

**SCHOOL OF FASHION AND DESIGN (SOFD)**  
**BACHELORS OF DESIGN (Fashion Lifestyle and Accessory Design) [BFLAD]**  
**Four Year Degree Programme**  
**Academic Curriculum (2016-17 Onwards)**  
**Third Year**

**AUTUMN SEMESTER**

Autumn Semester	Course Code	Course Title	Contact Hours per Week				Credits	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	AD 305	Design Studio-IV (Ergonomics )	2		2	4	<b>3</b>	Jury	50	-	50
	AD 315	Design Studio-V (Metal casting & Leather craft )	2		6	8	<b>5</b>		50	-	50
	AD 325	Craft Based Design Project	2		4	6	<b>4</b>	Document with Viva 3	50	-	50
	AD 335	Product Illustration.	1	-	4	5	<b>3</b>		50		50
	AD 345	Trend spotting and Forecasting	2	-	-	2	<b>2</b>	3	30	20	50
	AD 355	Introduction to Visual Merchandising	1	-	2	3	<b>2</b>	Visual Merchandising project with Viva	50	-	50
	AD 365	CAD Rhino	2	-	2	4	<b>3</b>	3	50		50
	AD 375	Marketing and promotion	2	-	-	2	<b>2</b>	3	30	20	50
		<b>Sub Total</b>	<b>14</b>	<b>0</b>	<b>20</b>	<b>34</b>	<b>24</b>				

**SCHOOL OF FASHION AND DESIGN (SOFD)**  
**BACHELORS OF DESIGN (Fashion Lifestyle and Accessory Design) (BFLAD 3<sup>rd</sup> Year)**  
**Four Year Degree Programme**  
**Academic Curriculum (2016-17 Onwards)**  
**Third Year**

**SPRING SEMESTER**

Spring Semester	Course Code	Course Title	Contact Hours per Week				Credits	ETE Duration hrs.	Weightage (%)		
			L	T	P	Total Contact hrs.			CW	MTE	ETE
	AD 306	Design Studio-VI (Traditional craft and contemporary products)	2		4	6	4	Jury	50	-	50
	AD 316	Sustainable Design	2	-	2	4	3	5	50	-	50
	AD 326	Portfolio Development.	2	-	4	6	4	Document with Viva	50	-	50
	AD 336	Heritage study project	1	-	4	5	3	5	50	-	50
	AD 346	Fashion Business and Entrepreneurship.	2		2	4	3	3	30	20	50
	AD 356	Product Photography	1	-	4	5	3	3	50	-	50
		<b>Sub Total</b>	<b>10</b>	<b>0</b>	<b>20</b>	<b>30</b>	<b>20</b>				

**MODY UNIVERSITY OF SCIENCE & TECHNOLOGY**  
**SCHOOL OF DESIGN (SOD)**  
**Bachelors of Design (Life style and Accessory Design) [BFLAD]**  
**Four Year Degree Programme**  
**Autumn Semester (2018-19)**  
**Third Year**

**Title of Course –Design Studio –IV (Ergonomics)**

**Course code: AD 305**

**Pre-requisite(s) – Basic Design, Form Realization, Design Thinking**

**L-T-P-C**

**2-0-2-3**

**Course Objectives:**

- To understanding the factor affecting human capabilities.
- To understanding the dependents human existence and his sounding.

**Course Description: (content)**

- Introduction of the module ergonomics.
- Definition of ergono
- 
- mics.
- Studying the specialization areas of ergonomics.
- Concept generation and design development for the provided brief.
- Understanding the importance of ergonomics
- Project compilation.

**Learning Outcomes:**

- Understand various factors affecting human performance.
- Able to develop concept and detailed drawing for specialized problem.
- Exhibiting the knowledge and skill for product development.
- Compilation of the entire learning from the module.

**Text & References books:**

- Wickens, Christopher, An introduction to human factors engineering, 1998
- Norman, Don, The Design of Everyday Things, 1988, USA
- Salvendy, Gavriel, Handbook of Human Factors and Ergonomics 1990

**Evaluation Process:**

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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**Autumn Semester (2018-19)**  
**Third Year**

**Title of Course –Design Studio –V (Metal Casting &Leather Craft)**

**L-T-P-C**

**Course code: - AD 315**

**2-0-6-5**

**Pre-requisite(s)** - Drawing (Free hand and Technical), Material exploration , Basic knowledge of stitching and joining sheets

**Course Objectives:**

- To introduce different types of Metal & Leather its properties and behavior.
- Introduce various Metal & leather processing techniques.
- Provide knowledge and understanding of various drawing methods applied in the process of making molds for metal casting.
- Provide knowledge and understanding of pattern drafting process for Leather Product making.
- Provide opportunity to develop various fashion and lifestyle products using Metal & leather as a material.
- Research and document Individual experiences and learning.

