

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	9	20	CO1	1,2	
M2	History of various Art Movements	12	25	CO2	1,2	
M3	Elements of Design	10	25	CO3	1,2	
M4	Colour Theory & Typography	14	30	CO4	1,2	
		45	100			

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	15	25	CO3	1,2	
M4	Colour Theory & Typography	15	25	CO4	1,2	

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M5	Sketch & Colour	15	25	C05	1,2	
M6	Representation through sketching.	15	25	C06	1,2	
		60	100			

Detailed Course Curriculum:

A. History of Art and Design

Module I (9 Hours)

The evolution of Art and Design:

Introduction to evolution of art and design with its chronology and history

Module II (12 Hours)

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

Study of important Art Movements throughout the world that have shaped the Art and Design fraternity as a whole with the contribution of important Artist and Designers of the various era.

B. Design Fundamentals - 1

Module III (10 Hours - Theory) (15 Hours – Practical)

Elements of design.

Study the evolution of various expressions of elements of design via Dot / Line / Shape / Form / Space / Texture / Value / Color etc.

Module IV (14 Hours – Theory) (15 Hours – Practical)

Importance of colours, its theory and implementation with representation:

Study of colour theory, its importance, its evolution, its representation and expression at various context of design challenges.

Typography:

Basics of Typography, History of Typography

C. Sketching and Drawing - 1

Module V (Practical) (15 Hours)

Sketch and colour:

Study and expression of universal representation language through Art amalgamation with colours shades, tints etc.

Module VI (Practical) (15Hours)

Representation through sketching:

Study and preparation of Freehand | Site | Stills | Basics of Anatomy | stick figures Drawing

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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 102/192)

Credits- 4T+1P

Course Objectives:

To enable the students to have the base level of knowledge in craft and culture including its history, impact, expression and representation in society with its various techniques.

Course Outcomes (CO):

Sr. No.	Course Outcome	Mapped modules
1	Remember & Understand the evolution of various forms of design as per the socio-economic changes of the society	M1
2	Understand & Study the various aspects and cultural impact in design evolution and revolution.	M2
3	Remember & Understand the theory of craft and its origin	M3
4	Study of Various Materials available	M4
5	Remember & Understand the importance of amalgamation of various materials with each other	M5
6	Understand & Analyze various craft techniques round the world	M6

Theory: FYBFD 102

Module Number	Content (THEORY)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M1	Design and Society	12	25	CO1	1,2	
M2	Culture and Design Evolution	12	25	CO2	1,2,3	
M3	Theory of Craft and its Origins	12	25	CO3	1,2	
M4	Material Exploration	9	25	CO4	1,2,4	
		45	100			

Practical: FYBFD 192

Module Number	Content (PRACTICAL)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M5	Material Exploration & Experimentations	30	40	CO5	1,2,3,4	
M6	World Craft Techniques	30	60	CO6	3,4,5	
		60	100			

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Detailed Course Curriculum:

A. CULTURE & DESIGN STUDIES

Module I (Theory) (12 Hours)

Design and Society –

Introduction to evolution of various forms of design

Its chronology and history as per the socio-economic changes of the society

Module II (Theory) (12 Hours)

Culture and Design Evolution –

Study the various aspects of the impact of the society in the evolution of design

Social impact on the rise of various design revolutions

Cultural impact in design evolution and revolution

B. CRAFT DESIGN STUDIES - 1

Module III (Theory) (12 Hours)

Theory of Craft and its Origin:

Study the evolution of various expressions of craft with its origin

Module IV (Theory) (9 Hours)

Material Exploration:

Study of various available materials for craft in the industry and market.

