


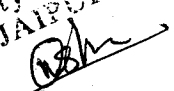
राजस्थान विश्वविद्यालय  
University of Rajasthan

JAIPUR

Syllabus  
of  
Bachelor's Degree in Design  
(B.Des.)  
in  
**Craft Accessory Design**

<b>B.Des. (Foundation)-Part -I Exam. 2018</b>	
<b>B.Des. -Part-II</b>	<b>Exam. 2019</b>
<b>B.Des. -Part-III</b>	<b>Exam. 2020</b>
<b>B.Des. -Part-IV</b>	<b>Exam. 2021</b>

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**University of Rajasthan**

(B.Des. Industrial Design & B.Des. Communication Design)

**B. DES. IN CRAFT ACCESSORY DESIGN**

There will be 5 disciplines and the students can specialized in one of these disciplines.

**1. Bachelor of Design (Industrial Design) :**

I. Craft Accessory Design

II. Fashion Design

III. Interior Design

IV. Jewellery Design

**2. Bachelor of Design (Communication Design) :**

I. Graphic Design

**Bachelor of Design (Industrial)**

I. Craft Accessory Design

II. Fashion Design

III. Interior Design

IV. Jewellery Design

Industrial Design discipline in the classical avatar covered a range of design activities such as Jewellery Design , Fashion Design , Craft Accessory Design, Interior Design, Industrial Design & Communication Design. In the 21st Century, we at Rajasthan University choose to redefine these Industrial Design subsets as Human Centered Design, Universal Design, Design for Sustainability, Health care Design, Design for societal needs, Heritage design and Way finding Design.

Our design programme stresses on the specific role of a designer – that of being for and only

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about the user and the users' needs, empathy and environment. The students will be taught critical thinking and the design process to become effective and innovative problem solvers for companies, the community and the consumers

A range of domains such as nature and form studies, gestalt, semiotics, human factors & ergonomics, materials and processes and systems design will form an array of learning modules through studio tasks, real life projects, workshops projects both individually as well as in teams.

Students typically will start projects by developing ideas and concepts from sketches to making models and finally working prototypes which will be tested in the real world.

Our Industrial Design graduates will be prepared to make a real difference in the world of design as entrepreneurs, employees of design firms as well as of industry and many will also form venture capital firms and some will also set up unique manufacturing hubs.

The pedagogy will consist of a combination of design skills, related theory, material and manufacturing science, social knowledge, communication skills and management principles. Learnings will be through classroom projects, assignments as well as exposure to industry via visits, industry immersion of a few weeks and working on live projects with Faculty and outside design experts.

The design programme will start with a common foundation year with the Communication Design students where all the students will be taught basic skills in design thinking and aesthetics, sensitizing their minds to the world around through on and off campus assignments as well as essential learning tools such as sketching, observation, photography, colour, perception, presentation, model making and workshop projects, history of design and a sprinkling of topics from philosophy to social anthropology.

- The specialization courses in the above said areas will be of 3 year duration. Total duration of the under graduate course will be of 4 years which includes 1 year of foundation course.
- The entrance qualification for the foundation course will be the passing of the +2 or equivalent examination with minimum 48% marks.
- Candidates have to choose their specialization subject while applying for the foundation course.
- Group discussions, seminars, workshop, exhibitions, study tour, visit to museum, galleries, industry visit are compulsory.
- Study tour is compulsory for all the students and they have to deposit additional charges according to the actual expenses must be beard by the students.

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- As B Design is a professional course, professionally qualified teachers will be assigned for practical and theory subjects.
- Scheme of examination: Scheme of examination is annual, the minimum marks required to pass the examination are 36% for theory and 40% for practical candidates securing 75% and above marks will be placed in Distinction. 60% to 74% 1<sup>st</sup> Division. 50% 2<sup>nd</sup> and 40% to 49 pass. The division will be calculated at the final year examination of the specialization course aggregating the marks of all the four years examination.
- If the candidate fails to pass the English, Hindi, Environmental studies and Elementary Computer application papers of the foundation course shall be promoted to next class and the Elementary Computer application but paper must be cleared for a pass in B Design Final Examination.
- No student will be allowed to proceed to the next higher class unless he/she passes the practical examination prescribed for the year.
- A candidate must clear the B Design course within a period of seven years from the date of admission to the first year of the course.
- Each student shall be required to attend not less than 75% lecture & practical held during each year of the course of study.
- Seat reservations are as per university rules.
- Students have to purchase their own Drawing board, Art materials and Tools.

(Year 1)

Distribution of Marks

**B.Des. - Craft Accessory Design (Foundation) Part-I**

Subject	Max Marks	Min. Pass Marks	Duration of Exam	Teaching Hours
Compulsory only				
English	100	36	3 Hrs.	100
Communicatio				
General Hindi	100	36	3 Hrs.	100
Environmental Studies	100	36	3 Hrs.	100
Elementary Computer Application	40 - Practical 60 - Theory	14 22	2 Hrs. 2 Hrs.	100
Elementary Hindi (in lieu of General Hindi for non - Hindi speaking students only)	100	36	3 Hrs.	100
Subjects				

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Optionals						
Theory	100		36		3 Hrs.	100
CAD-101 History of Art & Design						
Practicals	Internal Max.Marks.	External Max..Marks.	Internal Min.P.M.	External Min.P.Marks	Duration of Exam	Teaching Hours
CAD -102 Fundamental of Design	40	60	16	24	6 Hrs.	100
CAD -103 Visualization & Drawing Techniques	40	60	16	24	6 Hrs.	100
CAD -104 Material Studies	40	60	16	24	6 Hrs.	100
CAD -105 Design Principles	40	60	16	24	6 Hrs.	100
CAD -106 Design Method	40	60	16	24	6 Hrs.	100

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# 1. GENERAL ENGLISH

Duration: 3 hrs.

Max. Marks: 100

Minimum Pass Marks: 36

The syllabus aims at achieving the following objectives:

1. Introducing students to phonetics and enabling them to consult dictionaries for correct pronunciation (sounds and word stress)
2. Reinforcing selected components of grammar and usage
3. Strengthening comprehension of poetry, prose and short-stories
4. Strengthening compositional skills in English for paragraph writing. CVs and job applications.

The Pattern of the Question Paper will be as follows:

Unit A: Phonetics and Translation  
(10 periods)

(20 marks)

I Phonetic Symbols and Transcription of Words	(05)
III Translation of 5 Simple sentences from Hindi to English	(05)
from English to Hindi	(05)
IV Translation of 05 Words from Hindi to English	(2 <sup>1/2</sup> )
from English to Hindi	(2 <sup>1/2</sup> )

Unit B: Grammar and Usage  
(10 periods)

(25 marks)

I Elements of a Sentence	(05)
II Transformation of Sentences	(05)

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(b) Active and Passive Voice

II Modals (05)

III Tense (05)

IV Punctuation of a Short Passage with 10 Punctuation Marks  
(05)

(As discussed in Quirk and Greenbaum)

**Unit C: Comprehension (25 marks)**

Following Essays and Stories in *Essential Language Skills* revised edition compiled by Macmillan for University of Rajasthan General English B. A. /B. Com./B. Sc.

Candidates will be required to answer 5 questions of two lines each to be answered out of 10 questions. There would be two questions from the prescribed text. (10)

Sujata Bhatt	Voice of the Unwanted Girl
Ruskin Bond	Night Train for Deoli
M.K. Gandhi	The Birth of Khadi
J.L. Nehru	A Tryst with Destiny
A.P.J. Abdul Kalam	Vision for 2020

The candidates will be required to answer 5 questions from the given unseen passage. (10)

One vocabulary question of 10 words from the given passage. (5)

**Unit D: Compositional Skills (30 marks)**

(15 periods)

I Letters-Formal and Informal (10)

II CV's Resume and Job Applications and Report (10)


III Paragraph Writing

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**Recommended Reading:**

- Sasikumar, V., Dutta and Rajeevan, A Course in Listening and Speaking-I Foundation Books. 2005.
- Sawhney, Panja and Verma eds. English At the Workplace, Macmillan 2003.
- Singh, R.P. Professional Communication. OUP. 2004
- Judith Leigh. CVs and Job Applications. OUP. 2004
- Arthur Waldhorn and Arthur Zeiger, English Made Simple. Upa and Co.
- Gunashekar ed. A Foundation English Course for Undergraduates. Book I, CIEFL, Hyderabad.
- Quirk and Greenbaum: A University Grammar of English Longman, 1973

  
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1. कबीर - साखी स. - गुरुदेव को अंग - 7,12,26,30
- सुमरन को अंग - 10,17,24,26
- विरह को अंग - 2,6,10,18
- स. डॉ. धीरेन्द्र वर्मा
- विनय भावना पद स. - 21,33
- गाकुल लीला पद स. - 55,58
- वृंदावन लीला पद स. - 10,28
- उद्धव संदेश पद स. - 77,79
- विनय पत्रिका, गीताप्रस, गोरखपुर पद स. - 87,88,90,156,158
- पदवाली स. - नवीनम स्वामी पद स. - 1,3,4,5,10
- रहीम ग्रंथावली संपादक विद्यानिवास मिश्र, गीतानंद रजनीश (दाहावली) 186,191,211,212,214,218,219,220,223,224
- मजबूत, हम राज्य लिए मरते हैं (गीत-साकेत के नवम सर्ग स.)
- नौका विहार
- वह लीजली पर्यर
- हिरोशिमा
9. सविदानंद हीरानंद वास्वयान 'अज्ञेय' - हिरोशिमा
10. रामधारी सिंह दिनकर - विषय, समय शेष है

