

BIKANER TECHNICAL UNIVERSITY, BIKANER



**SYLLABUS OF B. DESIGN.
FASHION COMMUNICATION**

Effective from session 2020-21

SYLLABUS

III Semester

B.Design: Fashion Communication

Subject: Introduction to Marketing

Credit: 02
2L+0T+0P

Max. Marks: 100 (IA: 20, ETE: 80)
End Term Exam: 2 Hours

S.No.	Contents	Hours
1.	Unit 1: Introduction: Nature, scope and importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal). Market segmentation: concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.	8
2.	Unit 2: Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process	8
3.	Unit 3: Pricing: Significance. Factors affecting price of a product. Pricing policies and strategies. Distribution Channels and Physical Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e-tailing, Physical Distribution.	8
Total		24

Course Objectives:

- The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

SUGGESTED BOOKS:

- Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. Principles of Marketing. 13th edition. Pearson Education.
- Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing: Concepts and Cases. (Special Indian Edition)., McGraw Hill Education
- William D. Perreault, and McCarthy, E. Jerome., Basic Marketing. Pearson Education.
- Majaro, Simon. The Essence of Marketing. Pearson Education, New Delhi.
- The Consumer Protection Act 1986.
- Iacobucci and Kapoor, Marketing Management: A South Asian Perspective. Cengage Learning.
- Dhruv Grewal, Michael Levy, Marketing, McGraw Hill Education.
- Chhabra, T.N., and S. K. Grover. Marketing Management. Fourth Edition. Dhanpat Rai & Company.
- Neeru Kapoor, Principles of Marketing, PHI Learning
- Rajendra Maheshwari, Principles of Marketing, International Book House

Dr. Neelam

Prasanna Gaur

Malya Gaur



SYLLABUS
III Semester
B.Design : Fashion Communication
Subject: FASHION ORIENTATION

Credit: 02
2L+0T+0P

Max. Marks: 100 (IA: 20 ETE: 80)
End Term Exam: 02 Hour

S.No.	Contents	Hours
1	UNIT-1 Fashion and Design Terms Terminology related to Fashion, Interior, lifestyle industry	4
2	UNIT- 2 Fashion Theories Theories of fashion and design industry, trickle up and down, fashion parabola, fashion cycle	4
3	UNIT-3 Fashion and Design Industry Ties and operation of industry, trade events	4
4	UNIT -4 Fashion Movements and News Fashion movements of 18, 19 and 20 th century (punk, disco, sub culture, ghetto, Ivy league, etc.)	8
		24

Course Objectives:

- To appreciate the development of fashion during fashion movements
- To understand the language and vocabulary of design industry.
- To develop the understanding of conduct of industry and events of promotions.
- To develop the vocabulary required for interpreting and analyzing the aesthetics of an object.

REFERENCES BOOKS AS SUGGESTED IN THE CURRICULUM:

- www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com
- www.premiervision.fr, www.academia.edu/840618.An overview of Traditional Textiles of India
- Forecasting methods and applications, Wiley


Dr. Neelam







SYLLABUS
III Semester
B.Design: Fashion Communication
Subject: FASHION JOURNALISM

Credit: 02
2L+0T+0P

Max. Marks: 100 (IA: 20, ETE: 80)
End Term Exam: 2 Hours

S.No.	Contents	Hours
1	UNIT-1 : Writing The Story Single - Incident Story, Attribution – Identification, Time and Timeliness, The Stylebook, Extracting Stories from outside sources Citizens, Press releases, Institutional sources Ministries & Govt. Departments etc. Lifestyle news and events coverage	8
2	UNIT-2 : Gathering The News Reporting & Reporters - Training & Qualifications, Reporting for Newspapers - Reporting the expected & unexpected, Reporting skills- Nose for News, Observation (listening & seeing), Taking notes, finding, checking, verifying, analyzing & interpreting information, Interviewing, Asking questions, Types of interviews, Interviewing techniques.	8
3	UNIT-3: Writing For Magazines News Angles, Suspended Interest, Stories, Writing feature, Keeping it simple, Involving the reader, Articles, Editorials, Middle, Profiles Letters to The Editor, Book Reviews, Film Review, Sports Reviews	8
Total		24

