REGULATIONS AND CURRICULUM GOVERNING

Bachelor of Design

Specialization in Fashion Design

Academic Year 2025-2026

The Yenepoya Institute of Arts, Science, Commerce and Management



Yenepoya (Deemed to be University)

Deralakatte, Mangalore, Karnataka.

NOTIFICATION FROM THE UNIVERSITY

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YENEPOYA (DEEMED TO BE UNIVERSITY)

OFFICE OF THE REGISTRAR

No.: 63-ACM/16/2025
Date: 16.06.2025

NOTIFICATION

Sub: Starting of B.Des. (Fashion Design) - reg .:-

Ref: 1. Resolution of the Academic Council at its 63rd meeting held on 13.05.2025 vide agenda – 16.

2. Resolution of the Executive Council at its 8th meeting held on 10.06.2025 vide agenda - 3

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Pursuant to the resolutions cited in the above references, Yenepoya (Deemed to be University) hereby notifies the starting of B.Des. (Fashion Design) under the Faculty of Arts and Social Sciences from the academic year 2025-2026 with an intake of 30 seats per year.

REGISTRAR
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To:

PA to Vice Chancellor
Dean of Academics, Yenepoya (Deemed to be University)
Controller of Examinations
Dean, Faculty of Arts and Social Sciences
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1. Preamble

Higher education in India is undergoing a significant transformation with the implementation of the National Education Policy (NEP) 2020, emphasizing competency-based, skill-oriented and multidisciplinary education grounded in human values, ethics, social justice and sustainability. In alignment with this vision, the Bachelor of Design (B.Des.) in Fashion Design is structured in accordance with the Choice Based Credit System (CBCS), Learning Outcome-Based Curriculum Framework (LOCF) and applicable AICTE (AECTC) norms, ensuring academic rigor, industry relevance and holistic learner development.

The B.Des. Fashion Design programme is designed to nurture creative professionals capable of critical thinking, innovation and problem-solving in a rapidly evolving global fashion ecosystem. The curriculum integrates design thinking, technical proficiency, digital literacy and sustainable practices, enabling students to develop a strong foundation in materials, textiles, garment construction, fashion illustration, surface design, fashion technology, merchandising and contemporary design processes. Emphasis is placed on experiential learning through studio practice, workshops, internships, live projects and industry exposure.

Rooted in a multidisciplinary and learner-centric approach, the programme incorporates Core Courses, Discipline-Specific Courses, Multidisciplinary Courses, Ability and Skill Enhancement Courses, Value-Added Courses and Research Components, fostering intellectual curiosity, teamwork, leadership readiness and entrepreneurial mindset. Assessment strategies are aligned with learning outcomes to evaluate cognitive, technical, creative and professional competencies.

The programme also instills ethical responsibility, social awareness and sustainable design thinking, preparing students to respond to contemporary challenges such as environmental impact, responsible production and inclusive design. Graduates of the B.Des. Fashion Design programme emerge as skilled design professionals, innovators and responsible global citizens, equipped to adapt, lead and contribute meaningfully to the fashion, apparel and lifestyle industries, as well as to pursue higher studies and research.

2. Definitions

Semester / Credits

The Bachelor of Design (B.Des.) in Fashion Design shall be offered as a full-time four-year undergraduate programme spread across eight semesters. Each academic year shall consist of two semesters**,** and each semester shall comprise a minimum of 90 working days**,** excluding admission and examination periods.

A summer term of four weeks may be utilized for internships, industry training, fieldwork, design projects, skill enhancement modules or studio-based intensive courses, subject to institutional regulations and availability of faculty. Summer terms may also be used for completion of mandatory internships or academic requirements as prescribed by the curriculum.

The programme shall not offer multiple entry or exit options.

Major Discipline

Fashion Design shall be the major discipline**,** and the degree shall be awarded in Fashion Design. Students shall be required to secure the prescribed number of credits through core courses in Fashion Design, including design studios, textiles, garment construction, pattern making, fashion illustration, surface design, fashion technology, sustainability, professional practice and capstone projects.

Students must secure approximately 50% of the total programme credits through Fashion Design core courses to demonstrate disciplinary depth and professional competence.

