

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)
Syllabus of B.Sc. in Fashion Design & Management
Effective from academic session 2023-2024
SEMESTER 1

DESIGN FOUNDATION 1 (FYBFD 101/191)

Credits- 3T+2P

Course Objectives:

To enable the students to have the base level of knowledge in design including its history, expression, representation with its various techniques.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Remember & Understand the evolution of art and design	M1
2	Understand & Study the history of various Art Movements with notable Artists and Designers of the periods	M2
3	Remember & Understand the stages of evolution of various elements of design.	M3
4	Remember & understand the importance of colours, its theory and implementation with representation	M4
5	Understand & Analyze the knowledge and process to sketch and colour	M5
6	Understand the importance of representation through sketching.	M6

Theory: FYBFD 101

Module Number	Content (THEORY)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M1	Evolution of art and design	12	20	CO1	1,2	
M2	History of various Art Movements	12	40	CO2	1,2	
M3	Elements of Design I	12	20	CO3	1,2	
M4	Elements of Design II	9	20	CO4	1,2	
		45	100			

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Practical: FYBFD 191

Module Number	Content (PRACTICAL)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M3	Elements of Design I	15	25	CO3	1,2	
M4	Elements of Design II	15	25	CO4	1,2	
M5	Sketch & Colour	15	25	CO5	1,2	
M6	Representation through sketching.	15	25	CO6	1,2	
		60	100			

Detailed Course Curriculum:

A. History of Art and Design

Module I (12 Hours)

The evolution of Art and Design:

- The Renaissance – the rediscovery of classical philosophy, literature and visual arts.
- Industrial Revolution – the impact of technology and consumerism on the different areas of design application.

Module II (12 Hours)

History of various Art Movements with notable Artists and Designers of the periods:

- The World Wars I and II – analysis of the impact of World War and its socio-cultural impact on art and design.
- The various schools of thought and design from the 19th century to the 21st century

B. Design Fundamentals - 1

Module III (12 Hours - Theory) (15 Hours – Practical)

Elements of design. - I

Study the evolution of various expressions of elements of design via:

- > Point
- > Line [Types and Characteristics]
- > Shape [Types and Categories]
- > Form [Types]
- > Space [Positive & Negative]
- > Texture [Types]

Module IV (9 Hours – Theory) (15 Hours – Practical)

Elements of Design - II

Study the evolution of various expressions of elements of design via Value and Color:

Categories of Value / Color Value / Color Wheel / Color Categories / Warm and Cool Colors

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C. Sketching and Drawing - 1

Module V (Practical) (15 Hours)

Sketch and colour:

Free Hand Drawing Techniques | Two & Three Dimensional forms, Its composition, perspective | Object Shading | presentation with colours shades, tints etc.

Module VI (Practical) (15Hours)

Representation through sketching:

Outdoor sketching | Still Life | Basics of Anatomy |stick figures Drawing

Suggested Readings:

1. History of art, 5th Edition, H. W. Janson, 1995
2. A World History of Art, Hugh Honour, 1982
3. The Story of Art, Ernst Gombrich, 1950
4. Ways of Seeing, John Berger, 1972
5. Gardner's Art Through the Ages, Helen Gardner, 1926
6. Interaction of Color, 50th Anniversary Edition, Josef Albers
7. Color by Betty Edwards: A Course in Mastering the Art of Mixing Colors
8. Color Theory: An Essential Guide to Color - from Basic Principles to Practical Applications
9. A Dictionary of Color Combinations, Sanzo Wada
10. Color and Meaning: Art, Science and Symbolism, John Gage
11. How to draw: Drawing and Sketching Objects and Environments from Your Imagination
12. How to Draw What You See, Rudy De Reyna, 1972
13. Artist's Drawing Techniques: Discover How to Draw Landscapes, People, Still Lifes and More, in Pencil, Charcoal, Pen and Paste
14. Five Minute Sketching Architecture: Super-Quick Techniques for Amazing Drawings
15. Drawing for the Absolute and Utter Beginner
16. Art Fundamentals: Color, Light, Composition, Anatomy, Perspective and Depth
17. Freehand: Sketching Tips and Tricks Drawn from Art
18. Universal Principles of Design, Revised and Updated, William Lidwell, Kristina Holden, Jill Butler
19. The Art of Looking Sideways, Alan Fletcher
20. The Design of Everyday Things, Donald A. Norman Logo Modernism, Jens Müller
21. Thoughts on Design, Paul Rand
22. Visual Grammar, Christian Leborg
23. Thinking with Type, Ellen Lupton
24. The Shape of Design, Frank Chimero
25. Visual Grammar, Christian Leborg