पद्य भाग :- (कबीर ग्रंथावली स. स. - क्यामसुंदर दास)

1. कदाही - प्रभवन्द - बड़े भाई साहब
- विजयदान देया - सिकंदर और कौआ
- कन्हैयालाल मिश्र 'प्रभाकर' - ब्यालिस के प्यार की उन लहरों में
- रामकृष्ण बेनीपुरी - रजिया
- गुणकर मूल - शानि सबसे सुन्दर गुरु
- आरबन्द नाइट - राजस्थान की सांस्कृतिक धरोहर
- शारद जोशी - जीप पर सवार झिलियाँ
- अनूपम मिश्र - आज भी खड़े हैं तालाब
7. पृथ्वीराज
6. अमय
5. निबंध
4. विज्ञान
3. रेखाचित्र
2. संस्मरण

गद्य भाग - साहित्य खण्ड - 'क' :- गद्य-पद्य की निर्धारित रचनाएँ

क	दी व्याख्या पद्य से (प्रत्येक में विकल्प देना है)	5 x 2 =	10 अंक
ख	दी व्याख्या गद्य से (प्रत्येक में विकल्प देना है)	5 x 2 =	10 अंक
ग	आलोचनात्मक प्रश्न पद्य से (विकल्प देना है)	7 1/2 x 2 =	15 अंक
घ	आलोचनात्मक प्रश्न गद्य से (विकल्प देना है)	7 1/2 x 2 =	15 अंक

नोट : 36 से कम अंक लाने पर छात्रों को उत्तीर्ण नहीं किया जाएगा। इस प्रश्न-पत्र में प्राप्त अंकों को श्रेणी निर्धारण हेतु नहीं जोड़ा जाएगा।

अंक विभाजन - प्रश्न पत्र में दी भाग होंगे - 1. साहित्य खण्ड एवं 2. व्याकरण खण्ड। साहित्य खण्ड में दी भाग होंगे - गद्य भाग एवं पद्य भाग। प्रत्येक खण्ड के लिए 50 अंक निर्धारित हैं।

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- |          |                                   |                               |       |
|----------|-----------------------------------|-------------------------------|-------|
| खण्ड - ख | व्याकरण/भाषाशास्त्रिक हिन्दी खण्ड | 1. निम्न लेखन                 | 8 अंक |
|          |                                   | 2. कथालयी लेख                 | 8 अंक |
|          |                                   | 3. संक्षेपण                   | 4 अंक |
|          |                                   | 4. पल्लवन                     | 5 अंक |
|          |                                   | 5. शब्द निर्माण प्रविष्टि     | 5 अंक |
|          |                                   | 6. शब्द शक्ति एवं वाक्य शक्ति | 5 अंक |
|          |                                   | 7. मुद्राक्षर एवं लोकोक्ति    | 5 अंक |
|          |                                   | 8. पाणिनिशिक्षक शब्दावली      | 5 अंक |
|          |                                   | 9. शब्द के प्रकार             | 5 अंक |
- 
- |        |   |                             |   |
|--------|---|-----------------------------|---|
| 50 अंक | शब्द सीमा 300 शब्द                                      | उपसर्ग, प्रत्यय, संधि, समास | संज्ञा, सर्वनाम, विशेषण, क्रिया एवं क्रिया विशेषण |
| 8 अंक  | कायलिय आदेश, अधिसूचना, पत्रांकन 4 x 2 =                 |                             |   |
| 8 अंक  | शासकीय - अर्द्धशासकीय पत्र, कथालय ज्ञापन, विज्ञापित एवं |                             |   |

## 3. COMPULSORY PAPER OF ENVIRONMENTAL STUDIES

Compulsory in I Year for all streams at undergraduate level

### Scheme of examination

Time	Min Marks	Max. Marks
3 hrs	36	100

This paper will contain 100 multiple choice questions. Each question will carry 1 mark.

Students should be encouraged to visit places of Environmental Importance including Natural and Manmade Habitat.

### Note:

1. The marks secured in this paper shall not be counted in awarding the division to a candidate.
2. The candidates will have to clear this compulsory paper in three chances.
3. Non-appearing or absence in the examination of compulsory paper will be counted as a chance.

### Unit.1: The Multidisciplinary nature of environmental studies

Definition, scope and importance- Relationship between Environmental Studies and other branches of science and social sciences.

Need for Environmental awareness, Environmental education in present day context.

### Unit.2: Natural Resources and Challenges

Natural resources and associated problems, Classification of resources: renewable resources, non renewable resources, classes of earth resources, resources regions: Definition and criteria, resource conservation.

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

Water resources: Use and over-utilization of surface and groundwater, floods, drought conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

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ex ✓ E Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticides problems, water logging, salinity, case studies.

f. Energy resources: Growing energy need, renewable and nonrenewable energy sources, use of alternate energy sources. Case studies.

g. Land resources: Land as a resource, Land degradation man induced Landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

### Unit 3: Ecosystems, Concepts, Structure, Functions and Types

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types characteristics features, structure and function of the following ecosystem:
  - a. Forest ecosystem, Tropical Temperate and Alpine Ecosystem
  - b. Grassland ecosystem and Their Types
  - c. Desert ecosystem with emphasis on Thar Desert
  - d. Aquatic ecosystems(ponds, streams, lakes, rivers, oceans, estuaries) and Wet Lands

### Unit 4: Biodiversity and its conservation

- Introduction –Definition, genetic, species and ecosystem diversity
- Biogeographically classification of India
- Value of biodiversity :consumptive use, productive use, social ethical, aesthetic and option values
- Biodiversity at global, National and local level
- India as a mega-diversity nation
- Hot-spot of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered, Threatened and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity
- Red Data Book

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## Unit 5 : Environmental Pollution and Control Measures

### Definition

Causes, effects and control measures of:

- a) Air Pollution
- b) Water Pollution
- c) Soil Pollution
- d) Marine Pollution
- e) Noise Pollution
- f) Thermal Pollution
- g) Nuclear Hazards

- Solid waste management" Causes, effects and control measures of urban and industrial wastes
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods earthquake, cyclone and landslides

## Unit 6 : Social issues, Environment, Laws and Sustainability

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies
- Environmental ethics: Issues and possible solution.
- Climate change, global warming, acid rain ozone layer depletion, nuclear accidents and holocaust. Case studies
- Wasteland reclamation.
- Consumerism and waste product.
- Environmental Protection Act.
- Air (Prevention and Control of Pollution) Act
- Wild life protection Act
- Forest Conservation Act
- Biological Diversity Act
- Issues involved in enforcement of environmental legislation
- Public Awareness.

## Unit 7: Human Population and the Environment

- Population growth, variation among nations
- Population explosion-Family Welfare Programme
- Environment and Human health
- Human Rights
- Value Education
- HIV/AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case Studies


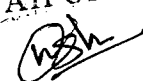
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**Suggested Readings:-**

1. Chauhan, Surendra Singh. 2001. Biodiversity, Biopiracy and Biopolitics: The Global Perspectives, Kalinga Publications, New Delhi.
2. Chauhan, Surendra Singh. 2004. Environmental Protection and Management: From Stockholm to Rio and After, Kalinga Publications, New Delhi.
3. Diwan A.P. and Arora D.K.1995. Human Ecology Anmol Publication Pvt.Ltd.,New Delhi.
4. Dubey, R.M.1992. Human Ecology and Environmental Education,Chaug Publications,Allahabad.
5. Goudie,Andrew.The Human Impact.
6. Husain Maxia.1994 Human Geography,Rawat Publication,Jaipur.
7. Johnston, R.J.Ed.1986 Dictionary of Human geography,National Publication,New Delhi.
8. Malik,S.L.and Bhattacharya D.K.1986. Aspects of Human Ecology,Northern Book Center,New Delhi.
9. Mishra,R.P and Bhooshan,B.S.1979.Human Settlements in Asia.Public,Polices and programmes Haritage publisher,New Delhi.
- 10.Nathawat, G.S.1985. Human Ecology,An Indian perspective,Indian Human Ecology Council,Jaipur.
- 11.Russel, Bartrand, 1976.Impact of Science of society Unwin,Publisher,Indian. (paper back).
- 12.Sinha Rajiv, 1996.Gloobal Biodiversity Ina.,Shri publication,Jaipur.
- 13.Sinha Rajiv K., 1994. Development without Desertrction
- 14.Environmentalist,Jaipur. Sinha Rajiv K., 1996.Environmental Crises and Human at Risk,In A Shri Publication,Jaipur.
- 15.Smith, Dlanne, 1984.Urban Ecology,George Allen,London.
- 16.Swarnkar, R.C.1985.Indian Tribes.Printwell publisher,Jaipur.
- 17.Tivy,Joy and O'Hugegreg,1985.Human Impact on the Ecosystem Edinburgh George Allen Boyd.
- 18.United Nations Development Report, 1996.Human Development Report, 1996.Oxford University Press,Delhi.
- 19.Vannathony & Rogers Paul, 1974. Human Ecology and World Development,Flehum Press,New York.