Interdisciplinary Design Programmes

In interdisciplinary design programmes, the credits for core courses shall be appropriately distributed among the constituent disciplines to ensure balanced competence across all areas. Such programmes integrate Fashion Design with allied domains such as textile science, garment manufacturing, design technology, digital tools and innovation practices.

For example, a programme in Fashion Technology shall include core courses from Fashion Design, Textile Science, Apparel Manufacturing and Technology. Upon completion, the degree shall be awarded as B.Des Fashion Technology, as applicable.

Multidisciplinary UG Programs: In the case of students pursuing a multidisciplinary program of study, the credits to core courses will be distributed among the broad disciplines such as Life sciences, Physical Sciences, Mathematical and Computer Sciences, Data Analysis, Social Sciences, Humanities, etc.,

Credit hours for different types of courses

The workload relating to a course is measured in terms of credit hours. A credit is a unit by which the coursework is measured. It determines the number of hours of instruction required per week over the duration of a semester (minimum 15 weeks).

Each course may have only a lecture component or a lecture and tutorial component or a lecture and practicum component or a lecture, tutorial, and practicum component, or only practicum component. For example, a three-credit lecture course in a semester means three one-hour lectures per week with each one-hour lecture counted as one credit. In a semester of 15 weeks duration, a three-credit lecture course is equivalent to 45 hours of teaching.

One credit for tutorial work means one hour of engagement per week. In a semester of 15 weeks duration, a one-credit tutorial in a course is equivalent to 15 hours of engagement.

A one-credit course in practicum or lab work, community engagement and services, and fieldwork in a semester means two-hour engagement per week. In a semester of 15 weeks duration, a one-credit practicum in a course is equivalent to 30 hours of engagement.

A one-credit of Seminar or Internship or Studio activities or Field practice/projects or Community engagement and service means two-hour engagements per week. Accordingly, in a semester of 15 weeks duration, one credit in these courses is equivalent to 30 hours of engagement.

A course can have a combination of lecture credits, tutorial credits, and practicum credits. For example, a 4–credit course with three credits assigned for lectures and one credit for practicum shall have three 1-hour lectures per week and one 2-hour duration field-based learning/project or lab work, or workshop activities per week. In a semester of 15 weeks duration, a 4-credit course is equivalent to 45 hours of lectures and 30 hours of practicum. Similarly, a 4 –credit course with 3- credits assigned for lectures and one credit for tutorial shall have three 1-hour lectures per week and one 1-hour tutorial per week. In a semester of 15 weeks duration, a four-credit course is equivalent to 45 hours of lectures and 15 hours of tutorials.

Experiential learning credit is equal to 3-hour duration per week. For example, 1 credit for experiential learning will mean 45 hours of learning. The following types of courses/activities constitute the programs of study. Each of them will require a specific number of hours of teaching/guidance and laboratory/studio/workshop activities, field-based learning/projects, internships, and community engagement and service

Lecture courses: Courses involving lectures relating to a field or discipline by an expert or qualified personnel in a field of learning, work/vocation, or professional practice.

Tutorial courses: Courses involving problem-solving and discussions relating to a field or discipline under the guidance of qualified personnel in a field of learning, work/vocation, or professional practice.

Practicum or Laboratory work: A course requiring students to participate in a project or practical or lab activity that applies previously learned/studied principles/theory related to the chosen field of learning, work/vocation, or professional practice under the supervision of an expert or qualified individual in the field of learning, work/vocation or professional practice.

Seminar: A course requiring students to participate in structured discussion/conversation or debate focused on assigned tasks/readings, current or historical events, or shared experiences guided or led by an expert or qualified personnel in a field of learning, work/vocation, or professional practice.

Internship: A course requiring students to participate in a professional activity or work experience, or cooperative education activity with an entity external to the education institution, normally under the supervision of an expert of the given external entity. A key aspect of the internship is induction into actual work situations. Internships involve

working with local industry, government or private organizations, business organizations, artists, crafts persons, and similar entities to provide opportunities for students to actively engage in on-site experiential learning.

Studio activities: Studio activities involve the engagement of students in creative or artistic activities. Every student is engaged in performing a creative activity to obtain a specific outcome. Studio-based activities involve visual- or aesthetic focused experiential work.