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DESIGN FOUNDATION 2 (FYBFD 102)

Credits- 4T +1 TL

Course Objectives:

Students will be able to understand the aspects of traditional craft, design and its application in fashion. Besides, they will be able to apply basic various techniques of making products and highlighting on its key features

Course Outcomes (CO):

Sr. No.	Course Outcome	Mapped modules
1	Understand the basic fundamentals of craft studies & its global presence	M1
2	Understand & learn basic definition & terminology used in creating a craft design	M2
3	Understand & develop a working knowledge of global traditional crafts & design - I	M3
4	Understand & develop a working knowledge of global traditional crafts & design - II	M4
5	Understand & develop a working knowledge of global traditional crafts & design - III	M5
6	Field Study – visit to a craft cluster/exhibition/museum/workshop/Seminars/art gallery	M6

Theory: FYBFD 102

Module Number	Content (THEORY)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M1	Introduction to craft study and its global presence & importance in design.	7	20	CO1	1,2	N.A
M2	Learning terminology & definitions of global craft & its development techniques	8	20	CO2	1,2	N.A
M3	Understand & learn various handicrafts of the	10	20	CO3	1,2	N.A

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	world					
M4	Understand & learn various hand sculpting techniques of the world	10	20	CO4	2,3	N.A
M5	Understand & learn various fabric artistry techniques of the world	10	20	CO5	2,3	N.A
M6	Learning about the manufacturing techniques of few of the global crafts	15	N A	CO6	1,2,3,4	N.A
		60	100			

Detailed Course Curriculum:

CRAFT STUDY – 1:

Module I (7 Hours)

Introduction to traditional craft, definition, handmade products, manufacturing process and its global importance in design industry

Understand craft history from as a source of cultural heritage & its intangible global presence

Module II (8 Hours)

Learning various terminologies related to developing a craft design

Understanding the basic concepts of braiding, knotting, tufting, stencil printing, fraying, tattooing quilting

Module III (10 Hours)

Understanding the skills – from tribal community to cultural influences & the driving factors for contemporary artists & designers to inculcate these ideas in their design thinking process

Introduction to the presence of craft around the globe

Part I – Handcraft Techniques

- Faroese Knitting of Faroe Islands
- Origami, Shibori, Washi Paper of Japan
- Basket weaving, Pottery & wood craft of South Africa

Module IV(10 Hours)

Part II – Hand Sculpting Techniques

- Zellige Tiling of Morocco
- Arabic Calligraphy of UAE
- Ornament making, Sculpting, Carving, Painting of Bhutan

Module V(10 Hours)

Part III – Fabric Artistry Techniques

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- Fabric Weaving of India
- Embroidery, Paintings, Paper cuttings & Silk Weaving of China
- Carpet-making, Rug-making, cloth-weaving, embroidery, leather manufacture of Turkey
- Vologda Lace making of Russia

Module VI (15 hours)

Students will observe and understand the manufacturing & construction techniques of few of the global crafts & giving emphasis on their global usages in the design industry.

Field Study – visit to a craft cluster/exhibition/museum/workshop

Suggested readings:

- PRESERVATION OF ART OBJECTS AND LIBRARY MATERIALS, O.P. Aggarwal
- The Theory and Craft of Digital Preservation,, Trevor Owens
- Traditional Textile Craft - an Intangible Cultural Heritage? Gandhi, J.C. : Marketing, Tata McGraw Hill
- <https://www.lonelyplanet.com/articles/lifes-rich-tapestry-thriving-traditional-arts-crafts-around-world>

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SEMESTER 2

DESIGN FOUNDATION 3 (FYBFD 201/291)

Credits- 3T+2P

Course Objectives:

To enable the students to have the base level of knowledge in design including its visual expression, representation with its various techniques.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Study and understand Design process	M1
2	Study & Understand design principles	M2
3	Study & Understand colours	M3
4	Study & Understand the advanced anatomy	M4
5	Understand & Analyze various rendering techniques	M5