Module V (Practical) (30 Hours)

Material Exploration & Experimentations –

Explore the different types of craft materials for hands-on learning

Study the importance of amalgamation of various materials with each other

Analyze the amalgamation of various kinds of materials with each other

Module VI (Practical) (30 Hours)

World Craft Techniques –

Study and explore the various craft techniques round the world

Suggested Readings:

1. Art, Design and Visual Culture, Malcolm Barnard, 1998
2. The Culture of Design, Guy Julier, 2000
3. Culture, Architecture, and Design, Amos Rapoport, 2003
4. The Design Culture Reader, Ben Highmore, 2009
5. Cross-Cultural Design, Senongo Akpem, 2020
6. Design Culture: Objects and Approaches
7. Design, Creativity & Culture: An Orientation to Design
8. Universal Principles of Design, Revised and Updated, William Lidwell, Kristina Holden, Jill Butler
9. The Art of Looking Sideways, Alan Fletcher
10. The Design of Everyday Things, Donald A. Norman

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11. The Shape of Design, Frank Chimero
12. Thoughts on Design, Paul Rand
13. Visual Grammar, Christian Leborg
14. Thinking with Type, Ellen Lupton
15. A Theory of Craft: Function and Aesthetic Expression, by Howard Risatti
16. The Arts and Crafts Movement: A Study of its Sources, Ideals, and Influence on Design Theory by Gillian Naylor, 1980
17. Exploring Contemporary Craft: History, Theory and Critical Writing, by Jean Johnson
18. The Invention of Craft, by Glenn Adamson
19. Thinking Through Craft by Glenn Adamson
20. Mismatch: How Inclusion Shapes Design (Simplicity: Design, Technology, Business, Life) by Kat Holmes with a forward by John Maeda
21. The Craft Reader by Glenn Adamson
22. The Shape of Craft by Ezra Shales
23. The New Politics of the Handmade: Craft, Art and Design, edited by Anthea Black and Nicole Burisch, Bloomsbury Visual Arts
24. Critical Craft: Technology, Globalization, and Capitalism Paperback, edited by Alicia Ory DeNicola and Clare M. Wilkinson-Weber, Bloomsbury Academic

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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	Define visualization techniques	M1
2	Relate visual story telling with its design process	M2
3	Outline design principles	M3
4	Explain colors and Typography	M4
5	Infer the advanced anatomy	M5
6	Compare various rendering techniques	M6

Theory: FYBFD 201

Module Number	Content (THEORY)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M1	Visualization Techniques	9	20	CO1	1,2	
M2	Visual story telling & Design Process	12	25	CO2	1,2	
M3	Principles of Design	10	25	CO3	1,2	
M4	Colour Theory & Typography	14	30	CO4	1,2	
		45	100			

Practical: BFDM291

Module Number	Content (PRACTICAL)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M1	Visualization Techniques	10	15	CO1	1,2	
M2	Visual story telling & Design Process	10	15	CO2	1,2	
M3	Principles of Design	10	15	CO3	1,2	
M4	Colour Theory & Typography	10	15	CO4	1,2	
M5	Advanced Anatomy	10	15	CO5	1,2	
M6	Advanced Rendering & Perspective	10	25	CO6	1,2	

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		60	100		
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Detailed Course Curriculum:

C. Visual Literacy & Storytelling

Module I (9 Hours – Theory) (10 Hours - Practical)

Visualization techniques:

Introduction and understanding of visualization techniques of design with its expression.

Module II (12 Hours – Theory) (10 Hours - Practical)

Visual story telling | Design process:

Introduction to visual storytelling

Introduction to Design process

D. Design Fundamentals – 2

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

Principles of Design:

Study the various design principles with examples

Module IV (14 Hours – Theory) (10 Hours - Practical)

Colour Theory | Typography:

Color theory, its implementation and psychology.

Typography with its expression.

E. Sketching and Drawing - 2

Module V (Practical) (10 Hours)

Advanced Anatomy:

Figure Drawing

Module VI (Practical) (10Hours)

Advanced Rendering & Perspective:

Various rendering and sketching techniques as per various context and philosophy.