Field practice/projects: Courses requiring students to participate in field-based learning/projects generally under the supervision of an expert of the given external entity.

Community engagement and service: Courses requiring students to participate in field-based learning/projects generally under the supervision of an expert of the given external entity. The curricular component of 'community engagement and service' will involve activities that would expose students to the socio-economic issues in society so that the theoretical learnings can be supplemented by actual life experiences to generate solutions to real-life problems.

Experiential learning activities: Field project work / Day out learning activities etc are considered as experiential activities.

Number of Credits by Type of Course

The hallmark of the new curriculum framework is the flexibility for the students to learn courses of their choice across various branches of undergraduate programs. This is done by prescribing details are in Table 2 (Section 4).

Major and Minor Courses:

All discipline-specific courses (major or minor) may be 4 credits or as appropriate. An additional one to two credits may be allotted for tutorials or practical.

Other Courses: All courses under the Multi-disciplinary, Ability Enhancement (language), and Skill Enhancement categories may be of 3-credits or as appropriate;

Common Value-Added Courses: Courses under Value Added, Summer Internship/ Apprenticeship/ Community outreach activities, etc., for all majors, may be of 2-credits or as appropriate;

Final year Research project / Dissertation etc., may be of 12 credits. Tables 2 and 3 in the following sections provide the minimum credit requirements under each category and the distribution of course levels across 6/8 semesters.

3. Eligibility for Admission

Senior Secondary School Leaving Certificate or Higher Secondary (12th Grade) Certificate obtained after successful completion of Grade 12 or equivalent stage of education corresponding to Level-4.

Selection Process:

Application forms will be available in the official website of Yenepoya (Deemed to be University) (www.yenepoya.edu.in) and the college office. A merit list of the selected

candidates will be prepared based on the 12th class marks /PUC marks. Reservation of seats will be followed as per the norms.

4. Duration of the Programme

i. The duration of the UG program is 4 years or 8 semesters. Students who desire to undergo a 3-year UG Program will be allowed to exit after completion of the 3rd year. Suppose a student wants to leave after the completion of the first or second year. In that case, the student will be given a UG Certificate or UG Diploma, respectively, provided they secure the prescribed number of credits (as given in table 3). Students who exit with a UG certificate or UG diploma are permitted to re-enter within three years and complete the degree program.

ii. Students may be permitted to take a break from the study during the period of study but the total duration for completing the program shall not exceed 7 years.

Total Intake of Students: student intake will be as per the University regulations.

Medium of Instruction: The medium of instruction and examination shall be English.

5. Maximum period for completion of the program

A candidate shall complete the program within 7 years for the award of Bachelor's Degree and 8 years for the award of an Honours Degree from the date of admission, failing which re-registration shall be mandatory.

6. Aim of the Programme

The aim of this programme is

- To nurture students' creative thinking and problem-solving abilities, enabling them to develop innovative and sustainable fashion solutions across diverse markets and consumer needs.
- To provide students with hands-on experience in industry-relevant tools and techniques, ensuring proficiency in pattern-making, draping, digital fashion technologies and material exploration.
- To equip students with the knowledge, skills and professional mindset necessary for successful careers in fashion design, ensuring they are adaptable, ethical and capable of leading projects in a dynamic, global fashion industry.

7. Objectives of the Programme

The B.Des. Fashion Design program offers a comprehensive and interdisciplinary approach, equipping students with the skills to excel in apparel design, fashion technology and brand development. With a strong foundation in design thinking, material exploration, digital fashion tools and sustainable practices, graduates can pursue careers in fashion design, creative direction, styling, merchandising, trend forecasting and fashion entrepreneurship. The program also encourages independent ventures and prepares students for advanced studies in design and related fields. By integrating industry-relevant tools and professional practices, the curriculum ensures adaptability in an ever-evolving global fashion landscape.

The objective of the programme is:

- To equip students with problem-solving methodologies to create user-centric and impactful design solutions.
- To develop proficiency in market-driven design strategies and fashion branding for a diverse audience.
- To enable students to explore and apply digital fashion tools, material innovations and emerging technologies in design and production.
- To instill responsibility towards inclusivity, cultural sensitivity and sustainability in fashion practices.
- To foster collaborative skills, integrating insights from textile studies, digital fashion, merchandising and entrepreneurship.
- To prepare students for industry roles, leadership positions and independent creative ventures in the global fashion ecosystem.