Course Objectives:

- To understand the concepts of communication to masses and its mediums.
- To know the process of gathering news
- To Understand the theories of communicating to the mass and its applications
- To Know the function of Communication process at commercial level
- To learn the skills for writing for media
- To learn the art of writing story for lifestyle and design world
- To learn to extract stories from outside sources
- To learn to write for lifestyle magazines
- To learn to write articles and columns for lifestyle magazines and webs pages.

SUGGESTED REFERENCE BOOKS:

- Mass Communication & Development Dr. Baldev Raj Gupta
- Mass Communication in India Keval J Kumar
- Mass Communication Journalism in India D S Mehta
- Mass Communication Theory Denis McQuali
- News Writing - George Hough (Indian edition by Kanishka Publishers, No. 4697/5-21A, Ansari Road, Daryaganj, New Delhi – 110 002. Ph. 3270497.3288285. Fax no.: 3288285).
- The Professional Journalism - M. V. Kamath
- The Journalist 's Handbook - M.V. Kamat

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Malya Gangwar

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SYLLABUS
III Semester
B.Design : Fashion Communication

Subject: COMMUNICATION CONCEPTS -I

Credit: 02
0L+0T+4P

Max. Marks: 100 (IA: 60, ETE: 40)
End Term Exam: 2 Hour


S.No.	Contents	Hours
1	UNIT-1 : Communication for Design Meaning & definitions, Characteristics, Scope, Mass Communication and Mass Culture, Functions of Design Communication, Persuade, Inform, Educate, and Entertain; Other functions; Impact & Influence of Mass Media	28
2	UNIT-2 Theories of Design Communication Cognitive Theory, Dissonance Theory, Agenda Theory, Setting Theory, Cultivation Theory, Tools of Design Communication , Newspapers, Magazines, Radio, TV, Films, Internet, mobiles, Advertising, Public Relations & Public Affairs, Traditional & Folk Media, Media and modern society, Media and democracy, ,	20
	Total	48

Course Objectives:

- To understand the concepts of communication to masses and its mediums.
- To know the process of gathering news
- To Understand the theories of communicating to the mass and its applications
- To Know the function of Communication process at commercial level
- To learn the skills for writing for media
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- Mass Communication Journalism in India D S Mehta
- Mass Communication Theory Denis McQuali
- News Writing - George Hough (Indian edition by Kanishka Publishers, No. 4697/5-21A, Ansari Road, Daryaganj, New Delhi – 110 002. Ph. 3270497.3288285. Fax no.: 3288285).
- The Professional Journalism - M. V. Kamath
- The Journalist 's Handbook - M.V. Kamath


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SYLLABUS
III Semester
B.Design : Fashion Communication

Subject: COMMUNICATION PROCESS -I

Credit: 03
0L+0T+6P

Max. Marks: 150 (IA: 90, ETE:60)
End Term Exam: 2 Hour

S.No.	Contents	Hours
1	UNIT-1: Skills For Writing News The basic formula - The Inverted Pyramid, Writing the Lead, Kinds of Leads, The summary Lead, Thinking through the Lead, Finding the appropriate verb, Organizing the facts, Time elements, Variations on the summary Lead, Datelines, Credit Lines, Bylines, Checklist for the standard of the news story	42
2	UNIT-2: Practice exercises on Writing News The basic formula - The Inverted Pyramid, Writing the Lead, Kinds of Leads, The summary Lead, Thinking through the Lead, Finding the appropriate verb, Organizing the facts, Time elements, Variations on the summary Lead, Datelines, Credit Lines, Bylines, Checklist for the standard of the news story	30
	Total	72

Course Objectives:

- To understand the concepts of communication to masses and its mediums.
- To know the process of gathering news
- To Understand the theories of communicating to the mass and its applications
- To Know the function of Communication process at commercial level
- To learn the skills for writing for media
- To learn the art of writing story for lifestyle and design world
- To learn to extract stories from outside sources
- To learn to write for lifestyle magazines
- To learn to write articles and columns for lifestyle magazines and webs pages.