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## 4. Syllabus of Elementary Computer Applications

Work load : Teaching 2 hours per week  
Practical 2 hours per week

Max Marks: 100 (Main University Exam: Theory -60 Marks, Practical- 40 Marks )

Each candidate has to pass in Theory and Practical Examinations separately.

**Main University Examination : Question pattern for Theory Paper** *Max Marks: 60*

**Part – I (very short answer)** consists 10 questions of one marks each with two questions from each unit. Maximum limit for each question is up to 20 words.

**Part – II (short answer)** consists 5 questions of two marks each with one question from each unit. Maximum limit for each question is up to 40 words.

**Part – III (Long answer)** consists 5 questions of eight marks each with one question from each unit with internal choice. Maximum limit for each question is up to 400 words.

### Unit – I

Introduction to Information Technology, evolution and generation of computers, type of computers, micro, mini, mainframe and super computer. Architecture of a computer system: CPU, ALU, Memory (RAM, ROM families) cache memory, input/output devices, pointing devices.

Concept of Operating system, need types of operating systems, batch, single user, multi-processing, distributed and timeshared operating systems, Introduction to Unix, Linux, Windows, Windows NT. Programming languages – Low level and high level languages, generation of languages, 3 GL and 4 GL languages, Graphic User Interfaces.

### Unit – II

**Word Processing Tool** - Introduction, Creating, Saving, Copy, Move and Delete, Checking Spelling and Grammar, Page Layout, interface, toolbars, ruler, menus, keyboard shortcut, editing, Text Formatting, insert headers and footers, Bullets and Numbering, Find and Replace etc., Insert Table and Picture, Macro, Mail Merge.

**Power Point:** Creating and viewing a presentation, managing Slide Shows, navigating through a presentation, using hyperlinks, advanced navigation with action setting and action buttons, organizing formats with Master Slides, applying and modifying designs, adding graphics, multimedia and special effects.

### Unit – III

**Electronic Spreadsheet** - Worksheet basics (Create, save and open a worksheet, Entering data, text, numbers and formula in a worksheet, Inserting and deleting cells, cell formatting, inserting rows and columns in a worksheet, formatting worksheets, Using various formulae and inbuilt functions, Update worksheets using special tools like spell check and auto correct, Setup the page

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and margins of worksheets for printing, Format the data in the worksheet globally or selectively, creating charts, Enhance worksheets using charts, multiple worksheets-concepts

#### Unit - IV

The Internet - History and Functions of the Internet, Working with Internet, Web Browsers, World Wide Web, Uniform Resource Locator and Domain Names, Uses of Internet, Search for Information, Email, Chatting, Instant messenger services, News, Group, Teleconferencing, Video-Conferencing, E-Commerce and M-Commerce.

Manage an E-mail Account, E-mail Address, configure E-mail Account, log to an E-mail, Receive E-mail, Sending mails, sending files an attachments and Address Book, Downloading Files, online form filling, E-Services - E-Banking and E-Learning.

#### Unit - V

Social, Ethical and Legal Matters - Effects on the way we: Work Socialise, Operate in other areas, Cyber crime, Prevention of crime, Cyber law: Indian IT Act, Intellectual property, Software piracy, Copyright and Patent, Software licensing, Proprietary software, Free and Open source software.

Network Security - Risk assessment and security measures, Assets and types (data, applications, system and network), Security threats and attacks (passive, active); types and effects (e.g. Identity theft, denial of services, computer virus etc.), Security issues and security measures (Firewalls, encryption/decryption), Prevention.

Question Paper pattern for Main University Practical Examination

Max Marks: 40

#### Practical

The practical exercises will be designed to help in the understanding of concepts of computer and the utilization in the areas outlined in the theory syllabus. The emphasis should be on practical usage rather than on theoretical concepts only.

The practical examination scheme should be as follows --

- Three Practical Exercise (including Attendance & Record performance) 30 marks
  - Operating system
  - MS Word
  - MS Excel
  - MS Power Point
  - Internet
- Viva-voce 10 marks

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Core Paper-1

**CAD-101:History of Art & Design (Theory)**

**Max. M: 100**

**Min.P. M: 40**

**Aim**

The aim of this unit is to encourage an understanding of the social, psychological, cultural, historical and commercial factors which underpin all visual arts theory and practice across the spectrum of subject specialism's.

**Learning outcomes**

- Understand influences on art and design activities and outcomes through the interpretation and analysis of information
- Be able to assess, interpret and evaluate information
- Be able to evaluate and present conclusions.

**Course content**


**Unit-I:** Influences of Art and Design Movements, Cubism, Dadism, Surrealism

**Unit-II:** Abstract Expressionism, Minimalism, Pop Art, Renaissance, Baroque, Bauhaus, Rococco,

**Unit-III:** Art Nouveau, Futurism, Impressionism and Post Impressionism,

**Unit-IV:** Arts and Crafts, Gothic, Historical Art and Design Developments,

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**Unit-V: Contemporary Art and Design Developments.**

**Reference**

1. R. Nath, (1976) History of Decorative Art in Mughal Architecture, Motilal Banarasidas, Delhi.
2. Urevbee, O.Andrew, (1997) Culture and Technology, UNESCO, Paris
3. Bayer, Patricia, (1990) Art Deco Interiors, Thames and Hudson, Delhi
4. Hartt, Frederiak, (1989) Art: History of Painting, Sculpture, and Architecture, Prentice Hall, NJ
5. Sivarama murthy, (1997), Art of India, Marry N Abrams, NY
6. Nath R, (1980), Art of Khajuraho, Abinav Publications, Delhi.

**Core Paper-2**

**CAD -102:Fundamental of Design (Practical)**

**Internal Max. M: 40**  
**Internal Min.P. M: 16**  
**External Max. M: 60**  
**External Min P. M: 24**

**Aim**

To make students see, make and appreciate the basic design concepts. The first level includes the vocabulary of design and principles of composition. This level includes 3D composition and study of Volumes.

**Learning Outcome**

- Student will be able to understand basics of design concepts.
- Student will be able to understand design & principles of composition & 3D compositions.

**Course Contents**

**Unit I:Elements of design, Textures and patterns in design,**

**Unit II:colour basics, colour theory, colour schemes,**

**Unit III:isometry in design,**

**Unit IV:Nature drawing, Human figure drawing, object drawing,**

**Unit V:2D geometry, 2D mark making techniques, 2D visual communication techniques, Use of formal elements in 2D visual communication, 3D geometry, 3D making techniques, Communicating design ideas using 3D making techniques, Use of formal elements in 3D visual communication.**

**Reference**

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1. Broomer, Gerald F., (1974), Elements of Design: Space, Davis Publications Inc. Worcester, Massachusetts.
2. Bruce D. Kurty, (1987), Visual imagination- An introduction of Art, Prentice Hall, New Jersey.
3. Hayashi Studio, (1994) Water Colour Rendering, Graphic-Shaw Publishing Co.
4. Richard Rochan, Herald Linton, (1989), Colour in Architectural Illustration, Van Nostrand Reinhold.
5. Robert W. Gill, (1984), Manual of Rendering in pen and ink, Thames and Hudson, London.
6. Wong Wucius, (1977), Principles of three dimensional Design, Van Nostrand Reinhold, NY.
7. Wong Wucius, (1977), Principles of two dimensional Design, Van Nostrand Reinhold, NY.
8. Hanlon, Don. (2009), Compositions in architecture, John Wiley & Sons.
9. Saraswati Bidyanath, (2001), The nature of man and culture: alternative paradigms in anthropology, Indira Gandhi National Centre for the Arts.
10. Bruce. D. Kurty (1987) Visual imagination- An introduction of Art, Prentice Hall, New Jersey.
11. Gill, Robert W, (1984), Manual of Rendering in pen and ink, Thames and Hudson, London.
12. Harh, Fredrick, (1976) Art: A History Painting, Sculpture and Architecture, HN Abrams, NY
13. Hayashi Studio, (1994) Water Colour Rendering, Graphic-Sha Publishing Co., Ltd.
14. Hanlon, Don, (2009) Compositions in Architecture, John Wiley & Sons.
15. Saraswati, BAidyanath, (2001), The nature of man and culture: alternative paradigms in anthropology, Indira Gandhi National Center for the Arts.
16. Brown Tim, (2009), Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Collins.

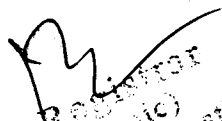

**Core Paper-3**

**CAD -103: Visualization & Drawing Techniques (Practical)**

**Internal Max. M: 40**  
**Internal Min.P. M: 16**  
**External Max. M: 60**  
**External Min P. M: 24**

**Aim**

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The aim of this course is to understand the method of visualizing and drawing from nature, cast and product drawing.