**Course Description:** (content)

- Introduction of the module
- Introduction of the various types of Metal &leather its properties casting and processing methods.
- Basic pattern drafting for stitching and sticking.
- Introduction of various stitching and sticking techniques of leather.
- Concept generation and design development for leather based fashion products.
- Concept model making using paper or other materials.
- Final Prototype development with Metal &leather.
- Project compilation.

**Learning Outcomes:**

- Understand various properties of Metal &Leather its processing and product manufacturing process
- Able to draft required 2D patterns essential for leather product making.
- Able to develop concept and detailed drawing for metal based manufacturing process.
- Develop knowledge and skill related to leather stitching and pasting.
- Concept model making using paper.
- Fashion product development with leather.
- Compilation of the entire learning of the module.

**Text & References books:**

- Compbell, John, Complete Casting Handbook, Elsevier (2011) Oxford
- Beeley, Peter, Foundry Technology, Butterworth Heinemaan (2001) Oxford
- John, K.C., Metal Casting and Joining, PHI (2011) New Delhi
- Huey, Sue, BAG, Laurence King, (2009) London

- Ivo, Sigrid, Bages, The Pepin Press, (2011) Amsterdam & Singapore

**Evaluation Process:**

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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**Title of Course –Craft Based Design Project**  
**Course code: AD 325**

**L-T-P-C**  
**2-0-4-4**

**Pre-requisite(s)-** Arts and Crafts Studies, Cultural Studies

**Course Objectives:**

- To introduce Traditional crafts skills of artisans.
- Understand the cultural context of traditional craft products, Manufacturing techniques, different crafts, materials.
- To understand the present and future context of the craft through contemporary design and technological intervention,
- Design development methodology, market insights, and technological knowledge
- To design and develop contemporary relevant and workable design solutions/Products utilizing traditional / cultural / ethnic concepts and ideas, skill-base, materials, craft techniques, etc.
- Research and document Individual experiences and learning.

**Course Description: (content)**

- Introduction to the Craft and craft environment
- Research and Understanding of Craft ecology
- Research on Craft market and Current and future demands
- Develop skill and understanding of craft techniques and manufacturing.
- Develop contemporary concepts and design with respect of identified craft.
- Work with the artisans for the development of the contemporary craft products
- Understand the estimation and costing process.
- Compile the entire learning in a form of Document

**Learning Outcomes:**

- Understand the ecology of the craft
- Researching the craft tradition
- Understanding of current and future market demands of craft products
- Contemporary design development in crafts while working with artisans
- Development of new craft products
- Compilation of the entire learning in a form of document.

**Text References books:**

- Painter, Lucy, The complete practical book of crafts, Hermes House, (2011)  
Leicestershire
- Morgenthal, Deborah, Rich, Chris, The complete book of Nature Craft Techniques

- Ranjan, Aditi, Handmade in India: Crafts of India, Mapin (2014) Ahmedabad

**Evaluation Process:**

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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**Autumn Semester (2018-19)**  
**Third Year**

**Title of Course – Product Illustration**  
**Course code: AD 335**

**L-T-P-C**  
**1-0-4-3**

**Pre-requisite(s)-** Basic Understanding of Color & Drawing

**Course Objectives:**

- To introduce product illustration techniques.
- To develop observational skills.
- To understand illustration tools & its application.
- To explore different colour media for clear depiction for the product.

**Course Description:**

- Introduction and importance of product illustration.
- Exploration of different illustration techniques like monochromatic, multi-colour.
- Sketching and rendering with various medium like Pencils, Charcoal, Lithography, Watercolor, Gouache  
Acrylics, Pen-and-Ink etc.
- Understanding the relation of background, foreground with the product.
- Understanding the texture, surface, curves, details, etc in a product and its diagrammatic representation.

**Learning Outcomes:**

- Demonstrate complete knowledge and understating of the importance of product illustration.
- Exhibit, adapt & utilize the role of product illustration in design.
- Demonstrate the ability to handle different color application.