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- Mass Communication Journalism in India D S Mehta
- Mass Communication Theory Denis McQuali
- News Writing - George Hough (Indian edition by Kanishka Publishers, No. 4697/5-21A. Ansari Road. Daryaganj, New Delhi – 110 002. Ph. 3270497.3288285. Fax no.: 3288285).
- The Professional Journalism - M. V. Kamath
- The Journalist 's Handbook - M.V. Kamath

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Pooja Chougale

Malyaj Garguwar



SYLLABUS

III Semester

B.Design : Fashion Communication

Subject: COMPUTER GRAPHICS-II

Credit: 01
0L+0T+2P

Max. Marks: 50 (IA: 30, ETE: 20)
End Term Exam: 2 Hours

S.No.	Contents	Hours
1	Unit 1: Introduction to Software InDesign Creating and Viewing Documents, Understanding Your Workspace, Pages, Working with Type	8
2	Unit 2: Understanding the Software working Working with Graphics, Formatting Objects, Working with Color, Points and Paths	8
3	Unit 3: Managing and Transforming Objects Character and Paragraph Formatting, Using Styles, Tables, Long and Interactive Documents, Packaging and Printing	8
Total		24

Course Objectives:

- To learn to create pages for books and documents. This includes digital publishing formats such as EPUB.
- To learn to create interactive forms.
- To learn to add, place, and resize graphics.
- To learn to create text, import text, and work with text within a document.
- To learn to use the new Alternate Layout feature to create several layouts for your document with just a click of a mouse.
- To learn to draw shapes and use those shapes in your document.
- To learn to use the new Content Collector tool to easily place multiple instances of the same content within a document – or within several documents. This is easier than copy and paste.
- To learn to package your work for a commercial printer. This is very important, but very simple.

SUGGESTED REFERENCE BOOKS:

- Adobe Indesign CC Classroom in a Book , by Kelly Kordes Anton and Tina DeJarld
- InDesign CC: Visual QuickStart Guide (2014 Release), Book by Sandee Cohen

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Prashantgaw

Malyajgawar



SYLLABUS
III Semester
B.Design: Fashion Communication
Subject: PHOTOGRAPHY-I

Credit: 01
0L+0T+2P

Max. Marks: 50 (IA:30, ETE: 20)
End Term Exam: 01 Hour

S.No.	Contents	Hours
1	Unit 1: Introduction: Understanding and handling of camera (functions of a camera), Color Spectrum, Light source, Light sensitive materials & Studio lights and its effects, Camera controls- Aperture, Shutter speed & focus. Photography for visual communication	2
2	Unit 2: Indoor and outdoor shoot requirements Handling DSLR, opening, adjusting focusing techniques ,Light Adjustments, understanding product, background selection, frame selection and click techniques	12
3	Unit 3: Advance photography Techniques Multi shutter click, panorama click, candid shots and portfolio development on project in concern in semester	10
Total		24

Course Objectives:

- To develop an understanding of the Camera& their types
- Understand Skills, techniques, semantics & aesthetics
- Demonstrate complete knowledge and understanding of the importance basic photography.
- Apply learning through hands on experience of handling and controlling of a camera.
- Exhibit, adapt, & utilize photography for communicating design ideas.