#### Learning Outcome

- Student will be able to understand the methods & techniques of visualization & drawing.
- The student would be exposed to appreciation of drawing different products.

#### Course Contents

Understand the techniques of drawing such as pen and ink sketching; pencil sketching; pencil colour sketching etc., for drawings from nature, cast and product drawings; method of representing positive and negative spaces; light and dark tones etc. The students would.

#### Reference

- Broome F. Gerald, (1974), Elements of Design, Space, Davis Publications Inc., Worcester, Massachusetts.
- Dodson B., (1990), Keys to Drawing, North Light Publications, Cincinnati.
- Mark W., Mary W. (1999), Drawing for Absolute Beginner, F&W Publications, Cincinnati.
- Davis M.L. (1996), Visual Design in Dress, Prentice Hall, Canada.
- Graves M., (1951). The Art of Colour and Design, McGraw-Hill Book Company.

#### Core Paper-4

#### CAD -104: Material Studies (Practical)

Internal Max. M: 40  
Internal Min.P. M: 16  
External Max. M: 60  
External Min P. M: 24

#### Aim

Learners will be introduced to a brief history and introduction to 3D materials, tools and processes and made aware of the range of possibilities of different materials in their 2D and 3D application to design. This may be done through lectures / ppt presentations / swatches/ samples.

#### Learning Outcome

- Student will be able to understand the properties of different material.
- Student will be able to understand the techniques, process terminology and tools of materials.

#### Course Contents

Material exposure could range from paper, fabrics, glass, metals, metal foils, plastics, acrylic, rubber, wood- natural/manmade, foam, Styrofoam, sponge, leather, rexine, clay, plaster of paris, adhesives etc.

Techniques, Process terminology and Tools can cover a range of methods like – cutting, sawing, carving, cutting, welding, drilling, joinery, polishing, constructions, mould making,

modeling, casting, gluing, stitching, embroidery, weaving, tying, dying, surface embellishments and manual and mechanical tools used for such explorations.

#### Reference

- Building material Author Mr. G. C. Sahu & Joy Gopal.
- Building material Author Bhavi Kitti.
- Weaving reference books of Textile Technology
- Maria Dolores Ros Frijola, The Art & Craft of Ceramics

#### Core Paper -5

#### **CAD -105:Design Principles (Practical)**

**Internal Max. M: 40**

**Internal Min.P. M: 16**

**External Max. M: 60**

**External Min P. M: 24**

#### **Aim**

The aim of this unit is to enable learners to develop knowledge and understanding of the issues that have informed debate on the purposes and processes of design.

#### **Learning outcomes**

- Understand the relationship between form and function
- Understand the principles of cultural and contextual association
- Be able to develop concepts through the exploration of materials, techniques and processes
- Be able to develop concepts by the analysis of the needs of end-users.

#### **Unit content**

Harmony, Contrast, Proportion, Scale, Rhythm, Balance, Emphasis, study of Artists, study of Architects, study of Designers, Textures and Finishes of Hard Material, Textures and Finishes of Soft Material, Nature Photography, Product Photography, Aesthetics, Signs and Symbols, Packaging, Branding & Copywriting.

#### **Reference**

1. Janice Greenberg Ellinwood, (2010) Fashion by Design, Fairchild Publications.
2. L. Borelli, (2007) Fashion Illustration by Fashion Designers Chronicle Books Ltd., US
3. C. Tatham, J. Seaman, (2007) Fashion Design Drawing Course, Barron's Educational Series.
4. Karl Aspeclund, (2010) The Design Process, Fairchild Publications.
5. Tracy Jennings, (2011) Creativity in Fashion Design: An inspiration Workbook, Fairchild Publications.

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6. GJ. Sumathi (2002) Elements of Fashion and Apparel Design, New Age International Publications.

**Core Paper-6**

**CAD -106:Design Method (Practical)**

**Internal Max. M: 40**  
**Internal Min.P. M: 16**  
**External Max. M: 60**  
**External Min P. M: 24**

**Aim**

This unit aims to give learners opportunities to develop skills and knowledge in the development of new products or services in design pathways.

**Learning outcomes**

- 1 Know the phases of the design development cycle
- 2 Be able to plan a project using the design development cycle
- 3 Be able to use imagination and innovation in the development of a product
- 4 Be able to propose design improvements to the production process.

**Unit content**

Writing Design Brief, Developing Ideas, Developing through Experimentation, Reviewing and Evaluating Ideas in Progress, Specialist Materials, Equipments and Techniques, Presenting Work, Developmental Work, Strength and Weakness, Researching on Ideas, Ways of Gathering Ideas, Mind Mapping, Mood Boards, Recording Ideas for the Development Stage, Using Planning Skills, Prototyping, Purpose of an Art and Design Portfolio, Different types of Portfolio, present an art and design portfolio.

**Reference**

- How Fashion Works by Gavin Waddell Blackwell
- Francis D. Ching – Design Drawing Publisher Weley
- Thomas E., French. Graphics Science & Design

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**(Year 2)**  
**Distribution of Marks**  
**B. Des. - Craft Accessory Design Part-II**

Subject Theory	Max Marks		Min. Pass Marks		Duration of Exam	Teaching Hours
	Internal Max.M.	External Max. M.	Internal Min.P.M	External Min. P.M.		
CAD-201: History of World Craft	100		36		3 Hrs.	100
CAD-202: History of Indian Craft	100		36		3 Hrs.	100
<b>Subject –Practical</b>						
CAD-203: Terracotta & Lac Craft	40	60	16	24	6 Hrs.	100
CAD-204: Fashion & Textile Material Understanding(Practical)	40	60	16	24	6 Hrs.	100
CAD-205: Leather Craft	40	60	16	24	6 Hrs.	100
CAD-206: Computer Aided Design - Auto Cad	40	60	16	24	6 Hrs.	100

**Core Paper-1**

**CAD-201: History of World Craft (Theory)**

**Max. M: 100**  
**Min.P. M: 36**

**Aim**

The aim of this unit is to encourage an understanding of the social, psychological, cultural, historical and commercial factors which underpin all world crafts history and practice across the spectrum of subject specialism's.

**Learning Outcome**

- Understand influences on world craft and design activities and outcomes through the interpretation and analysis of information
- Be able to assess, interpret and evaluate information
- Be able to evaluate and present conclusions.

**Unit-1**

- Influences of World craft & Design in Craft
- Renaissance Craft

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- Art Nouveau Craft
- Baroque Craft
- Roccocco Craft

**Unit-2**

- Craft of Gothic Era
- Art Deco Craft
- Craft of Victorian Era

**Unit-3**

- Craft of France
- Craft of Germany
- Craft of England

**Unit-4**

- Craft of USA
- Craft of Italy
- Craft of China & Japan

**Unit-5**

- Craft of South East Asia
- Craft of Middle East
- Craft of Africa

**Reference**

- Around the world Crafts – Kathy Ceceri
- Great history reading books & Crafts

**Core Paper-2**

**CAD-202- History of Indian Craft (Theory)**

**Max. M: 100**  
**Min.P. M: 36**

**Aim**

The aim of this unit is to encourage an understanding of the social, psychological, cultural, historical and commercial factors which underpin all Indian craft visual arts theory and practice across the spectrum of subject specialism's.

**Learning Outcome**

- Understand the historical evolution and visual characteristics of the work of artists and designers
- Understand and apply appropriate methods of research and analysis
- Be able to apply the influences of historical, contemporary and contextual factors to own practice

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- Be able to synthesize research and present a professional and personal written study.
- This unit would have helped you gain /develop a perspective on key attributes and features of art movements.