Programme Induction

The B.Des. Fashion Design programme is structured around a competency-based curriculum framework that blends creative exploration with industry-relevant skills. It fosters self-directed learning, encouraging students to embrace lifelong adaptability and innovation in response to the evolving nature of the fashion industry.

The programme focuses on delivering high-quality education and skill development, enabling students to cultivate a broad, deep and relevant understanding of fashion design. The curriculum framework follows a learner-centric model, allowing students to pace their learning while fostering conceptual depth, material exploration and critical engagement. It provides a common foundation in design theory, materials, tools and industry practices, ensuring a strong core understanding of fashion and its interdisciplinary connections.

After graduation, students can pursue careers in fashion design studios, apparel brands, luxury and sustainable fashion, fashion retail, textile innovation, costume design and fashion entrepreneurship. This programme ensures that students are well-equipped to excel in diverse fashion sectors and contribute meaningfully to the future of fashion design.

Need for the Programme

The B.Des. Fashion Design programme addresses the evolving needs of the fashion industry, equipping students with a blend of theoretical knowledge and practical skills to excel in fashion design, apparel development and trend forecasting. This programme is essential in preparing learners for the dynamic landscape of fashion design, material innovation, sustainable practices and brand development.

- Develops strong creative and technical skills to design functional and innovative fashion solutions across diverse markets.
- Enhances design thinking and problem-solving abilities, enabling students to address real-world challenges in apparel design, merchandising and consumer behavior.

- Equips students with technical proficiency in industry-standard tools for pattern-making, garment construction, digital fashion design and fashion visualization.
- Fosters adaptability and innovation, preparing students to navigate and contribute to the rapidly evolving fashion industry.
- Encourages interdisciplinary learning, integrating principles from textiles, marketing and sustainability to create holistic fashion solutions.
- Empowers learners with entrepreneurial and freelancing skills, enabling them to establish independent creative ventures or excel in corporate environments.
- Strengthens professional competencies through hands-on learning, portfolio development and collaborative projects that simulate real-world fashion challenges.

This programme bridges the gap between design education and industry demands, ensuring students graduate as skilled fashion professionals capable of shaping the future of fashion design and contributing meaningfully to the global fashion ecosystem.

Career Outcomes

The B.Des. Fashion Design curriculum framework emphasizes the practical application of fashion design principles, blending theoretical knowledge with hands-on experiences. The program is designed to provide students with substantial exposure to real-world projects, fieldwork and industry interactions, ensuring they are equipped with the necessary skills for dynamic careers in fashion design.

Graduates can pursue opportunities in industries such as apparel design, fashion merchandising, fashion marketing and sustainable fashion practices. Career paths include roles such as fashion designers, textile designers, fashion stylists, fashion buyers, trend forecasters, fashion entrepreneurs, costume designers and product developers.

The program also prepares students for positions in fashion houses, design studios, retail brands, textile companies, sustainable fashion initiatives, fashion consulting and fashion marketing agencies. With a strong foundation in creative, technical and strategic skills, B.Des. Fashion Design graduates are well-positioned to meet the demands of the ever-evolving fashion industry.

Programme USP

- Students will develop a comprehensive understanding of fashion design's role in society, business and technology, showcasing its transformative impact on the modern world.
- Learners will acquire essential skills in fashion design, pattern-making, garment construction, branding and sustainable fashion practices, preparing them for careers in the field of fashion.
- Students will engage in practical learning through internships, design studios, workshops and co-curricular activities, applying theoretical knowledge to solve real-world fashion challenges.

- The program will equip learners with the skills to work as fashion designers, textile designers, fashion stylists, fashion buyers, trend forecasters and fashion entrepreneurs, with a focus on innovative, sustainable and culturally relevant design solutions.
- Graduates will be prepared to take on leadership roles in fashion design teams, manage creative projects and work in cross-disciplinary teams in global and local fashion industries.
- Learners will gain proficiency in emerging technologies and digital fashion tools, ensuring they are ready for future advancements in the fashion industry.
- The program offers avenues for further education and research in fashion technology, sustainability in fashion, fashion management and related fields, fostering growth in both creative and technical dimensions.