**Text and References books:**

- Koos Elissen & Roselien Steur Netherlands 2014. Sketching the basics, Bis publishers.
- Fernando Julian & Jesus Albarracin, Singapore 2013, Sketching and Rendering, Bassheer Graphic Books.
- Kevin Henry, London 2016, Drawing for Product Designers, Laurence King.



**Evaluation Process:**

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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**Autumn Semester (2018-19)**  
**Third Year**

**Title of Course – Trend Spotting & Forecasting**

**L-T-P-C**

**Course code: AD 345**

**2-0-0-2**

**Pre-requisite(s)-** Western & Eastern Cultural Studies, Design Thinking

**Course Objectives:**

- Critically analyze, synthesize and reflect on complex theories and recent developments, both local and international, at a micro and macro level, to extend and challenge knowledge and practice in fashion entrepreneurship.
- Professionally communicate propositions, processes and outcomes to address specialist and non-specialist audiences while working with cultural differences in an appropriate manner.
- Implement research methodologies and methods to design and execute substantial applied and research projects, evaluate the outcomes and contribute to the fashion and textiles profession and the field of knowledge in fashion entrepreneurship.
- Investigate emergent global entrepreneurial issues and strategically respond to their impact in the fashion and textiles industry.

Upon successful completion of the course you will be able to:

- Critically assess and review the requirements and operational methods of the role of a trend forecaster relevant to fashion and textiles entrepreneurship.
- Substantiate and apply appropriate research methodologies to identify and analyze alternative research sources for identifying global trend directions.
- Identify, evaluate and communicate the potential impact of cultural, social, economic and technological components in the trend forecasting process.
- Research and critically analyze the challenges and opportunities of translating trend scenarios into the development of textile and fashion products.

**Course Description: (content)**

- Develop and apply your skills and knowledge of theoretical methods and practical applications of trend forecasting to research and analyze trends that influence fashion and textiles products for the industry and end consumers.
- Investigate the specialized study and knowledge based application of micro environments, global, social and cultural issues and their impact on consumer behavior.
- Develop skill and understanding of Trend Spotting & Forecasting

- Incorporate strategic decision making in recognizing the patterns, cycles and dissemination of information
- Investigation will determine a framework to specifically apply creative and analytical skills in the trend forecasting process.

### **Learning Outcomes:**

- Develop the knowledge of terminology, principles, and concepts related to trend identification and communication of trends
- Able to identify and define macro and micro trends in the fashion industry and related industries using techniques such as cross-cultural analysis and ethnographic research
- Develop the ability to analyze, edit and interpret social and cultural indicators and research findings to develop and communicate trends.
- Demonstrate professional oral, written, and visual communication skills to present trends in style/look, color, lines, shapes, materials/textures
- Can communicate effectively
- Understand the role of creativity, innovation, discovery, and expression across disciplines
- Have acquired skills for effective forecasting and trend setting.

### **Text books:**

- -Kim, Eundeok, Fiore, Ann Marie & Kim Hyejeong. 2011. Fashion Trends, Analysis and Forecasting. London: Bloomsbury
- -Fiore, Ann Marie, 2010. Understanding Aesthetics. New York: Fairchild Books.

### **References:**

- Role of Fashion Industry Professionals in Trend development & forecasting p. 71-95
- Consumer and Industry Fashion Innovation and Diffusion Accelerators p.97
- Kim,Fiore,Kim Fashion Trends Chapter 1, “The Basics of Fashion Trends & Forecasting” p.1-22
- K,F,K, Fashion Trends, Chapter 2, Consumers’ Role in Fashion Adoption p.23-43

### **Evaluation Process:**

- Course Work: 30% weightage.
- Mid Term Examinations: 20% weightage.
  - End Term Examination: 50% weightage.

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**Autumn Semester (2018-19)**  
**Third Year**

**Title of Course – Introduction to Visual Merchandising**

**L-T-P-C**

**Course code: AD 355**

**1-0-4-3**

**Pre-requisite(s)-** Basic Design, Form Realization, Fashion Studies - Introduction

**Course Objectives:**

- To understand the Fundamentals of Display and Visual Merchandising
- To prepare products for sale.
- To understand health and safety issues and maintain security while displaying articles.
- To develop loyalty schemes for customers.
- To Provide Information and Advice to Meet the Needs of Customers.
- To Provide Information and Advice to Meet the Needs of Customers.
- To learn about the efficient methods of work.
- Research and document Individual experiences and learning.

