure of resources, type of threats, sources of threats, security tools & risk – management approach	4
	Total	24

Course Objectives:

This course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies

Suggested Reference Books:

- Joseph, p.t. (2005). E-commerce an Indian perspective (2e), New Delhi prentice-hall of India
- Kaspersky, (2008). The cybercrime ecosystem whitepaper, Kaspersky lab
- O'brien, j. (2004). Management information systems managing information technology in the business enterprise, New Delhi Tata McGraw- hill.
- Rayport, j. F. & jaworski, b. J. (2002). Introduction to e-commerce, New York McGraw-Hill Irwin.
- Stair, r. M. & Reynolds, g. W. (2001). Principles of information systems, 5e, Singapore Thomson learning.

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SYLLABUS

VI Semester

B. Design

Subject: BODFC603 EVENT MANAGEMENT & PUBLIC RELATIONS

Credit : 02		Max. Marks: 100(IA:20, ETE: 80)
2L+0T+0P		End Term Exam: 2 Hours
S.No.	Contents	Hours
1	UNIT I: INTRODUCTION TO EVENT MANAGEMENT Events and its importance, 7 C's of Events, Events and its types, Hierarchy of Events, Event Planning, Event Marketing	4
2	UNIT II: MEDIA IN EVENT MANAGEMENT Importance of Media in Fashion industry, Types of Media and professions related to it, Media planning for Designer	3
3	UNIT III: FASHION INDUSTRY Breakdown in fashion industry, Different branches in fashion industry, Fashion styling in India, Choreography in India	4
4	UNIT IV: PUBLIC RELATIONS AND FASHION Awareness & positioning of designer in media, Importance of PR in industry, Making press release from concept to release, Relevance of Press docketts, Good PR Quality	6
5	UNIT V: EVENT MANAGEMENT & FASHION INDUSTRY Event management in fashion industry, Organization of fashion shows, Hype v/s Publicity v/s Advertisement, Making basic invites, Brochures, pamphlets, ad copy, layouts etc. in fashion industry	5
6	UNIT VI: SOCIO ENVIRONMENTAL ISSUES Social and environmental issues in fashion and media, Role of designer and media responsibility	2
Total		24

Learning Outcomes:

- Understand the importance of media and PR in the fashion industry.
- Familiarize with Event Management

Reference Books:

Event Management by Lynn Van Der Wagen & Brenda R Carlos,
Successful Event Management by Anton Shone & Bryn Parry,
Computer fundamental – P.K. Sinha,
Fundamentals of computer and IT-D.P. Sharma, Amit Chaudhary S.N. Maheshwari, Cost
Accounting Khan & Jain, Cost Accounting B.M. Lal, Cost Accounting

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SYLLABUS

Subject: BODEFC604 ANCHORING AND RADIO

Credit : 03		Max. Marks: 150(IA:90, ETE: 60)
0L+0T+6P		End Term Exam: 2 Hours
S.No.	Contents	Hours
1	Unit-I: Introduction Highlights: Anchoring Basics, tips and techniques, Building a foundation Highlights: Functioning of a TV news channel And Radio Channel, Types and formats of news stories	10
2	UNIT – II: What to expect in a studio Highlights: Tips and techniques, microphones, EP, studio lights,	12
3	UNIT – III: Voice Grooming and Anchor styling Highlights: Understanding your voice, tips and techniques for voice grooming, TV dress code for men and women, what to wear, make up	24
4	UNIT – IV: Getting ready for the interview and Anchor Tips. Highlights: Ace your interview/screen test, how to better your anchoring skills and the who's who of TV anchoring as well as Radio share their secret mantras	26
Total		72

Reference Books:

1. Joseph R.Dominick-'The Dynamics of Mass Communication'. McGraw Hill, New Delhi.
2. John Vivian -'The Media of Mass Communication' Allyn and Bacon.
3. Arul Aram and Nirmaldasan, 'Understanding News, Media'-Vijay Nicole Imprints Pvt.Ltd.Chennai.
4. Robert McLeish-'Radio Production'. Focal Press London.
5. Giraud Chester et.al-'Television and Radio'-Prentice Hall.
6. Herbert Zettl, 'Television Production Handbook'-Wadsworth, USA.
7. Andrew Boyd,' Broadcast Journalism, Techniques of Radio and Television News' Focal Press London.
8. Ted White, 'Broadcast News: Writing, Reporting and Producing', Focal Press London
9. P.K Ravindranath, 'Broadcast Journalism'-Author Press, New Delhi.

Disclaimer: This subject largely focusses towards the practical application but will be initiated with conceptualization.

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SYLLABUS

VI Semester

B. Design

Subject: BODFC605 FASHION COMMUNICATION THROUGH RADIO & TV

Credit : 02	Max. Marks: 100(IA: 60, ETE: 40)	
0L+0T+4P	End Term Exam: 2 Hours	
S.No.	Contents	Hours
1	Unit 1 General Awareness about Radio History of Radio Radio Programme Formats Latest trends of Radio Functions & Characteristics of Radio Scripting for Programme & Conceptualisation	24
2	Unit 2 The growth of Radio during Different ages Yuvvani for Unemployed youth AIR (Prasar Bharti) Commercialization of Radio Reach, Access, impact Types of Radio and its Reach	24
3	Unit 3 Television Journalism and Production Communication through Television Basic of TV Production Functions & Characteristics of Radio Pre & Post Production Techniques Writing for Television	24
4	Unit 4 Scripting for Programme Programme Planning Broadcasting Guidelines Scripts for various TV Programme. Conceptualization and Ideation: Show Designing	24
	Total	96

Books Recommended:

Broadcasting in India, P.C. Chatterjee, and Sage New Delhi.

Broadcast Journalism, Boyd Andrew, Focal Press London.

News Writing for Radio and T.V., K.M. Shrivastava, Sterling Publication New Delhi. This is ALL India Radio, U.L Baruah, and Publications Division.

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OFFICE OF THE DEAN ACADEMICS



SYLLABUS

VI Semester

B. Design

Subject: BODFC610 User Interface Design –II

Credit : 03		Max. Marks: 150(IA:90, ETE: 60)
0L+0T+6P		End Term Exam: 2 Hours
S.No.	Contents	Hours
1	UNIT 1 Design We will look at how to design good user interfaces, covering important design principles (learnability, visibility, error prevention, efficiency, and graphic design) and the human capabilities that motivate them (including perception, motor skills, color vision, attention, and human error).	18
2	Unit 2 Implementation We will see techniques for building user interfaces, including low-fidelity prototypes, Wizard of Oz, and other prototyping tools; input models, output models, model-view-controller, layout, constraints, and toolkits.	18
3	Unit 3 Evaluation We will learn techniques for evaluating and measuring interface usability, including heuristic evaluation, predictive evaluation, and user testing.	12
4	Unit 4 Research We will learn how to conduct empirical research involving novel user interfaces.	24
Total		72

References :

- Krug, S. (2006) don't Make Me Think, Rider publication.
- Lauer, D.A. and Pentak, S. (2008) Design Basics, Wadsworth Publishing.
- Lupton, E. (2004) Thinking with Type: a critical guide for designers, writers, editors and students, Princeton Architectural Press.
- Ruder, E. (2001) Typography: a manual of design, Verlag Arthur Niggli.
- Leborg C. (2004) Visual Grammar, Princeton Architectural Press.
- Lidwell, W., Holden, K. and Butler, J. (2010) Universal Principles of Design, Rockport Publishers.
- Anshel, J. (2005) Visual Ergonomics Handbook, Taylor & Francis.
- Manovich, L. (2001) The Language of New Media, MIT Press
- Jim K. (2010) Design Basics Index, How books10. Jim K. (2010) Colour Index