SUGGESTED REFERENCE BOOKS:

- Caruana Natasha, Fox Anna. January 2004. Basic Creative Photography. 03:Behind the Image .Ava Publishing
- Prakeel David. December 2008. Photography FAQs: Black & White. Ava Publishing
- Bete David. July 2009. Photography FAQs: The Key Concepts. Berg Publishers
- Evans Duncan. December 2008. Photography FAQs: Portraits. Ava Publishing
- Daly Tim. April 2014. The Fundamentals of Digital Photography. Fairchild Books.
- Prakeel David. December 2009. The Visual Dictionary of Photography. Ava Publishing


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SYLLABUS
III Semester
B.Design : Fashion Communication

Subject: Summer Project

Credit: 1

L+0T+2P

Max. Marks: 50 (IA: 30, ETE: 20)

End Term Exam: 1 Hour

S.No.	Contents
1	It is presentation of Project craft documentation completed during summer.

Course Objectives:

- To understand essence of Indian Crafts and its aesthetics.
- To cultivate aesthetic sensibility for observing, analyzing 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

SUGGESTED REFERENCE BOOKS:

- Janson, H.W. and Janson, Anthony F., 1995, 6th Edition. History of Art. NY: Thames and Hudson
- Mitter, Partha, 2001. Indian art. Canada: Oxford.
- Mode, Heinz and Chandra, Subodh, 1985. Indian Folk Art. New York: Alpine Fine Arts Collection Ltd.
- Dhamija, Jasleen and Jain, Jyotindra, 1989. Hand-woven fabrics of India. Ahmedabad: Mapin Publishing Private Limited.
- Gillow, John and Barnard, Nicholas, 1991. Indian Traditional Textiles. London: Thames and Hudson.
- Ranjan, Aditi and Ranjan, M.P, 2007. Handmade in India. Ahmedabad: Mapin Publishing Private Limited and Council of Handicraft Development Corporations (COHANDS).
- Bhandari, Vandana. 2004. Costumes, Textiles and Jewellery of India- Traditions of Rajasthan, New Delhi: Prakash books.
- Kumar, Ritu, 1999. Costumes and Textiles of Royal India, Antique Collectors' Club
- Joseph, Marjorie, 1987. Essentials of Textiles, Holt Rinehart & Winston
- Goswami, B N, 2013. Indian Costumes in the Collection of the Calico Museum of Textiles, Sarabhai Foundation
- Alkazi, Roshen, 1985. Ancient Indian Costume, South Asia Books
- Gombrich, E.H., 1985. The story of Art, UK: Phaidon Press

Prasheegam

Malya Gangwar

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Dr. Heeban

SYLLABUS
III Semester
B.Design : Fashion Communication
Subject: PROJECT-I

Credit: 03
0L+0T+6P

Max. Marks 150 (IA: 90, ETE: 60)
End Term Exam: 3 Hours

S.No.	Contents	Hours
1.	Unit-1 : Empathize Selection of theme for design project Inspiration, mood, client, and colour board Doodling and explorations Category of garments, skills for design research,	5
2.	Unit 2: Define Define the client needs, target market, client profile, product details, and material details. Introduction to skills of interaction, communication.	30
3.	Unit 3: 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 are drawing, sketching, product anatomy, rendering, detailing, material rendering, product anthropology and ergonomics.	30
4.	Unit: 4 : Prototype Development of sample of the product. Production methods, machines involved, steps of production, quality standards, costing estimation.	5
5.	Unit: 5 : Test Feedback on the product, methods of marketing and promotion.	2
	Total	72

Course Objectives:

- Observe, analyze and apply the basic elements, principles and skills of visualization, presentation and actualization to 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 through illustration and rendering techniques.
- Present and communicate visually.