Graduate Attributes

- **Creative Thinking and Problem-Solving:** Develop innovative fashion solutions using critical thinking, experimentation and conceptual exploration.
- **Visual Communication Expertise:** Demonstrate strong skills in traditional and digital fashion visualization, including illustration, CAD and rendering techniques.
- **Material and Technical Proficiency:** Gain expertise in materials, textiles, garment construction and finishing techniques to execute fashion concepts effectively.
- **Design Process and Development:** Develop concepts, experiment with forms and create innovative fashion products from ideation to execution.
- **Interdisciplinary Approach:** Integrate knowledge from multiple domains including technology and business to create holistic and future-ready design strategies.
- **Ethical and Sustainable Practices:** Apply sustainable design strategies, ethical sourcing and circular fashion principles to create socially responsible and environmentally conscious design solutions.
- **Teamwork and Leadership:** Demonstrate strong leadership, communication and teamwork skills to effectively collaborate within multidisciplinary creative environments.
- **Adaptability and Market Awareness:** Adapt to evolving design landscape, industry trends and apply professional strategies to meet market demands.
- **Research and Innovation:** Conduct academic and industry research to push the boundaries of fashion design and development.

Programme Educational Objectives (PEOs)

PEO No.	Programme Educational Outcome Description
PEO1	**Creative and Strategic Innovation:** Foster creative and strategic thinking in developing innovative fashion designs and solutions that align with industry needs.
PEO2	**Industry Leadership:** Lead design teams and contribute to the shaping of industry trends, demonstrating leadership in the fashion sector.
PEO3	**Technical and Digital Proficiency:** Demonstrate proficiency in utilizing advanced

	technical and digital tools to create and execute cutting-edge fashion designs.
PEO4	**Human-Centric and Ethical Design:** Incorporate human-centric and ethical principles into their design processes, ensuring inclusivity, sustainability and responsible fashion practices.
PEO5	**Industry Engagement and Societal Impact:** Engage with the fashion industry and society, addressing challenges and driving positive impact through their innovative designs.

Programme Outcomes (POs)

B.Des. Fashion Design programme aims to develop students' abilities to apply, analyze, evaluate and create using various concepts and skills.

PO No.	Programme Outcome Description
PO1	**Design Innovation and Problem-Solving:** Design innovative and sustainable fashion solutions by applying design processes to conceptualize and execute fashion designs that address industry trends and challenges.
PO2	**Technical Proficiency:** Demonstrate technical proficiency in garment construction, pattern-making, draping and the use of various design materials.
PO3	**Digital Literacy:** Apply knowledge of current and emerging technologies including industry-standard software and tools for fashion visualization and production.
PO4	**Design Proficiency:** Design original, functional and market-ready fashion collections by synthesizing fashion concepts, trends and materials.
PO5	**Ethical and Sustainable Practices:** Implement sustainable and ethical design practices, including responsible sourcing, circular fashion and eco-friendly production methods.
PO6	**Market Analysis:** Analyze fashion market trends and consumer behavior to create designs that align with market demands.
PO7	**Teamwork and Leadership:** Collaborate and lead design teams, effectively communicating ideas and managing projects within the fashion industry.
PO8	**Entrepreneurial Skill:** Employ entrepreneurial principles to identify market opportunities, develop business strategies and create fashion ventures.

8. Attendance

Students are required to maintain the prescribed minimum attendance to be eligible for assessments and examinations.

Minimum Attendance Requirement

A student shall be required to secure not less than 75% attendance in each course, inclusive of lectures, tutorials, studio/practical sessions, laboratory work, seminars, workshops, field visits, internships and other academic activities, to be eligible to appear for the Continuous Internal Assessment (CIA) and the Semester End Examination (SEE).