**Course Description: (content)**

- Introduction to the visual merchandising and techniques of displaying.
- Research and Understanding of merchandising activities
- Research on types of merchandising activities and Current and future demands
- Develop skill and understanding of display techniques and manufacturing.
- Develop contemporary concepts and design with respect of identified products.
- Work with the artisans for the development of the contemporary craft products
- Understand the estimation and costing process.
- Compile the entire learning in a form of Document

**Learning Outcomes:**

- Fundamentals of Display and Visual Merchandising
- Develop skills for Exhibition displays, birthdays, theme parties, hotel lobbies, home and wedding decorations.
- To work as an assistant with an established visual merchandise and learns the techniques.
- Can start own business for Multi-national companies.

**Text books:**

- VISUAL MERCHANDISING: Retail Store Display: In-store Visual Merchandising Displays & Graphics
- Store Location, Design and Visual Merchandising 200813.
- Introduction to Visual Merchandising.

**References:**

- <https://www.pdfdrive.net/visual-merchandising-d9878060.html>
- <https://www.pdfdrive.net/store-location-design-visual-merchandising-d39571342.htm>

**Evaluation Process:**

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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**Autumn Semester (2018-19)**  
**Third Year**

**Title of Course – CAD Rhino**

**Course code: AD 365**

**Pre-requisite(s) – Basic understanding of 3D Space.**

**L-T-P-C**

**2-0-2-3**

**Course Objectives:**

- Exploring the possibilities of 3D software.
- Utilizing the features of the Rhino used for designing objects.
- To create an ability to model with precision
- Creating a 3D prototype of products
- Rendering and exhibiting the products

**Course Description: (content)**

- Different Object Types – Surface, Polysurface, Solid, Extrusion Objects, Curve, Polygon Mesh
- Creating Geometry- Drawing lines, curves, understanding modeling aids
- Precision Modeling- coordinates, constraints, snaps and additional modeling aids
- Editing Geometry- Editing tools, Point editing
- 3D Modeling and Editing- Creating Deformable Shapes, Creating Surfaces, Modeling with Solids
- Organization and Annotation- Layering , Groups, Dimensions Notes etc.
- Rendering – Materials, Lights & Texturing
- Printing and Layouts

**Learning Outcomes:**

- An understanding of precisely working in 3D.
- Create 2D and 3D computer drawings and models for manufacturing and prototyping.
- Developing product designs with precision
- Exhibiting product ideas with 3D Renders

**Text & References books:**

- Cheng, Ron K.C, Inside Rhinoceros 5 4th Edition, (2014) Cengage Learning
- Buscaglia, Dana, Rhino 5.0 for Jewelry (2016), Dana Buscaglia
- [https://www.andrew.cmu.edu/course/48-125/IDM2/HANDOUTS\\_files/Rhino%20Level%201%20v4.pdf](https://www.andrew.cmu.edu/course/48-125/IDM2/HANDOUTS_files/Rhino%20Level%201%20v4.pdf)
- [http://docs.mcneel.com/rhino/6/usersguide/en-us/windows\\_pdf\\_user\\_s\\_guide.pdf](http://docs.mcneel.com/rhino/6/usersguide/en-us/windows_pdf_user_s_guide.pdf)

**Evaluation Process:**

- Course Work: 50% weightage.

- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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**Autumn Semester (2018-19)**  
**Third Year**

**Title of Course –Marketing and Promotion**  
**Course code: AD 375**  
**Pre-requisite(s) – Basic Management Skills**

**L-T-P-C**  
**2-0-0-2**

**Course Objectives:**

- To introduce basic concept of marketing and brand promotion.
- Knowledge and understanding of product line and product mix.
- Introduce different types of market research and consumer behavior.
- Knowledge and understanding of brand formation, Identity and promotion.
- Trend forecasting and analysis.
- Research and document Individual experiences and learning.

**Course Description: (content)**

- Introduction of the term market and brand.
- Introduction of product line and mix of the Industry
- Introduction of various types of market research and different methods of brand establishment and promotion
- Knowledge and understanding of current and future trends and trend analysis.
- Compilation of the entire learning of the module.