SUGGESTED BOOKS:

- Seaman, Julian. Foundation in fashion design and illustration. London: Batsford, 2001
- Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006
- Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006. Blackman, Cally. Hundred years of fashion illustration. London: Laurence King, 2007
- Watanabe, Naoki. Contemporary Fashion Illustration Techniques, Rockport Publishers
- Takamura, Zeshu. Fashion Illustration Techniques: A Super Reference Book for Beginners, Pageone, 2012

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SYLLABUS

IV Semester

B.Design : Fashion Communication

Subject: CONSUMER BEHAVIOUR IN FASHION

Credit: 02
2L+0T+0P

Max. Marks: 100 (IA: 20, ETE: 80)
End Term Exam: 02 Hour

S.No.	Contents	Hours
1	UNIT-1: Introduction to Consumer Behaviour Consumer Behaviour and marketing Strategy, Methods of consumer research, Applications of consumer behaviour knowledge in marketing. Contributing Disciplines and area like psychology, social psychology, economics, anthropology etc. Diversity of consumers and their behaviors. Profiling the consumer and understanding their needs. Segmentation, Consumer Decision making process and decision making roles Information Search Process; Evaluative criteria and decision rules. Are consumers Rational or emotional. Involvement theory and applications	5
2	UNIT- 2 : Consumer needs, theories of Motivation and their applications Process theories and content theories. Personality and self-concept. Theories of personality. Trait theory and measurement. Positioning methods and measurement	5
3	UNIT-3 Learning theories and their applications Brand loyalty, Brand extensions. Conditioning theories, Cognitive learning theories. Attitudes and Attitude Change; Concept and measurement of attitudes. Strategies of attitude change. Attribution theory and Cognitive dissonance. Persuasion and persuasibility.	5
4	UNIT -4 : Culture, the concept meaning and measurement Content analysis. Values and beliefs, Rituals, Customs, Tradition, Symbol and influence in consumption. Consumer learning of culture. Consumer Socialization. Semiotics. Subcultures and Cross Cultural issues in marketing	5
5	Unit 5: Marketing, consumer behaviour and society. Consumption and persuasion-Issues of manipulation and long term impacts on society and children. . Consumer materialism. Consumer behaviour knowledge for public policy	4
		24

Course Objectives:

- To develop and understanding about the many aspects of consumer behaviour and its applications in marketing.
- To develop in students the sense of marketing and consumer behavior in society.
- To develop the knowledge of impact of culture and concept meaning, measurement and analysis.
- To learn theories and their applications

TEXT BOOKS:

- Assael, H. Consumer Behaviour and marketing Action, Ohio, South Western, 1995
- Engle, J F etc. Consumer Behaviour, Chicago, Dryden Press, 1993

SYLLABUS

IV Semester

B.Design : Fashion Communication

Subject: COMMUNICATION CONCEPTS -II

Credit: 03
0L+0T+6P

Max. Marks: 150 (IA: 90, ETE: 60)
End Term Exam: 3 Hour

S.No.	Contents	Hours
1	UNIT-1 : Editing & Principles of Layout and Design Editing: Nature and need for editing. Principles of editing, editorial desk, functions of Editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance. Functions and qualifications of a sub-editor and chief--sub editor, copy selection and copy testing. Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions. Headlining - principles, types and techniques Principles of Layout and Design, DTP, Page Making, Typography, Types of Printing, Processor offset, Screen Printing, Stages of Making a Newspaper, Gravure, Letter Press	20
2	UNIT-2 New Media Technologies Development of image capturing devices and cinematography, Development of Radio and TV technology, Media technology and globalization process-its impact and cultural perspective. Definition, Meaning, scope and importance of multimedia, Emergence and advantage of multimedia, Internet TV and Internet Radio Future of media. Technological advancement and its impact on entertainment. Online journalism vs. traditional journalism –difference in news consumption	20
3	UNIT-3: Public Relations Public Relations –definition and concept. Nature and scope of Public Relations, Evaluation and growth of PR, PR in India, PR in marketing, advertising, publicity, propaganda, PR as a management function. Principles of PR, Types of publics – internal and external, laws and ethics in PR- PRSI and IPRA, codes, PR in public and private sector, PR in central and state government sector, Functions and responsibilities of a PRO PR tools- Press releases, Press conference, Press briefings, and Press tours, Interviews, meetings, seminars, exhibitions, bulletin boards, workshops PR campaigns PR agencies in India	32
Total		72