**Unit-1**

- Influences of Trading Technology & Travel in Indian Handicrafts
- Craft of Indus Valley Civilization

**Unit-2**

- Craft of Medieval Period
- Craft of Mughal Era
- Craft of British Era

**Unit-3**

- Tribal Craft of India
- Craft of Rajasthan & Gujarat
- Craft of Jammu & Kashmir

**Unit-4**

- Craft of Himachal Pradesh & Uttrakhand
- Craft of Madhya Pradesh & Chhatisgarh
- Craft of West Bengal & Bihar
- Craft of Orissa
- Craft of Punjab & Haryana
- Craft of Andhra Pradesh & Tamilnadu

**Unit-5**

- Craft of Uttar Pradesh
- Craft of North East
- Craft of Maharashtra & Goa
- Craft of Karnataka & Kerala

**Reference**

- Glorious History of India – Nita Mehta
- The Craft of research – Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams
- Crafts of India, Handmade in India - Aditi Ranjan, M.P. Ranjan
- The Craft Traditions of India – Jaya Jaitly

**Core Paper-3**

**CAD-203: Terracotta & Lac Craft (Practical)**

**Internal Max. M: 40**  
**External Max. M:60**  
**Internal Min.P. M:16**  
**External Min.P. M:24**

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This unit aims to develop learners' practical making skills in terracotta and to generate design work which shows understanding of historical and contemporary terracotta, & Understanding of Traditional Lacquer Craft of Rajasthan. To come up with a range of different products using Lacquer craft. Understanding and depth knowledge of Lacquer craft materials and techniques. New invention in the Lacquer craft for new look and refinement. Understanding the technique through practical demonstration. A comparative analysis of the past Lacquer product work as compared to the present

#### Learning Outcome(Terracotta Craft)


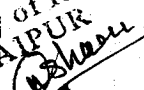
- Understand the visual and tactile properties of terracotta materials
- Be able to develop designs for terracotta products
- Be able to make terracotta products
- Be able to employ professional practice.
- Properties of Terracotta
- Different techniques used in Terracotta
- Surface finishes on Terracotta
- Potters Wheel
- How to use Terracotta Furnace
- Glazing
- Market survey on Terracotta Products
- Case Study: Brands working with Terracotta
- Market Segmentation
- Clients Segmentation
- Inspiration Board
- Design Development
- Product detail & Orthography
- Prototype Development
- Product Photography
- Packaging
- Branding
- Portfolio

#### ( Lac Craft)

- Understand the visual and tactile properties of Lacquer materials
- Be able to develop designs for Lacquer products
- Be able to make Lacquer products
- Be able to employ professional practice

#### Unit Content

- Properties of Lac
- Different techniques used in Lac
- Surface finishes on Lac
- Colors available in Lac
- Lac Craft Product Manufacturing Techniques

  
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- Lac Craftsman's workshop
- Tools used in Lac Craft
- Lac Craft product Manufacturing process flow chart
- Case study: Brands working in Lac Craft
- Market Segmentation
- Clients Segmentation
- Inspiration Board
- Design Development
- Product detail & Orthography
- Prototype Development
- Product Photography
- Packaging & Branding
- Portfolio

**Reference**

- Harappan Terracotta Art – D. P. Sharma
- Paintin' Pots – by Joyce McWilliams.
- Pots with a purpose – By Sue Bailey
- Pots of fun for everyone
- Terracotta The Technique of Fired Clay Sculpture – Bruno Lucchesi
- Lac Remedies in Practice – Philip Bailey
- Lacquer Technology and Conservation – Mariame Webb

**Core Paper-4**

**CAD-204: Fashion & Textile Material Understanding(Practical)**

**Internal Max. M: 40**  
**External Max. M: 60**  
**Internal Min.P. M: 16**  
**External Min.P. M: 24**

**Aim**

**This unit helps the students to study the science of textile fibers and analyze the use of textile fiber for different seasons & the woven and knitted garment. This course would give a deep understanding of how the method of weaving affects the final fabric and would help the students in the selection of fabrics for the different lines created.**

**This course would provide the knowledge of finishing the fabrics constructed and the method of ornamenting the same.**

**Learning Outcome**

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- Be able to exploit the properties of natural, manmade and sheet materials in their application to fashion and textiles products
- Understand different systems of fabric manufacture and how these affect properties and characteristics
- Understand the relationship between properties of fibres, fabrics and processing methods, garment construction and the need for economically efficient manufacturing costing.
- Student will be able to understand finishing & fabric construction.
- Student will be able to understand how to make samples with dyeing printing & embroideries.

#### Unit Content

- Introduction to textiles; manufacturing of the natural fibers; properties for natural fibers and their significant use for different seasons; manufacturing of the man-made fibers; properties of man-made fibers and their significant use for different seasons.
- Weaving types of weaves; identification of weaves; method of weaving; differences between weaving and knitting types of knitting, knitting types of knitting identifications of knits; crocheting tatting non-woven.
- Grey preparation, dyeing, printing, finishing, embroidery stitches – hand and machine, traditional embroidery of India.

#### Reference

- Textiles revolutionary fabrics for fashion and design
- Abling Bina (2007) Fashion Sketchbook, Fairchild publications, New York.
- K. Fletcher, (2008) Sustainable Fashion and textiles Design Journeys, Routledge Publishers
- Arthur Cohen, Johnson, Joseph J. Pizzut, (2009), JJ Piozzuto's Fabric Science , Fairchild Publications,
- Kum Thittichai, (2009) Experimentnal Textiles, Batsford Ltd.
- J. Udale, (2008) Basics Fashion Design 02: Textiles and Fashion, AVA Publishing SA
- C. Hallett, A. Johnston (2010) Fabric for Fshahion : The Swatech Book, Laurence King Publishing/
- C. Hallett, A . Johnston (2010) Fabric For Fashio: A Comprehensive Guide to Natural Fibres, Laurence King Publishing.
- E. Bradrock, M. Mahney, (1999), Techno Textiles: Revolutionary Fabrics for Fashion and Design, Thames & Hudson.
- S. Clarke, (20110 Textile Design, Laurence king Publishing.
- Bernard P. Corbaman, (1983) Textile Fiber to Fabric, McGraw Hiull International Ediuion.
- Mary Cowan |& Martha E. Jungerman, Introduction to textiles, D. B. Taraporevala Sons & Company Privatge Limited.

**Core Paper-5**

**CAD-205: Leather Craft(Practical)**

**Internal Max. M: 40**  
**External Max. M: 60**  
**Internal Min.P. M: 16**  
**External Min.P. M: 24**

**Aim**

This unit aims to develop learners' practical making skills in leather and to generate design work which shows understanding of historical and contemporary leather.

**Learning Outcome**

- Understand the visual and tactile properties of leather materials
- Be able to develop designs for leather products
- Be able to make leather products
- Be able to employ professional practice.

**Unit Content**

- History of leather
- Classification of Leather
- Leather processing and printing
- Leather dyeing process- the dyes, the methods of dyeing, suitability of dyes, the processes involved
- Leather finishing process- the importance, the processes involved.
- Quality control in leather industry.
- Leather craft line- drawing of footwear
- Leather craft line- drawing of garments
- Leather craft line- drawing of belts, bags, other accessories etc.,

**Reference**

- The Leather Craft Book – Pat Hills
- The Art of Leather Craft – The Essential Tools & Techniques
- Inside Fashion Business by Dickerson Pearson
- Inside Fashion Design by Tate Pearson

**Core Paper-6**

**CAD-206: Computer Aided Design - Auto Cad(Practical)**

**Internal Max. M: 40**  
**External Max. M: 60**  
**Internal Min.P. M: 16**  
**External Min.P. M: 24**

**Aim**

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*Wah*

This unit intends to equip the students with concepts and principle of CAD pertaining to Interior Design using software like AUTOCAD and similar ones.

### Learning Outcome

- The implementation strategy will include practice and total use of all commands relate to windows and AutoCAD for making designs and
- 2D drawings
- Line compositions to be taken Color compositions, painting in windows
- Drawing simple geometry objects and drafting of room give building / apartment / flat and Bungalows

### Unit Contents

Introduction to AUTOCAD 2D

Starting & Closing AutoCAD

Screen Layout and Mouse operation

Pull Down Menu, Tool Bars, Command Window

Drawing file operation

Creating Entities - Line - Arc - Circle

Erase - Redraw

Entity Selection

Draw Toolbars

Hatch Patterns

Working with Text & Fonts Stiles

Modify Tool Bar

Editing with Grips

Plyline and Editing of Polyline

Entity Tools

Using Arrays

Zoom options

Making Blocks and Insertation of objects

Specifying Units and Limits

Understanding Scale factors

Using Grip and Snap Modes

Standard and Properties Bar

Creating Assigning, Controlling, working with Layers and Line Types

Demension Menu

Enqury

Printing/ Plotting the Drawings

Creation of sample drawing

Introduction to AUTOCAD - 3D

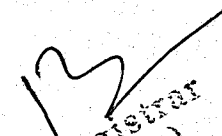
Concept of Evaluation! Thickness

Use of 3D view point, Tripode and view option

Top, Side, Front view

Hide & Shade option

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Dynamic 3D viewing - Perspective View  
Use of 3D Face! 3D polyline / 3 dimension  
Use of Ucs & U csicon  
Edge surface, Ruled surface, Revolution Surface & Tabular Surface  
Wire Frame and Solid Modeling  
Boolean Functions  
Erendering  
Concept of Slides and Scripts  
Model Making  
Use of Layers and Colors in 3D  
Adding Shadows and Materials  
Background Scenes & light effects  
Insertation Landscape & people  
Export and Import of 3D model to and from 3D Studio  
Sample Project

**Reference**

- Teyapoovan. T., Engineering Drawing with Auto CAD 2000. Vikas Pub House Pvt Ltd, New Delhi, 2000.
- Parker, Daniel and Rice, Habert. Inside Auto CAD Daniel, 1987.
- Georomura, Auto CAD, Release 2000.
- Oscar Riera Ojed , Lucast Guerre, Hyper realistic Computer Generated Architectural Renderings .
- Giuliano Zampi Conway Lloyd Morgan, Virtual Architecture.