**Learning Outcomes:**

- Basic understanding of market term and concept.
- Understanding of brand establishment and analysis.
- Knowledge and understating of different types of market research and brand promotion.
- Knowledge and understating of trends and trend analysis
- Compilation of entire learning in a form of document.

**Text & References books:**

- Sarangi, S K, Advertising and Sales Promotion, (2011) Asian Books Pvt. Ltd.
- Wheeler, Alina, Designing Brand Identity (2012), John Wiley & Sons
- Posner, Harriet, Marketing Fashion, (2011), Laurence King, London

**Evaluation Process:**

- Course Work: 30% weightage.
- Mid Term Examinations: 20% weightage
- End Term Examination: 50% weightage.



**MODY UNIVERSITY OF SCIENCE & TECHNOLOGY  
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Spring Semester (2018-19)  
Third Year**

**Title of Course – Design Studio – VI** **L-T-P-C**  
**(Traditional craft and contemporary products)** **2-0-4-4**

**Course code: AD 306**

**Pre-requisite(s)-** Craft research project, Photography, Heritage research project

**Course Objectives:**

- To introduce various craft traditions and contemporary products and uses.
- Provide understanding of various craft processes and socio cultural context.
- Selection of any relevant craft skill for further research and understanding
- Researching about the contemporary products and demand.
- Design and development of contemporary products using relevant process.
- Final craft product design.
- Research and document Individual experiences and learning.
- Project compilation in a form of document.

**Course Description:** (content)

- Introduction of various crafts and processes
- Socio cultural context of the traditional craft.
- Selection of any craft for further product development.
- Research of contemporary market and demand.
- Design and development of contemporary products.
- Product development.
- Project compilation in a form of document.

**Learning Outcomes:**

- Understanding of various crafts and processes.
- Learning of socio cultural context of the craft.
- Understanding of various contemporary craft and products
- New product development using traditional craft process.
- Compilation of the entire learning from the module.

**Text & References books:**

- Painter, Lucy, The complete practical book of crafts, Hermes House, (2011)  
Leicestershire

- Morgenthal, Deborah, Rich, Chris, The complete book of Nature Craft Techniques
- Ranjan, Aditi, Handmade in India: Crafts of India, Mapin (2014) Ahmedabad

**Evaluation Process:**

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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**Autumn Semester (2018-19)**  
**Third Year**

**Title of Course –Sustainable Design.**  
**Course code: AD 316**

**L-T-P-C**  
**2-0-2-3**

**Pre-requisite(s)-** Basic of Design, Design Thinking

**Course Objectives:**

- To introduce the concept of sustainability.
- Understand the cultural context , Manufacturing techniques and different materials.
- To understand the present and future context of the existence through sustainable models.
- Development of methodology, market insights, and technological knowledge
- To design and develop contemporary relevant and workable design solutions/Products utilizing traditional / cultural / ethnic concepts and ideas, skill-base, materials, craft techniques, etc.
- Research and document Individual experiences and learning.

**Course Description:** (content)

**UNIT I-** Concept of Sustainability.

- Brief given to the students.
- Developing understanding about sustainable concepts.
- Specifying area of work
- Researching on the specified area.

**UNIT II-** Aspects of Sustainable structures

- Research about various aspects of sustainable structures.
- In-depth qualitative and quantitative research for the aspects affecting the sustainable structures.
- Depicting the clear understanding of research through Documentation/Presentations

**UNIT II-** Prototyping

- Develop skill and understanding of craft techniques and manufacturing.
- Develop contemporary concepts and design with respect of identified craft.
- Work with the artisans for the development of the contemporary craft products
- Understand the estimation and costing process.
- Compile the entire learning in a form of Document

**Learning Outcomes:**

- Understand the sustainable structures.
- Researching the craft tradition
- Understanding of current and future market demands of craft products
- Contemporary design development while working with conventional models.
- Compilation of the entire learning in a form of document.

**Text & References books:**

- Proctor, Rebecca, The Sustainable Design Book, (2015) Laurence King, London
- Winchip, Susan M., Sustainable Design for Interior Environments, (2007) Fairchild
- Fuad-Luke, Alastair, Design Activism: Beautiful Strangeness for a Sustainable World,(2009), Earthscan
- Fletcher, Kate, Grose, Lynda, Fashion and sustainability (2012), Laurence King, London

**Evaluation Process:**

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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**Autumn Semester (2018-19)**  
**Third Year**

**Title of Course – Portfolio Development**  
**Course code: AD 326**

**L-T-P-C**  
**2-0-4-4**

**Pre-requisite(s) - Foundation Courses, Product Illustration, Design Studio**

**Course Objectives:**

- This course is devoted at developing a design portfolio for Life style and accessory designer.
- The design portfolio is an expression of an individual involving her creativity, design ability, illustration and presentation skills.