9. Course Structure

Bachelor of Design - Fashion Design

Semester 1 / Year 1

Semester 1										
S.No.	**Course Code**	**Course Type**	**Course Name**	**Hours Per Week**			**CIA**	**SEE**	**Total Marks**	**Credits**
				T	P	E				
1	NBDFD101	CC	Design Theory and Practice	2	2	0	50	50	100	3
2	NBDFD102	CC	Materials for Design	1	4	0	100	-	100	3
3	NBDFD103	CC	Visual Art Fundamentals	1	4	0	100	-	100	3
4	NBDFD104	CC	Digital Tools for Design I - Lab	0	4	3	100	-	100	3
5	NBDFD105	ME	ME Group 1	3	0	0	25	25	50	3
6	NBDFD106	VAC	VAC Group 1	2	0	0	100	-	100	2
7	NBDFD107	AEC	AEC Group 1	4	0	0	50	50	100	4
Total									**650**	**21**

Note:

*Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Multi-Interdisciplinary Elective Course from the available options in the ME Group 1.

**Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Ability Enhancement Course from the available options in the AEC list provided under each semester.

***Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

Bachelor of Design - Fashion Design

Semester 2 / Year 1

Semester 2										
S. No	**Course Code**	**Course Type**	**Course Name**	**Hours Per Week**			**CIA**	**SEE**	**Total Marks**	**Credits**
				T	**P**	**E**				
1	NBDFD201	CC	Design Studio I	1	2	3	100	-	100	3
2	NBDFD202	CC	Materials for Fashion	2	2	0	50	50	100	3
3	NBDFD203	CC	Research and Design Development I	2	4	0	100	-	100	4
4	NBDFD204	CC	Fashion and Society	2	0	0	50	50	100	2
5	NBDFD205	ME	ME Group 2	3	0	0	25	25	50	3
6	NBDFD206	VAC	VAC Group 2	2	0	0	50	50	100	2
7	NBDFD207	AEC	AEC Group 2	4	0	0	50	50	100	4
Total									**650**	**21**

Note:

*Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Multi-Interdisciplinary Elective Course from the available options in the ME Group 2.

**Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different facultyare obligated to select one Ability Enhancement Course from the available options in the AEC list provided under each semester.

***Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

Bachelor of Design - Fashion Design

Semester 3 / Year 2

Semester 3										
S.No.	**Course Code**	**Course Type**	**Course Name**	**Hours Per Week**			**CIA**	**SEE**	**Total Marks**	**Credits**
				T	**P**	**E**				
1	NBDFD301	CC	Design Studio II	1	2	3	100	-	100	3
2	NBDFD302	CC	Fashion Visualization Techniques - Lab	0	6	0	100	-	100	3
3	NBDFD303	DSC	Fashion Consumer and Market Insights	4	0	0	50	50	100	4
4	NBDFD304	DSC	Creative Surface Exploration for Fashion	2	4	0	100	-	100	4
5	NBDFD305	ME	ME Group 3	3	0	0	25	25	50	3
6	NBDFD306	VAC	VAC Group 3	2	0	0	50	50	100	2
7	NBDFD307	SEC	SEC Group 1	3	0	0	100	-	100	3
Total									**650**	**22**

Note:

*Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Multi-Interdisciplinary Elective Course from the available options in the ME Group 2.

**Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Ability Enhancement Course from the available options in the AEC list provided under each semester.

***Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

Bachelor of Design - Fashion Design

Semester 4 / Year 2

Semester 4										
S.No.	**Course Code**	**Course Type**	**Course Name**	**Hours Per Week**			**CIA**	**SEE**	**Total Marks**	**Credits**
				T	**P**	**E**				
1	NBDFD401	CC	Design Studio III	1	2	3	100	-	100	3
2	NBDFD402	CC	Fashion Systems and Industry Processes I	3	0	0	50	50	100	3
3	NBDFD403	CC	Research and Design Development II	1	6	0	100	-	100	4
4	NBDFD404	DSC	Fashion Styling	2	4	0	50	50	100	4
5	NBDFD405	DSC	Digital Fashion Techniques	1	6	0	100	-	100	4
6	NBDFD406	SEC	SEC Group 2	3	0	0	100	-	100	3
Total									**600**	**21**

Note:

*Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

Bachelor of Design - Fashion Design

Semester 5 / Year 3

Semester 5										
S.No.	Course Code	Course Type	Course Name	Hours Per Week			CIA	SEE	Total Marks	Credits
				T	P	E				
1	NBDFD501	CC	Design Studio IV	1	2	3	100	-	100	3
2	NBDFD502	CC	Fashion Systems and Industry Processes II	1	2	0	50	50	100	2
3	NBDFD503	CC	Sustainability in Fashion Practices	2	4	0	100	-	100	4
4	NBDFD504	DSC	Fashion Photography	1	6	0	100	-	100	4
5	NBDFD505	DSC	Branding and Identity in Fashion	3	2	0	50	50	100	4
6	NBDFD506	SEC	SEC Group 3	3	0	0	100	-	100	3
Total									**600**	**20**