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**(Year 3)**  
**Distribution of Marks**


**B. Des.- Craft Accessory Design Part-III**

Subject Theory	Max Marks		Min. Pass Marks		Duration of Exam	Teaching Hours
	Internal Max.M.	External Max. M.	Internal Min.P.M	External Min.P. M.		
CAD-301: Professional Practice	100		36		3 Hrs.	100
CAD-302: Wood, Ceramic,Glass, Light Metal in Art & Design	100		36		3 Hrs.	100
Subject –Practical	Internal Max.M.	External Max. M.	Internal Min.P.M	External Min.P. M.		
CAD-303: Wood in Art & Design	40	60	16	24	6 Hrs.	100
CAD-304: Ceramic, Glass in Art & Design	40	60	16	24	6 Hrs.	100
CAD-305: Light Metal in Art & Design	40	60	16	24	6 Hrs.	100
CAD-306: Virtual Prototyping 3DS MAX	20	30	8	12	4 Hrs.	50
CAD-307: ELECTIVE(Choose any one) a. Product Photography b. Fashion Accessory c. Visual Merchandisin g d. E-Commerce for Product Life Style	20	30	8	12	4 Hrs.	50

**Core Paper -1**

**CAD-301: Professional Practice (Theory)**

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**Max. M: 100**  
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### Aim

The aim of this unit is to extend learners' knowledge of professional practices within their specialist area and to relate these to personal goals and career opportunities.

### Learning Outcome

- Be able to place themselves and their work in the context of their selected discipline
- Understand their specialist area and the career opportunities available
- Be able to develop and present a professional portfolio in an appropriate format
- Understand how to promote themselves and their work professionally.

### Unit-1

- **Goal setting:** eg through SWOT analysis, Belbin questionnaire, self-reflection, brain storming, decision trees, aspirations, needs, wants, transferable skills, action plans, business plan
- **Career direction:** eg educational; employment; work experience; business start-up; freelance, part time, apprenticeship; new directions; gap year

### Unit-2

- **Aspirations:** eg creative, managerial, team working; autonomy, personal ethics eg causes; environmental, ecological, charitable, educational; short term, long term
- **Responsibilities:** to agents; sponsors; clients; employers eg meeting deadlines, respecting confidentiality, settling bills; to consumers eg protection of consumers, supply of quality work; to self eg conscience, costing, salary, ethics, legal issues

### Unit-3

- **Research:** through marketing information; interviews; collecting and collating data; past experiences; industry contacts
- **Considerations:** qualities required eg visual competence, communication skills, confidence, team working skills, experience, empathy, resilience, hard work, negotiation skills; practical eg money, cost of living, distance to travel, family commitments, working conditions, potential colleagues, promotional prospects
- **Practicalities:** eg personal and public liability, insurance, taxes, freelance, self employment, fees structures, negotiating, using agencies, copyright, intellectual property, contracts.

### Unit-4

- **Portfolio:** format eg paper-based, CD, video, interactive media; supporting information eg focus, intentions, developmental, finished, research, evaluation
- **Organised:** eg structured, clarity, cohesive, creative, chronological, descriptive
- **Supporting information:** eg CV, business card, headed paper, personal statement, job application, references, named referees, work experiences endorsements

### Unit-5

- **Personal qualities:** eg attitude, dress, manner, speaking, listening; strategic eg adjusting to situation, trouble shooting, varying circumstances

- **Presentation skills:** eg formal, informal, oral, visual, finished, work in progress, interview techniques
- **Personal development:** eg confidence, diplomacy, verbal communication, positive attitude
- **Promotional opportunities:** eg exhibitions, trade fairs, competitions, displays, shows; events eg receptions/private views, film premieres, celebrity endorsement, trade publications; internet eg social networks, blogs; use of media eg editorial, interviews; personal promotion eg business cards; CV, personal statement, postcards, flyers

#### Reference

- Professional Practice - K. G. Krishnamurthy & S. V. Ravindra

### Core Paper-2

#### CAD-302: (Wood,Ceramic,Glass,Light Metal) in Art & Design (Theory)

**Max. M: 100**

**Min.P. M: 36**

#### Aim

The aim of this unit is to extend learners' knowledge of Wood,Ceramic,Glass, Light Metal in Art & Design their specialist area and to relate these to personal goals and career opportunities.

#### Learning Outcome

- Understand how to promote themselves and their work professionally.
- Personal development,confidence,diplomacy,verbal communication, positive attitude
- Understand the visual and tactile characteristics of Wood, Ceramic, Glass, Light Metal in Art & Design
- Understand professional practice in working with Art & Design and associated materials

#### Unit Content

##### Unit-1

- Aesthetic Characteristics of Art & Design
- Functional Characteristics of Art & Design
- Historical research of Art & Design
- Creative Potential of Art & Design

##### Unit-2

- Wood Craft Products Manufacturing of Art & Design
- Wood- Hand & Machine Making Processes
- Wood Production Methods Processes
- Design Development of Wood-Art & Design
- Case Study: Wood-Products Manufacturing Industry

##### Unit-3

- Ceramic Materials
- Ceramic Products Manufacturing Process

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- Functional Characteristics of Ceramic and Art & Design
- Different kind of Ceramic products of Art & Design
- Case Study: Ceramic Products Manufacturing Industry

#### Unit-4

- Aesthetic Characteristics of Glass
- Functional Characteristics of Glass
- Historical research of glass-Art & Design
- Creative Potential of Glass-Art & Design
- Materials and equipments used in Glass Manufacturing

#### Unit-5

- Packaging & Branding with Art & Design
- Computer Aided Design
- Finishing and Design Development
- Documentation & Presentation
- Portfolio

#### Reference

- Case Study: All (Art & Design) Products Manufacturing Industry

### Core Paper-3

#### CAD-303: Wood in Art & Design (Practical)

**Internal Max. M: 40**  
**External Max. M: 60**  
**Internal Min.P. M: 16**  
**External Min.P. M: 24**

#### Aim

In this unit learners will develop their understanding by generating and refining design ideas and develop their practical making skills in producing outcomes using wood and wood-based materials.

#### Learning Outcome

- Understand the visual and tactile characteristics of wood
- Be able to develop designs and communicate ideas
- Be able to make products using wood and wood-based materials
- Be able to employ professional practice when working with wood.

#### Unit Content

- Aesthetic Characteristics of Wood
- Functional Characteristics of Wood
- Tactile characteristic of Wood
- Visual characteristic of Wood
- Historical research of Wood Products
- Different Markets of Wood products

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- Different kind of Wood products
- Wood Craft Products Manufacturing Process
- Hand & Machine Making Processes
- Production Methods
- Case Study: Brands working in Wood Craft
- Legislation, Ethical & environmental considerations
- Design Development
- Product Detail & Orthography
- Computer Aided Design
- Prototype Development
- Packaging & Branding
- Portfolio

#### Reference

- Relief Carving Wood Spirits – Lera S.
- Gordon Wood – The Nature of Art

#### Core Paper-4

#### CAD-304: Ceramic, Glass in Art & Design (Practical)

Internal Max. M: 40  
External Max. M: 60  
Internal Min.P. M: 16  
External Min.P. M: 24

#### Aim


This unit aims to develop learners' practical making skills in Ceramics, Glass and to generate designwork which shows understanding of historical and contemporary Ceramics, Glass. aims to develop learners' skills and understanding of the manufacturing processes and applications of Ceramics, Glass and the functional, decorative and aesthetic potential of Ceramics, Glass in art and design.

#### Learning Outcome

- Understand the visual and tactile properties of ceramic, glass materials
- Be able to develop designs for ceramic products
- Be able to make ceramic products
- Be able to employ professional practice.
- Be able to produce a portfolio of development work to meet creative intentions
- Be able to respond to design requirements
- Understand professional practice in working with ceramic, glass and associated materials.

#### Unit Content

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- ceramic, glass Materials
- **Visual Properties of Ceramics, Glass Material**
- Tactile Properties of Ceramics, Glass Material
- Functional Characteristics of Ceramics, Glass
- Historical research of Ceramics, Glass
- **Different Markets of Ceramics, Glass products**
- Different kind of Ceramics, Glass products
- **Ceramics, Glass Products Manufacturing Process**
- **Surface Decoration**
- **Finishing**
- Case Study: Ceramics, Glass Products Manufacturing Industry
- **Materials and equipments used in Glass Jewellery Manufacturing**
- **Glass Jewellery Manufacturing Process**
- Contemporary Enameling
- **Materials and equipments and Supplies**
- **Preparation of Enamels and Melting**
- **Firing Procedures**
- Srafitto
- Wet Packing
- Cloissone
- Foil Technique
- Documentation & Presentation
- Legislation, Ethical & Environmental Consideration
- Design Development
- Product detail in Orthography
- Computer Aided Design
- Prototype Development
- Packaging & Branding
- Portfolio

#### Reference

- Ceramic Design – John B. Kenny
- Ceramic Design – Daab
- The Ceramic Design Book – Val M. Cushing
- Masterpieces of Art Nouveau Stained Glass Design – Arnold Isyongrun
- Viennese Stained Glass Designs – Franz C. Renner and Max Seemann.
- Stained Glass Pattern Book – Sibbett JR.