Theory: FYBFD 201

Module Number	Content (THEORY)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M1	Design Process	10	25	CO1	1,2	
M2	Principles of Design	10	25	CO2	1,2	
M3	Colour Theory	25	50	CO3	1,2	
		45	100			

Practical: BFDM 291

Module Number	Content (PRACTICAL)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M1	Design Process	10	20	CO1	1,2	
M2	Principles of Design	10	20	CO2	1,2	
M3	Colour Theory	10	20	CO3	1,2	
M4	Advanced Anatomy	15	20	CO4	1,2	
M5	Advanced Rendering	15	20	CO5	1,2	
		60	100			

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Detailed Course Curriculum:

A. Design Fundamentals – 2

Module I (10 Hours – Theory) (10 Hours - Practical)

Principles of Design:

Introduction to Design Process and Visualization

Module II (10 Hours – Theory) (10 Hours - Practical)

Principles of Design:

Study the various design principles used to arrange the structural elements of design:

Balance / Scale & Proportion / Rhythm / Movement / Emphasis / Harmony [unity & variety] / Contrast / Parallelism / Distortion / Rule of thirds / Foreground-background

Repetition – Pattern Repeat development

Module III (25 Hours – Theory) (10 Hours - Practical)

Colour Theory:

Introduction to colour history, Characteristics of Colour, Understanding Hue, Value, Chroma, Harmony, Balance, Symbolic Meanings of Colours, Colour Psychology, Colour Forecast & Pantone Colours Codes, Colour Schemes

B. Sketching and Drawing - 2

Module IV (Practical) (15 Hours)

Advanced Anatomy:

Figure Drawing, Understanding human body proportions, Different poses and postures

Module V (Practical) (15 Hours)

Advanced Rendering:

Colour rendering for different types of fabrics: Solids, Prints, Checks, Stripes, Floral, Dots, Denim, Satin, Velvet, Leather, Suede, Chiffon and Lace

Suggested Readings:

1. Interaction of Color, 50th Anniversary Edition, Josef Albers
2. Color by Betty Edwards: A Course in Mastering the Art of Mixing Colors
3. Color Theory: An Essential Guide to Color - from Basic Principles to Practical Applications
4. A Dictionary of Color Combinations, Sanzo Wada
5. Color and Meaning: Art, Science and Symbolism, John Gage
6. How to draw: Drawing and Sketching Objects and Environments from Your Imagination
7. How to Draw What You See, Rudy De Reyna, 1972
8. Artist's Drawing Techniques: Discover How to Draw Landscapes, People, Still Lifes and More, in Pencil, Charcoal, Pen and Paste
9. Five Minute Sketching Architecture: Super-Quick Techniques for Amazing Drawings
10. Drawing for the Absolute and Utter Beginner
11. Art Fundamentals: Color, Light, Composition, Anatomy, Perspective and Depth

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12. Freehand: Sketching Tips and Tricks Drawn from Art
13. Universal Principles of Design, Revised and Updated, William Lidwell, Kristina Holden, Jill Butler
14. The Art of Looking Sideways, Alan Fletcher
15. The Design of Everyday Things, Donald A. Norman Logo Modernism, Jens Müller
16. Thoughts on Design, Paul Rand
17. Visual Grammar, Christian Leborg
18. Thinking with Type, Ellen Lupton
19. The Shape of Design, Frank Chimero
20. Anatomy and Drawing, Victor Semon Pérard, 1928
21. Anatomy for The Artist, Sarah Simblet, 2001
22. Drawing Anatomy: An Artist's Guide to the Human Figure, Barrington Barber, 2011
23. Anatomy for Artists: Drawing Form and Pose: The Ultimate Guide to Drawing Anatomy in Perspective and Pose with Tomfoxdraws, Tom Fox, 2022
24. Human Anatomy for Artists: The Elements of Form, Eliot Goldfinger, 1991

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DESIGN FOUNDATION 4 (FYBFD 202/292)

Credits- 3T+2P

Course Objectives:

Students will be able to understand the aspects of traditional craft of India & its application in fashion. Besides, they will be able to apply basic various techniques of making products and highlighting on its key features

Course Outcomes (CO):