Course Objectives:

- The course intends to make media students appreciate these technologies.
- To learn to present scenario
- To know the process of gathering news
- To Development, Criticism, Feature writing, News Analysis
- To Know the function of Communication process at commercial level

SUGGESTED REFERENCE BOOKS:

- Mass Communication & Development Dr. Baldev Raj Gupta
- Information & Communication Technology- Kiran Prasad
- IT in India- Om Gupta & Ajay Jasra
- Multimedia Journalism- Dr. R.C Ramanjun

SYLLABUS

IV Semester

B.Design : Fashion Communication

Subject: COMMUNICATION PROCESS- II

Credit: 03
0L+0T+6P

Max. Marks: 150 (IA: 90, ETE: 60)
End Term Exam: 3 Hour

S.No.	Contents	Hours
1	UNIT-1 : Cyber Journalism Cyber Space- Meaning , Fundamentals of Cyber Media, Cyber Media Vs Print, TV, Radio, Advantages and Disadvantages of Cyber Journalism, Web advertising, Circulation of Web Newspapers, Future of Web Journalism, Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws, Concept of e-governance Writing for Web Media: Basic rules Do's and Don'ts, Writing News stories Impact of Web Journalism, Recent Trends	12
2	UNIT-2 : Press Laws & Media Ethics Press Laws, Society & Democracy, Constitutional Safeguards to Freedom of Press, Press Commissions & their recommendations, Press & Registration of Books Act, 1867, Working Journalist Act, Defamation, Contempt of Court, Parliamentary , Privileges, Press Council Act, Official Secret Act, Right to Information, Copyright, Intellectual Property Right, Social Responsibility of Press, Ethics, Self-Regulation & Freedom of Expression	30
3	UNIT-3: Column Writing Development, Criticism, Feature writing, News Analysis, Scoops, Exclusive, Specialized reporting, Science, Sports, Economic and Commerce, Development, Gender, Editing, meaning, objects, symbols, means, lead, proof reading, News desk, Editorial division, news flow, copy management, Titles : tricks, Skills, objects, kinds, dummy page, Page make-up, Lay out, Photo, editing, Magazine Editing : Lay out, Graphics	30
Total		72

Course Objectives:

- To learn the art of writing story for lifestyle and design world
- To learn to extract stories from outside sources
- To learn to write for lifestyle magazines
- To learn to write articles and columns for lifestyle magazines and webs pages.

SUGGESTED REFERENCE BOOKS:

- Multimedia Communication- Jerry Gibson
- Internet Journalism in India-Om Gupta & Ajay Jasra
- Communication Media & Electronic Revolution- Aruna Zachariah
- Mass Media Laws & Regulations C S Rayudu, S B Nageshwar Rao
- Press in the Indian Constitution R K Ravindran


Dr. Nandan







SYLLABUS
IV Semester
B.Design : Fashion Communication
Subject: DIGITAL MARKETING

Credit: 03
0L+0T+6P

Max. Marks: 150 (IA: 90, ETE: 60)
End Term Exam: 03 Hours

S.No.	Contents	Hours
1	UNIT-1 Introduction to digital marketing concepts Overview, Marketing concepts, Marketing environment, Marketing Mix, Planning and Strategy, online advertising, online banners, affiliate marketing concepts	12
2	UNIT- 2 Concepts of Digital marketing SEO, SMM, Facebook marketing methods, Instagram marketing, blogging, web page marketing concepts	30
3	UNIT- 3 Digital Marketing Process Pay per click, traffic control methods, monetization methods, promotion methods, methods of revenue generation	30
	Total	72

Course Objectives:

- Understand the key concepts of digital marketing
- Understanding Various styles of digital marketing
- Understanding Buyer Behaviour and its Process.
- Understanding concepts and process of social media marketing
- Understanding the concepts of web security and its application in digital marketing.
- Exhibit, adapt, utilize & investigate the responsibilities of a digital marketer in ensuring delivery of value to the buyer and buying organizations.