#### Core Paper-5

**CAD-305: Light Metal in Art & Design (Practical)**

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**Internal Max. M: 40**  
**External Max. M: 60**  
**Internal Min.P. M: 16**  
**External Min.P. M: 24**

### **Aim**

This unit aims to develop learners' practical skills and understanding when working with light metals and in translating designs into 3D outcomes.

### **Learning Outcome**

- Understand the characteristics of light metals
- Be able to develop designs and communicate ideas
- Be able to use construction and finishing techniques to produce 3D outcomes
- Be able to employ professional practice when working with light metals.

### **Unit Content**

- Visual Characteristics of Light Metals
- Tactile Characteristics of Light Metals
- Functional Characteristics of Light Metals
- Historical research of Light Metals
- Hand & Machine Making processes
- Surface Decoration
- Light Metal Products Manufacturing Process
- Surface Decoration
- Health & Safety
- Case Study: Light Metal Products Manufacturing Industry
- Legislation, Ethical & Environmental Consideration
- Different kind of light metal product
- Design Development
- Product detail in Orthography
- Computer Aided Design
- Prototype Development
- Packaging & Branding
- Portfolio

### **Reference**

- Designing with Light – Jason Uvngston
- Jewellery Concepts and Technology OPPI UNTRACHT – Robert Hale - London

### **Core Paper – 6**

**CAD-306: Virtual Prototyping 3DS MAX(Practical)**

**Internal Max. M: 20**  
**External Max. M: 30**

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Internal Min.P. M: 8  
External Min.P. M: 12

**Aim**

**Learning Outcome**

- Be able to manipulate product environments to meet design requirements.
- Be able to respond to aesthetic and functional requirements of a product design brief
- Be able to employ technical processes to a product brief
- Be Understand how to operate as a professional product designer

**Unit Content**

- Introduction 1. Introduction 2. Basic interface and layout study 3. Basic and extended primitives 4. Basic layout setting for product.
- **Modeling** 1. Edit Poly Modeling 2. Extrude 3. Chamfer 4. Cut and Slices 5. Symmetry Mirror Modeling 6. Designing a table and chair 7. Designing a product using box 8. Lines and Nurbs 9. Importing a plan from AutoCAD/Vectorworks 10. Making a product 11. AEC extended.
- **Modifiers** 1. Compound objects a. Connect b. Scatter c. Pro Boolean d. Loft e. Terrain 2. Bend, Taper, Twist, Stretch, Skew 3. FFD 4. Lattice
- **Lights** 1. Omni, Spot, Direct Lights 2. Sky light and Light tracer rendering 3. Light effects
- **Camera** 1. Free and Target camera 2. Camera Animation
- **Texturing** 1. Diffuse and Bump Mapping 2. ink and paint 3. Environment and back ground images 4. Material library/Architectural Materials
- **Particles and Dynamics** 1. Particle systems (Rain System) 2. Object Properties and motion blur
- **Rendering (mental Ray)** 1. Rendering images 2. Rendering moving images 3. VRay Image rendering 4. Global Illumination and HDRI rendering
- Final project

**Reference**

- Autodesk 3ds Max 2013 – Bible – Kelly L. Mudrock
- 3ds Max 2012 – Kelly L. Mudrock

**Core Paper -7**

**CAD-307: Elective-(Choose any one)(Practical)**

Internal Max. M: 20  
External Max. M: 30  
Internal Min.P. M: 08  
External Min.P. M: 12

**a) Product Photography**

**Aim**

This unit aims to develop learners' skills and understanding in Product Photography.

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### Learning Outcome

- Be able to use space and equipment
- Be able to use sets, lights and backgrounds.

### Course Content

Various aspects of photography including lighting for indoor & outdoor, handling of studio equipment and set planning & composition.

### Reference

- How to Set Up Photography Lighting for a Home Studio Kindle Edition by Amber Richards (Author)
- Photo Studio Photography Kit 3 Light Bulb Umbrella Muslin 3 Backdrop Stand Set

### Elective

#### b) Fashion Accessory

#### Aim

The aim of this unit to impart intensive training for complete understanding of fashion accessories, techniques and process, product development and quality, market intelligence, management and operational methods.

### Learning Outcome

- Student will be able to understand about fashion accessories.
- Student will be able to understand the techniques & process of fashion accessories.
- Student will be able to understand the product development, quality & marketing aspects.

### Course Content

Lacquer Craft Accessories, Textile Craft Accessories, Fashion Jewellery, Wood Craft Accessories, Metal Craft Accessories, Leather Craft & Packaging.

### Reference

- Encyclopedia of Fashion Accessories author
- Fashion Accessories- The Complete 20th Century Source book Hardcover – September, 2000 by John Peacock (Author)

### Elective

#### c) Visual Merchandising

#### Aim

This course would require the students to develop merchandising plan for the women's apparel. The basics of visual merchandising, display windows, planning etc., would be covered in this course.

### Learning Outcome

- Present and coordinate merchandise so that related goods are shown in a unique, desirable, and saleable manner.



- Apply basic design principles and colour theories to the construction of promotional displays and advertising.
- Understand the basic functions of retail store operations including store location and layout, shopping centre analysis, retail market segmentation and strategies, and the merchandising mix.
- Prepare and execute displays for exhibitions and promotional events using the visual dynamics of light as a design element.

### Course Content

Merchandising concepts and theories tools and techniques for merchandise display, windows; creative thinking for merchandise display, store layout, display, fashion retailing

### Reference

1. Laine Stone, Jean samples, (1985) Fashion merchandising- An Introduction McGraw Hill Book Co. 1985.
2. Taarnow, Guerreiro & Judelio, (1995) Inside the fashion Business
3. Swapna Pradhan, (2007) Retailing Management, Tata McGraw Hill Publishing Co. Ltd.
4. A.J. Lamba, (2003) The Art of Retailing The Tata McGraw Hill Publishing Company Ltd.
5. Martin M. Pegler (2011) Visual merchandising and Display, Fairchild Publications.
6. Judith Bell, Kate Ternus, (2011) Silent Selling: Best Practices and Effective Strategies in Visual Merchandising, Fairchild Publications.
7. Karen M. Videtic, Cynthia W. Steele, (2009) Perry's Department Store: A Buying simulation for juniors, Men's Wear, Children's Wear, & Home Fashion/Giftware, Fairchild Publications.

### Elective

#### d) E-Commerce for Product Life Style

#### Aim

The aim of this unit is to develop understanding of the dynamics of online business and online buying behavior to create a consumer-oriented online business strategy along with holistic knowledge on product development for E-Commerce platform.

#### Learning Outcome

- Student will be able to understand global online business sensibilities.
- The student will be able to understand Global Online Business Industry.
- The student will be able to understand with the knowledge and skills required to manage the online venture for a long period of sustainable profits, but will also challenge them to achieve career goals by fueling their passion.

#### Course Contents

Online Industry Appreciation and Business World, Fundamentals of Management, Creative Managerial Leadership, Market Dynamics, Fashion & Lifestyle Products, Fundamentals of Ecommerce.

Digital Marketing, Merchandising, Sourcing and Vendor management, Project Management, Long Industry Attachment, Specialiation1(a)Customer Relations Management, Specialiation(b) Advanced Data Analytics, Specialiation2 (a) Visual Communication, Specialiation (b) User Experience Design & Business Plan.

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**Reference**

- Enterprise Resource Planning System Author Daniel E. O'leary.
- Enterprise Resource Planning Author Ravi Shankar & S. Jaiswal.
- E-Commerce Get it Right! Author Ian Daniel.

**(Year 4)**

**Distribution of Marks**

**B. Des.- Craft Accessory Design Part-IV**

Subject Theory	Max Marks		Min. Pass Marks		Duration of Exam	Teaching Hours
	Internal Max.M.	External Max. M.	Internal Min.P.M	External Min. P.M.		
CAD-401: Brand development	100		36		3 Hrs.	100
CAD-402: Entrepreneurship	100		36		3 Hrs.	100
<b>Subject –Practical</b>	<b>Internal Max.M.</b>	<b>External Max. M.</b>	<b>Internal Min.P.M</b>	<b>External Min. P.M.</b>		
CAD-403: Range Development- Personal Luxury Brand	40	60	16	24	6 Hrs.	100
CAD-404: Design Portfolio	20	30	8	12	4 Hrs.	50
CAD-405: Sustainable Design (Eco Design, Social Cause, Green Marketing) Mentored by Industry	40	60	16	24	6 Hrs.	100
CAD-406: Professional Practice (Internship & Industry Mentored)	20	30	8	12	4 Hrs.	50
FD-407: Dissertation (Documentation & Visual Presentation, <u>practical aspect</u> ) (Industry Exposure)	40	60	16	24	6 Hrs.	100

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**Core Paper-1**

**CAD-401: Brand development (Theory)**

**Max. M: 100**

**Min.P. M: 36**

**Aim**

A brand is a philosophy of a designer transformed in to value added products. Generally, consumers recognize brands by names which could be logos or unique colors. A brand successfully makes recognition through coming up with distinct design features such as style, color or use of certain features unique to the brand. Here a student thinks about a very important variable of design called design philosophy which is unique and is thinking how to transform ones design philosophy into fashion and lifestyle products. Therefore this part of the project holds maximum importance in this assignment.