Note:

*Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

Semester 6 / Year 3

Semester 6										
S.No.	Course Code	Course Type	Course Name	Hours Per Week			CIA	SEE	Total Marks	Credits
				T	P	E				
1	NBDFD601	CC	Design Studio V	1	4	3	100	-	100	4
2	NBDFD602	CC	Design Thinking for Fashion	1	6	0	100	-	100	4
3	NBDFD603	CC	Design Portfolio	1	6	0	100	-	100	4
4	NBDFD604	DSC	Fashion Business and Entrepreneurship	3	2	0	50	50	100	4
5	NBDFD605	DSC	Fashion Law and Ethics	4	0	0	50	50	100	4
Total									**500**	**20**

Note:

*Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

Bachelor of Design - Fashion Design

Semester 7 / Year 4

Semester 7										
S.No.	**Course Code**	**Course Type**	**Course Name**	**Hours Per Week**			**CIA**	**SEE**	**Total Marks**	**Credits**
				T	**P**	**E**				
1	NBDFD701	TDE	Experiential and Interactive Design	1	4	3	100	-	100	4
2	NBDFD702	DSC	Fashion Venture Lab	1	6	0	100	-	100	4
3	NBDFD703	SEC	Internship	0	0	36	200	-	200	12
Total									**400**	**20**

Bachelor of Design - Fashion Design

Semester 8 / Year 4

Semester 8										
S.No.	**Course Code**	**Course Type**	**Course Name**	**Hours Per Week**			**CIA**	**SEE**	**Total Marks**	**Credits**
				T	**P**	**E**				
1	NBDFD801	Research	Dissertation	0	8	12	100	-	100	8
2	NBDFD802	Project	Capstone Project	0	12	18	200	-	200	12
Total									**300**	**20**

SYLLABUS

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Bachelor of Design- Fashion Design

Semester 1 / Year 1

Semester 1										
S.No.	Course Code	Course Type	Course Name	Hours Per Week			CIA	SEE	Total Marks	Credits
				T	P	E				
1	NBDFD101	CC	Design Theory and Practice	2	2	0	50	50	100	3
2	NBDFD102	CC	Materials for Design - Lab	1	4	0	100	-	100	3
3	NBDFD103	CC	Visual Art Fundamentals	1	4	0	100	-	100	3
4	NBDFD104	CC	Digital Tools for Design I - Lab	0	4	3	100	-	100	3
5	NBDFD105	ME	ME Group 1	3	0	0	25	25	50	3
6	NBDFD106	VAC	VAC Group 1	2	0	0	100	-	100	2
7	NBDFD107	AEC	AEC Group 1	4	0	0	50	50	100	4
Total									**650**	**21**

Note:

*Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Multi-Interdisciplinary Elective Course from the available options in the ME Group 1.

**Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Ability Enhancement Course from the available options in the AEC list provided under each semester.

***Multi-Interdisciplinary/Ability Enhancement Course/Value Added Course/Skill Enhancement Course are common among all UG programmes of Yenepoya Institute of Arts, Science, Commerce and Management.

Semester 1	NBDFD101 - Design Theory and Practice	
3 Credits	TPE: 2:2:0	Core Course - CC

Goals:

The objective of this course is to introduce students to fundamental design theories and practices, exploring essential elements and principles that form the foundation of design. The course emphasizes practical application, equipping students with the skills to apply design concepts to various projects. Through exposure to different design methods, students will develop critical thinking and problem-solving skills, making design decisions grounded in theory and practice.