Sr. No.	Course Outcome	Mapped modules
1	Understand the basic fundamentals of traditional craft of India	M1
2	Understand & develop a working knowledge of Painted Crafts/Textiles of India	M2
3	Understand & develop a working knowledge of Printed Crafts/Textiles of India	M3
4	Understand & develop a working knowledge of Embroidered Crafts/Textiles of India	M4
5	Understand & develop a working knowledge of Woven Crafts/Textiles of India	M5
6	Practical Learning about the manufacturing & construction techniques of traditional craft of India	M6
7	Field Study – visit to a local craft cluster/exhibition/museum/workshop/Seminars/art gallery	M7

Theory: FYBFD 202

Module Number	Content (THEORY)	Total Hours	%age of questions	Covered CO	Blooms Level	Remarks (If any)
M1	Understand the basic fundamentals of traditional craft of India	5	20	CO1	1,2	NA
M2	Understand & develop a working knowledge of Painted Crafts/Textiles of India	10	20	CO2	1,2	NA
M3	Understand & develop a working knowledge of Printed Crafts/Textiles of India	10	20	CO3	1,2	NA
M4	Understand & develop a working knowledge of Embroidered Crafts/Textiles of India	10	20	CO4	2,3	NA
M5	Understand & develop a working knowledge of Woven	10	20	CO5	2,3	NA

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	Crafts/Textiles of India					
		45	100			

Practical: BFD 292

Module Number	Content (PRACTICAL)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M6	Practical - Research about the manufacturing & construction techniques of selected craft of local domain	20	40	CO6	1,2,3,4	NA
M7	Practical – Field Study Students will have to do a craft Project	40	60	CO7	3,4	NA
		60	100			

Detailed Course Curriculum:

CRAFT STUDY – 2

Module I (5 Hours)

Introduction to traditional craft, definition, handmade products, manufacturing process and its local importance in design context

Understand craft history from as a source of cultural heritage & its global presence

Understand the motifs used & its techniques used in various crafts

Learning the terminologies used by local artisans while producing the craft

Module II (10 Hours)

Part I – Painted Crafts of India

Understand & develop a working knowledge of Painted Crafts/Textiles of India

Learning various terminologies related to developing a craft design

Patachitra & Paper Craft of West Bengal

Alpanas of West Bengal

Warli paintings of Maharashtra

Madhubani of Bihar

Module III (10 Hours)

Part II – Printed Crafts of India

Understand & develop a working knowledge of Painted Crafts/Textiles of India

Learning various terminologies related to developing a craft design

Block, Screen & Batik Printing of West Bengal

Ajarakh Printing of Rajasthan

Sanganeri Printing of Rajasthan

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Bagru Printing of Rajasthan

Module IV (10 Hours)

Part III – Embroidered Crafts of India

Understand & develop a working knowledge of Painted Crafts/Textiles of India

Learning various terminologies related to developing a craft design

Kantha of West Bengal

Phulkari of Punjab

Kasidakari of Kashmir

Kasuti of Karnataka

Chamba Rumal of Himachal Pradesh

Module V(10 Hours)

Part III – Woven Crafts of India

Understand & develop a working knowledge of Painted Crafts/Textiles of India

Learning various terminologies related to developing a craft design

West Bengal:

Tangil/Tant, Phulia

Baluchari, Bishnupur

Basket making, Purulia

Yarn craft & Mat making, Jhargram

Dhokra, Bankura

Ikkat of Odisha

Kanjeevaram of Tamil Nadu

Jamaawar of Jammu & Kashmir

Paithani of Maharashtra

Brocades of Banaras

Chanderi of Madhya Pradesh

Module VI (Practical) (20 Hours)

Students will do in depth research about the manufacturing & construction techniques of each of the global crafts mentioned in Module 2,3,4,5 & giving emphasis on their global usages in the design industry.

Module VII (Practical) (40 Hours)

Students will have to cover any two Local Craft Cluster & development Project I & Project II which will be covered in the entire semester as an individual cluster project

Project I & II - Individual Craft Cluster Research & Development

Field Study – visit to a craft cluster/exhibition/museum/workshop

There should be final documentation product development & presentation

students should take photographs and presented to the jury

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Suggested Readings:

1. Saris Tradition & Beyond, Martand Singh
2. The Theory and Craft of Digital Preservation,, **Trevor Owens**
3. Indian Textiles: The Karun Thakar Collection, by **John Guy** (Author), **Rosemary Crill**
4. Sarees: Stories in Six Yards, by **Kalika Kerkar** (Author), **Vaishali Bhat** (Editor)