**Learning Outcome**

Towards the completion of this unit a student would think about the brand philosophy and development with above parameters

The student will be able to develop own brand.

**Unit -1**

- Understand the concept
- Design thinking
- Knowledge and understanding
- identify relevant research

**Unit-2**

- Skills and abilities
- Ability to work individually
- Team working
- Judgment and approach
- Potential and limitations
- Responsibility



**Unit-3**

- International market and strategy
- Strategic Brand Management
- Quantitative Marketing Research Methods
- Logical reasoning
- Laws and Bye laws

**Unit-4**

- Trends and forecasts
- Brand Philosophy with Logo
- Inventions affecting the future

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- Rethinking Place Branding, Comprehensive brand development for cities and regions, Author Mihalis Kavaratzis – Gary Warnaby & Gregory J. Ashworth.
- Make a name for yourself Author Robin Fisher Roffer.

### Core Paper-2

#### **CAD-402: Entrepreneurship (Theory)**

**Max. M: 100**

**Min.P. M: 36**

#### **Aim**

This course would introduce the students to the concept of setting up a small scale industry. The students would be motivated through different activities to identify the entrepreneurial competencies and prepare a business proposal for starting a fashion enterprise of their choice.

#### **Learning Outcome**

- Student will be able to understand about entrepreneurship and evolution of entrepreneurship.
- Student will be able to understand creating and starting the venture.
- Student will be able to understand managing, growing and ending the new venture.
- Student will be able to understand entrepreneurship Development and Government.

#### **Course content**

##### **Unit-1**

**Introduction to Entrepreneurship** -Entrepreneur- meaning, importance, Qualities, nature, types, traits, culture, similarities and economic differences between Entrepreneur and intrapreneur. Entrepreneurship development, its importance, Role of Entrepreneurship, entrepreneurial environment.

##### **Unit-2**

**Evolution of Entrepreneurs** - Entrepreneurial promotion, Training and developing motivation factors, mobility of Entrepreneurs, Entrepreneurial change, occupational mobility factors In mobility, Role of consultancy organizations in promoting Entrepreneurs, Forms of business for entrepreneurs.

##### **Unit-3**

**Creating and starting the venture** - Steps for starting a small industry- selection of types of organizations.

##### **Unit-4**

**Managing, growing and ending the new venture** - Preparing for the new venture launch-early management decisions Managing early growth of the new venture-new, venture expansion strategies and issues, Going public ending the venture.

##### **Unit-5**

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**Entrepreneurship Development and Government - Role of Central Government and State Government in promoting Entrepreneurship, Introduction to various incentives, subsidies and grants, Export Oriented Units. Fiscal and Tax concessions available. Women Entrepreneurs Reasons for Low/no women Entrepreneurs, their Role, Problems and Prospects.**

**Reference**

1. Vasanth Desai "Dynamics of Entrepreneurial Development and Management Himalaya Publishing House."
2. N.P. Srinivasan & G.P. Gupta, Entrepreneurial Development, Sultan Chand & Sons.
3. P. Saravanelu Entrepreneurship Development, Eskapee Publications.
4. Satish Taneja, Entrepreneur Development, New Venture Creations.
5. Robert D. Hisrich, Michael P. Peters, Entrepreneurship Development, Tata McGraw Hill Edition.

**Core Paper-3**

**CAD-403: Range Development- Personal Luxury Brand (Practical)**

**Internal Max. M: 40**

**External Max. M: 60**

**Internal Min.P. M: 16**

**External Min.P. M: 24**

**Aim**

In economics, a luxury good is a good for which demand increases more than proportionally as income rises, and is a contrast to a "necessity good", for which demand increases proportionally less than income. Luxury goods are said to have high income elasticity of demand: as people become wealthier, they will buy more and more of the luxury good. This also means, however, that should there be a decline in income its demand will drop. Income elasticity of demand is not constant with respect to income, and may change sign at different levels of income. That is to say, a luxury good may become a normal good or even an inferior good at different income levels, e.g. a wealthy person stops buying increasing numbers of luxury cars for his automobile collection to start collecting airplanes (at such an income level, the luxury car would become an inferior good).

**Learning Outcome**

- Towards the completion of this unit a student would think about the luxury brand philosophy and development with above parameters
- The student will be able to develop own luxury brand.

**Unit Content**

- What is Luxury Brand
- Global Luxury Brands of Craft product

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- Influence of Fashion in Luxury Craft product Brands
- Trends and influences
- Forecasting
- Supply Chain Management
- Branding
- Packaging
- Visual Merchandising
- Case Study: any one Luxury Craft product Brand
- Collection Analysis
- Market Segmentation
- Client & Mood Board
- Inspiration Board
- Design Development
- Product Detailing
- Prototyping
- Product Photography & Portfolio

#### Reference

- The cult of the Luxury Brand – Radha Chadha & Paul Husband.
- Luxury Brand Management – A world of Privilege – Michel Chevalier & Gerald Mazzalovo.

#### Core Paper-4

#### CAD-404: Design Portfolio (Practical)

**Internal Max. M: 20**  
**External Max. M: 30**  
**Internal Min.P. M: 08**  
**External Min.P. M: 12**

#### Alm

Design portfolio is the expression of student to translate themes into design. Here one gets inspired by different themes which could be art movements, sport, historic eras, music, dance, culture, nature, traditions etc. and picks out tangible and intangible elements which are to be used as design elements in the collection. The ability of a designer to exhibit and use design elements is highlighted which is further on translated into projects. A portfolio is an exhibit of the overall knowledge of the student work which he/she has gained through the course of four years. The purpose lies in promoting the skills of students in a single format.

#### Learning Outcome

Students will present a portfolio of all the files/ folders/ projects created during the course of study in I to III year. The portfolio should include projects, industrial visit reports, and other

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projects made during the academic session. The external examiner will evaluate the portfolio and take a viva of the student.

### Core Paper-5

#### **CAD-405: Sustainable Design(Eco Design ,Social Cause ,Green Marketing) Mentored by Industry (Practical)**

**Internal Max. M: 40**

**External Max. M: 60**

**Internal Min.P. M: 16**

**External Min.P. M: 24**

#### **Aim**

Sustainability is regarded as the future of fashion design sector. A student should have practice to implement sustainable strategies to their designing a collection for fashion design. Now sustainability is a very complex concept when it comes to input it into fashion industries on the whole. When it comes to fashion design a fashion design student shall concentrate on designing the PRODUCT.

#### **Learning Outcome**

- Student will be able to understand how to implement sustainable strategies to their designing a collection for fashion design.
- Student will be able to understand the product development to the final process of marketing it to the consumer.

#### **Course Content**

This unit describes the extent of the project. It contains product development to the final process of marketing it to the consumer. Hereby the project shall be divided into certain stages in order to structure the ideology.

- State-1- Product Development
- State-2- Marketing the product
- State-3- Where to retail

#### **Reference**

- Sustainable Fashion & Textiles author Kate Fletcher
- The sustainable design book author Rebecca Proctor

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**Core Paper-6**

**CAD-406: Professional Practice (Internship & Industry Mentored) (Practical)**

**Internal Max. M: 20**

**External Max. M: 30**

**Internal Min.P. M: 08**

**External Min.P. M: 12**

**Aim**

The aim of this unit is to extend learners' knowledge of professional practices within their specialist area and to relate these to personal goals and career opportunities.

**Learning outcomes**

- Be able to place themselves and their work in the context of their selected discipline
- Understand their specialist area and the career opportunities available
- Understand how to promote themselves and their work professionally.

**Course Content**

Goal setting , Career direction , Responsibilities , Research , Presentation skills , Personal development & Promotional opportunities.

**Reference**

- Enhancing Professional Practice Author Charlotte Danielson.

**Core Paper-7**

**CAD -407: Dissertation(Documentation & Visual Presentation,practical aspect)**

**Internal Max. M: 40**

**External Max.P. M:60**

**Internal Min.P. M: 16**

**External Min.P. M:24**

Each student will have to submit a dissertation comprising minimum 1000 words with Visual material and resource bibliography, conclusion, Public collection etc under the guidance of the supervisor choosing the dissertation topic preparation and presentation of a written document & visual presentation, practical aspect with 10-to-15 photograph's

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The topic of the dissertation will be closely related to regards as a major subjects. Its meant to reflect an understanding of the critical, historical and philosophical issues from the past of present in conclusion and their intellectual sources or a theme analysis, The written assignment has to be submitted one week before the final examination of the practical works, which will be submitted in 3 copies duly signed by the Guide and the Head of Department in the prescribed format.

The evaluation of the dissertation shall be based on the quality of the Written assignment and the overall performance of the student. The evaluation of the dissertation papers will be conducted by a Board of internal /subject teacher and external examiners.

#### Industry Exposure

The student would be given an opportunity to visit & understand working environment of different department of Industry.

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