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VI Semester

B. Design

Subject: BODFC607 USER INTERFACE PROJECT

Credit : 02		Max. Marks: 100(IA: 60, ETE: 40)
0L+0T+4P		End Term Exam: 2 Hours
S.No.	Contents	Hours
1	Unit I: Design Describe the final design of your interface. Illustrate with screenshots. Point out important design decisions and discuss the design alternatives that you considered. Particularly, discuss design decisions that were motivated by the three evaluations you did (paper prototyping, heuristic evaluation, and user testing).	9
2	Unit II: Implementation Describe the internals of your implementation: but keep the discussion on a high level. Discuss important design decisions you made in the implementation. Also discuss how implementation problems may have affected the usability of your interface.	9
3	Unit III: Evaluation Describe how you conducted your user test. Describe how you found your users and how representative they are of your target user population (but do not identify your users by name). Describe how the users were briefed and what tasks they performed; if you did a demo for them as part of your briefing, justify that decision. List the usability problems you found and discuss how you might solve them.	15
4	Unit IV: Reflection Discuss what you learned over the course of the iterative design process. If you, did it again, what would you do differently? Focus in this part not on the specific design decisions of your project (which you already discussed in the Design section), but instead on the meta-level decisions about your design process: your risk assessments, your decisions about what features to prototype and which prototype techniques to use, and how you evaluated the results of your observations.	15
Total		48

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Learning Outcomes:

- Observe, analyze, and apply the basic elements, principles and skills of visualization, presentation and actualization of body types, form, and movements in context of women's casual wear.
- Develop an understanding of three-dimensional representations and realization of Women's Casual Wear
- Learn Illustration and rendering techniques.
- Present and communicate visually.

Reference:

- Krug, S. (2006) don't Make Me Think, Rider publication.
- Lauer, D.A. and Pentak, S. (2008) Design Basics, Wadsworth Publishing.
- Lupton, E. (2004) Thinking with Type: a critical guide for designers, writers, editors and students, Princeton Architectural Press.
- Ruder, E. (2001) Typography: a manual of design, Verlag Arthur Niggli.
- Leborg C. (2004) Visual Grammar, Princeton Architectural Press.
- Lidwell, W., Holden, K. and Butler, J. (2010) Universal Principles of Design, Rockport Publishers.
- Anshel, J. (2005) Visual Ergonomics Handbook, Taylor & Francis.
- Manovich, L. (2001) The Language of New Media, MIT Press
- Jim K. (2010) Design Basics Index, How books10. Jim K. (2010) Colour Index



SYLLABUS

VI Semester

B. Design

Subject: BODFC608 Project - IV

Credit : 04		Max. Marks: 200(IA: 120, ETE: 80)
0L+0T+8P		End Term Exam: 2 Hours
S.No.	Contents	Hours
1	Unit I: RESEARCH Selection of the theme for the design project Inspiration for your design, client's mood and choice and color board Category of garments, skills for design research Doodling and Explorations	16
2	Unit II: DEFINE Define the client's needs, target needs and market, client profile, product Details, material details. Introduction to skills of interaction, finally communication skills	14
3	Unit III: IDEATION Research on design based on target client and market, doodling, details on Specifications, detailing of design, making collection of designs for the Product. Skills required: Drawing, Sketching, Product Anatomy, Rendering, Detailing, Material Rendering, Product anthropology and Ergonomics.	20
4	Unit IV: PROTOTYPE Development of sample of the product. Production methods, Machines involved, Steps of production, Quality standards, Costing estimation.	21
5	UNIT V: TEST Feedback on the product, methods of marketing and promotion.	25
Total		96

Learning Outcomes:

- Observe, analyze, and apply the basic elements, principles and skills of visualization, presentation and, form, and movements.
- Develop an understanding of three-dimensional representations and realization.
- Learn Illustration and rendering techniques.
- Present and communicate visually

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