**Course Content:**

- Research and theme based contextual project, design development, technical drawing, sketching, class room projects etc. compiled into a professional portfolio.

**Learning Outcomes:**

- To enable them to develop skills for professional presentation
- To enable them to understand the importance of time management, core skills and soft skills

**Text & References books:**

- Gervail, Olivier, Fashion Accessories (2010), New York, Firefly books.
- Peacock, John, Fashion Accessories (2000), London, Thames & Hudson
- Bruke, S. Fashion Artist: Drawing Techniques to Portfolio Presentation, (2006). U.K., Burke Publishing.
- Riegelman, N. 9 Heads: A Guide to Drawing Fashion, (2006) London, Thames and Hudson.

**Evaluation Process:**

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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**Autumn Semester (2018-19)**  
**Third Year**

**Title of Course –Heritage Study Project**  
**Course code: AD 336**

**L-T-P-C**  
**1-0-4-3**

**Pre-requisite(s)-** Research methodology, Photography

**Course Objectives:**

- Introduction to the rich heritage of the nation.
- Identification of various heritage sites of the region.
- Selection of the site individually for further study.
- Study of the ecology, history and origin of the identified site.
- Intensive Study of various elements used in the site from architectural elements and various products and crafts.
- Study of contemporary architectural sites with traditional elements and crafts.
- Compilation of research and document Individual experiences and learning.
- Upload the compile document on Academia.edu for further review

**Course Description: (content)**

- Introduction to the heritage of the nation.
- Research and understanding of various heritage sites of the local region.
- Building historical perspective of the site with intensive research.
- Understanding of various traditional elements and products used in the identified site.
- Contemporary architecture and uses of traditional elements and crafts.
- Compilation of the entire learning in a form of document.
- Upload the compile document on Academia.edu for further review

**Learning Outcomes:**

- Understanding of heritage of the nation and local region
- Researching about historical perspective of the heritage site.
- Understanding of various traditional elements and crafts used in the formation.
- Understanding of various contemporary sites and uses of various traditional elements.
- Compilation of the entire learning in a form of document.
- Upload the compile document on Academia.edu for further review

**Text & References books:**

- Logan, William, A Companion to Heritage Studies, (2015), John Wiley & Sons

- Smith, Laurajane, Uses of heritage, (2006), Taylor & Francis
- Lambah, Abha Narain, Shekhawati: Havelis of the Merchant Princes (2013) Marg
- Sharma, Rajendra, POWER ELITE IN INDIAN SOCIETY: Study of the Shekhawati Region in Rajasthan, (1999) Rawat Publication

**Evaluation Process:**

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.

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**Autumn Semester (2018-19)**  
**Third Year**

**Title of Course –Fashion Business and Entrepreneurship**  
**Course code: AD 346**

**L-T-P-C**  
**2-0-2-3**

**Pre-requisite(s)** - Fashion Studies

**Course Objectives:**

- To enable acquisition of sufficient diversity of experience and understanding by understanding how business fashion operates across the world.
- To understand working of Fashion business through developing knowledge of product, process and costing.
- To understand the role of start-up and learning entrepreneurship through innovation thought leadership and creative management.
- To design and develop their own line of products and sell them through various mediums that can be their own brand or any other platform utilizing traditional/cultural/ethnic concepts and ideas with their existing learning skills handling various material and craft techniques.

**Course Description:** (content)

- Business - Concept & Definition ,Types of Business, Marketing Management Concept, Types of market, Understanding of needs, wants & demands
- Market research, Market segmentation, Marketing Mix-4Ps
- Human Resources Development- Introduction, Recruitment Training / Re-training, Finance Management Funding / Sources, Financial institution, budgetary planning & Control
- Fashion Global Market Concept, International marketing – procedure, Export/Import documentation, Mode of payments, International Commercial term Export/Import documentation
- Entrepreneurship-Key concepts, business plan and implementation, MSEs for the economic growth and employment generation, feasibility analysis
- Brand Management Image, Equity, levels & Brand Decisions Introduction to Retail management Concept, Formats, Strategy, Policies

**Learning Outcomes:**

- To be able to learn about domestic and global fashion industry through case studies
- To be able to understand current and future demands of fashion and lifestyle based products
- To be able to carry out market research before starting any business venture
- To be able to understand entrepreneurship
- To be able to understand technical areas of the business and startups including creation of brand

**Text books:**

- Principles and Practice of Management: L.M. Prasad) by Sultan Chand & Sons.