SUGGESTED REFERENCE BOOKS:

1. Pamela. M. Philips, Ellye Bloom, John D Mattingly, Fashion Sales Promotion- The Selling behind Selling, Prentice Hall


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SYLLABUS

IV Semester

B.Design : Fashion Communication

Subject: PHOTOGRAPHY-II

Credit: 03
0L+0T+6P

Max. Marks: 150 (IA: 90, ETE: 60)
End Term Exam: 03 Hours

S.No.	Contents	Hours
1	Unit 1: Outdoor Shoot Project Understanding the requirements of outdoor shoot, handling of camera (functions of a camera), Light source, Camera controls- Aperture, Shutter speed & focus. Understanding the product focus for frame settings and background selection. Clicking and photo editing for final portfolio.	12
2	Unit 2: Indoor Shoot project Understanding the requirements of indoor shoot, opening DSLR, adjusting focusing techniques ,Light Adjustments, understanding product, background selection, frame selection and click techniques	30
3	Unit 3: Candid and Product Shoot for promotion projects Multi shutter click, panorama click, candid shots and portfolio development on project in concern in semester	30
Total		72

Course Objectives:

- To develop an understanding of the Camera& their types
- Understand Skills, techniques, semantics & aesthetics
- Demonstrate complete knowledge and understanding of the importance basic photography.
- Apply learning through hands on experience of handling and controlling of a camera.
- Exhibit, adapt, & utilize photography for communicating design ideas.

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- Caruana Natasha, Fox Anna. January 2004. Basic Creative Photography. 03:Behind the Image .Ava Publishing
- Prakeel David. December 2008. Photography FAQs: Black & White. Ava Publishing
- Bete David. July 2009. Photography FAQs: The Key Concepts. Berg Publishers
- Evans Duncan. December 2008. Photography FAQs: Portraits. Ava Publishing
- Daly Tim. April 2014. The Fundamentals of Digital Photography. Fairchild Books.
- Prakeel David. December 2009. The Visual Dictionary of Photography. Ava Publishing

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SYLLABUS
IV Semester
B.Design : Fashion Communication
Subject: PROJECT-II

Credit: 03
0L+0T+6P

Max. Marks: 150 (IA: 90, ETE: 60)
End Term Exam: 3 Hours

S.No.	Contents	Hours
1.	Unit-1 : Empathize Selection of theme for project for a category in advance with previous semester Inspiration, mood, client, and colour board Doodling and explorations Category of garments, skills for design research,	12
2.	Unit 2: Define Define the client needs, target market, client profile, product details, and material details. Introduction to skills of interaction, communication.	20
3.	Unit 3: 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 are drawing, sketching, product anatomy, rendering, detailing, material rendering, product anthropology and ergonomics.	20
4.	Unit: 4 : Prototype Development of sample of the product. Production methods, machines involved, steps of production, quality standards, costing estimation.	10
5.	Unit: 5 : Test Feedback on the product, methods of marketing and promotion.	10
	Total	72

Course Objectives:

- Observe, analyze and apply the basic elements, principles and skills of visualization, presentation and actualization to, form and movements in context of communication language.
- Develop an understanding of three dimensional representations and realization of through illustration and rendering techniques.
- Present and communicate visually.

SUGGESTED BOOKS:

- Caruana Natasha, Fox Anna. January 2004. Basic Creative Photography. 03:Behind the Image .Ava Publishing
- Prakeel David. December 2008. Photography FAQs: Black & White. Ava Publishing

Prachee Gaur

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