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
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10. Drawing for the Absolute and Utter Beginner
11. Art Fundamentals: Color, Light, Composition, Anatomy, Perspective and Depth
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. The Art of the Storyboard: Storyboarding for Film, TV and Animation by John Hart
Art of Storyboard by Don Bluth
21. Design Visualization: Exploring Design Visualization Through the Art Fundamentals, by Shima Rabiee
22. Visual Thinking: for Design (Morgan Kaufmann Series in Interactive Technologies), by Colin Ware
23. Anatomy and Drawing, Victor Semon Pérard, 1928
24. Anatomy for The Artist, Sarah Simblet, 2001
Drawing Anatomy: An Artist's Guide to the Human Figure, Barrington Barber, 2011
25. Anatomy for Artists: Drawing Form and Pose: The Ultimate Guide to Drawing Anatomy in Perspective and Pose with Tomfoxdraws, Tom Fox, 2022
26. 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:

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

Course Outcomes (CO):

Sr. No.	Course Outcome	Mapped modules
1	Explain the theory of craft and its origin	M1
2	Compare Various Materials available	M2
3	Define vernacular material	M3
4	Relate Indigenous craft	M4
5	Outline various craft techniques of India	M5
6	Demonstrate various presentation techniques to showcase craft products	M6

Theory: FYBFD 202

Module Number	Content (THEORY)	Total Hours	%age of questions	Covered CO	Blooms Level	Remarks (If any)
M1	Theory of Craft and its Origins - 2	12	25	CO1	1,2	
M2	Craft Techniques of India	12	25	CO2	1,2,3	
M3	Vernacular Material	12	25	CO3	1,2	
M4	Indigenous Craft Studies	9	25	CO4	1,2,4	
		45	100			

Practical: BFD 292

Module Number	Content (PRACTICAL)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M5	Material Exploration - 2	30	40	CO5	1,2,3,4	
M6	Product Presentation	30	60	CO6	3,4,5	
		60	100			

Detailed Course Curriculum:

CRAFT DESIGN STUDIES - 2

Module I (Theory) (12 Hours)

Theory of Craft and its Origin – 2

Study in depth, the evolution of various expressions of craft with its origin

Analyze the impact on contemporary craft practices

Module II (Theory) (12 Hours)

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Craft Techniques of India –

Study and explore the various craft techniques prevalent and unique to India

Module III (Theory) (12 Hours)

Vernacular Material –

Introduction to vernacular material

Vernacular materials of specific region against its culture

Module IV (Theory) (9 Hours)

Indigenous Craft Studies –

Introduction to indigenous crafts

Study and explore the various indigenous crafts and its origin

Module V (Practical) (30 Hours)

Material Exploration – 2

Explore the different types of craft materials for hands-on learning

Execute product developments using the different types of craft techniques explored

Module VI (Practical) (30 Hours)

Product Presentation –

Introduction to various presentation techniques

Display / Showcase craft products created by students implementing creative and

immersive presentation techniques

Suggested Readings:

1. Art, Design and Visual Culture, Malcolm Barnard, 1998
2. The Design Culture Reader, Ben Highmore, 2009
3. Cross-Cultural Design, Senongo Akpem, 2020
4. Design Culture: Objects and Approaches
5. Design, Creativity & Culture: An Orientation to Design
6. The Design of Everyday Things, Donald A. Norman
7. The Shape of Design, Frank Chimero
8. A Theory of Craft: Function and Aesthetic Expression, by Howard Risatti
9. The Arts and Crafts Movement: A Study of its Sources, Ideals, and Influence on Design Theory by Gillian Naylor, 1980
10. Exploring Contemporary Craft: History, Theory and Critical Writing, by Jean Johnson
11. The Invention of Craft, by Glenn Adamson
12. Thinking Through Craft by Glenn Adamson
13. Mismatch: How Inclusion Shapes Design (Simplicity: Design, Technology, Business, Life) by Kat Holmes with a forward by John Maeda
14. The Craft Reader by Glenn Adamson
15. The Shape of Craft by Ezra Shales
16. The New Politics of the Handmade: Craft, Art and Design, edited by Anthea Black and Nicole Burisch, Bloomsbury Visual Arts
17. Critical Craft: Technology, Globalization, and Capitalism Paperback, edited by Alicia Ory DeNicola and Clare M. Wilkinson-Weber, Bloomsbury Academic
18. The Power of Display: A History of Exhibition Installations at the Museum of Modern Art, by Mary Anne Staniszewski