- Entrepreneurship and Management: S. Nagendra & V. S. Manjunath by Pearson Education.
- Fundamentals of Entrepreneurship: S. K. Mohanty by PHI, Learning Pvt. Ltd.
- Case Studies in Merchandising Apparel and Soft Goods, by Michele Granger, Bloomsbury Publication
- Basics Fashion Management 01: Concept to Customer, by Virginia Grose, 2011
- Fashion Entrepreneur: Starting Your Own Fashion Business, by Sandra Burke, 2008

#### **References:**

- <https://eprints.qut.edu.au/47832/>
- [http://wwwhttp://epub.lib.aalto.fi/en/ethesis/pdf/13335/hse\\_ethesis\\_13335.pdf](http://wwwhttp://epub.lib.aalto.fi/en/ethesis/pdf/13335/hse_ethesis_13335.pdf)
- [w.soeagra.com/ijert/vol2/13.pdf](http://w.soeagra.com/ijert/vol2/13.pdf)
- <http://cees.leeds.ac.uk/casestudies/>
- [www.bof.com](http://www.bof.com)

#### **Evaluation Process:**

- Course Work: 30% weightage.
- Mid Term Examinations: 20% weightage
- End Term Examination: 50% weightage.

**MODY UNIVERSITY OF SCIENCE & TECHNOLOGY**  
**SCHOOL OF DESIGN (SOD)**  
**Bachelors of Design (Life style and Accessory Design) [BFLAD]**  
**Four Year Degree Programme**  
**Autumn Semester (2018-19)**  
**Third Year**

**Title of Course – Product Photography**

**L-T-P-C**

**Course code: AD 356**

**2-0-4-4**

**Pre-requisite(s)-** Understanding of Elements of Design and Composition

**Course Objectives:**

- To introduce photography as a strong medium of communication.
- To sensitize students about the light and shadows the way it renders the characteristic qualities of any product and material.
- Introducing students to the various formats of camera and functioning of SLR camera and its controls such that they can handle it well.
- To understand the Product photography can make a major improvement in many websites as professionals
- To understand Commercial product photography is another term referring to advertising and marketing as it is intended to promote and sell a service or product.

**Course Description: (content)**

- Brief introduction of photography
- Different types of photography
- Introduction of Product photography and their types
- Famous photographers from product photography
- The Role of Exposure triangle in photography
- Elements of Photo (Role of different focal lengths, Visual Composition,)
- Working on different product photography and their equipment's
- Lighting techniques for product photography (Natural light and artificial light )
- Post shoot and processing of photographs (Using any photo editing Software)
- Portfolio Compilation for submission

**Learning Outcomes:**

- Students will be able to familiarize with the vitality of the subject
- Student will develop their sensibility to a certain minimum extent which allows them to differentiate good and bad photographs.
- Student will feel conversant with the terminology used while discussing exposures and lighting conditions. Proper training and tutorials shall enable them to effectively utilize a studio environment to their advantage.
- Students will be able to edit or fine tune their photographs using Adobe's software's.

**Text & References books:**

- Understanding Exposure, 3rd Edition: How to Shoot Great Photographs with Any Camera by Bryan Peterson  
Pub: Amphoto Books
- Scott Kelby's Digital Photography Boxed Set, Parts 1, 2, 3, and 4,  
Pub: Peachpit Press
- The Manual of Photography by Elizabeth Allen, Published by  
Focal Press
- Susan Sontag "On Photography"  
Pub: Penguin
- The Art of Photography (Photographic Arts Editions) by Bruce Barnbaum  
Pub: O'Reilly
- Jennifer Van Sijll, "Cinematic Storytelling",  
Pub: Michael Wiese Productions
- Focal Encyclopedia of Photography  
Pub: Focal Press

**Evaluation Process**

- Course Work: 50% weightage.
- Mid Term Examinations: NA
- End Term Examination: 50% weightage. Jury with Digital presentation and documentation.