Course Outcomes:

At the end of the course, students will be able to:

CO#	Course Outcomes
CO101.1	Understand the core design theories and their application in different design contexts
CO101.2	Apply design concepts from multiple design theories to create cohesive design solutions
CO101.3	Analyze design theories and interpret their relevance to contemporary design practice
CO101.4	Demonstrate proficiency in applying design methodologies through hands-on projects
CO101.5	Evaluate design solutions using theoretical frameworks to propose improvements

Course Content:

Unit 1: Introduction to Design Elements and Principles (8 Hours)

Basic Elements of Design, Principles of Design, Relationship between elements and principles in visual communication, Visual Hierarchy.

Unit 2: Key Design Theories and Principles (16 Hours)

Gestalt principles and its application to visual composition and design solutions, Functionalism, Semiotics in Design, The Golden Ratio, Theory of Visual Perception. Case studies showcasing the integration of these theories in real-world design projects.

Unit 3: Colour Theory and its Application (12 Hours)

Colour Theory - Primary, Secondary and Tertiary Colours, Colour Harmonies – Monochromatic, Achromatic, Complementary, Analogous, Triadic and Split-Complementary, Psychological impact of colour, Colour in real-world design projects.

Unit 4: Typography and Visual Communication (12 Hours)

Basic typography principles - Font Types, Typefaces and Typography Hierarchy, Legibility, Readability and Accessibility in design. The role of typography in visual communication. Practical exercises on font pairing and typographic hierarchy.

Unit 5: Form Building and Transformation (12 Hours)

Introduction to Form Building (2D shapes to 3D forms), Basic Forms and Geometric Shapes, Exploration of Volume and Space, Form Transformation Techniques - Sculpting, Folding, Extruding, etc., Hand-on Exercises and Real-World Applications - Case Studies.

Suggested Readings

- Lupton, E. (2014). Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students. Princeton Architectural Press.
- Arnheim, R. (2004). Art and Visual Perception: A Psychology of the Creative Eye. University of California Press.
- Birren, F. (2013). Color Theory: A Critical Review. Prentice Hall.
- Wong, W. (2014). Principles of Two-Dimensional Design. Wiley.
- Heller, S. (2007). Graphic Design Time Line: A Century of Design Milestones. Allworth Press.
- Ware, C. (2013). Information Visualization: Perception for Design. Morgan Kaufmann.
- Pope**,** A**.** (2011). Form and Design: Exploring the Process of Transformation in Design. Wiley.
- Benton, T., & Benton, J. (2012). The Elements of Form: A Guide to Visual Composition in Art and Design. Laurence King Publishing.
- Starkey, D. (2014). Design and the Shape of Things: Exploring Three-Dimensional Forms in Product Design. Springer.

Semester 1	NBDFD102 - Materials for Design	
3 Credits	TPE: 1:4:0	Core Course - CC

Goals:

The objective of this course is to the objective of this course is to provide students with a comprehensive understanding of various materials used in design practice. Students will explore the properties, characteristics and applications of different materials, focusing on their suitability for various design projects. The course aims to develop hands-on experience, enabling students to work with materials, understand their limitations and creatively apply them to their design processes.

Course Outcomes:

At the end of the course, students will be able to:

CO#	Course Outcomes
CO102.1	Identify and classify a wide range of materials used in design and their respective properties
CO102.2	Demonstrate proficiency in manipulating and experimenting with different materials for design projects
CO102.3	Analyze the physical, aesthetic and functional properties of materials and assess their suitability for specific design applications
CO102.4	Evaluate the sustainability and environmental impact of various materials used in design
CO102.5	Create innovative design solutions by selecting and applying appropriate materials based on project needs

Course Content:

Unit 1: Introduction to Design Materials (15 Hours)

Overview of materials used in design: Wood, Clay, Fabric, Plastic, Glass, Paper and others, Physical properties - Texture, weight, elasticity, durability, Aesthetic properties - Color, pattern, finish, Functionality and material selection criteria in design.

Unit 2: Natural Materials in Design (15 Hours)

Wood, Clay, leather, natural fibers, etc., Working with and treating natural materials, Case

studies of traditional and contemporary designs using natural materials, Ethical sourcing and sustainability considerations.

Unit 3: Synthetic Materials in Design (15 Hours)

Plastics, composites and engineered materials, Advantages and challenges of synthetic materials, Recycling and sustainability of synthetic materials, Hands-on experimentation with synthetic materials.

Unit 4: Fabric and Textile Materials (15 Hours)

Properties and characteristics of different fabrics and textiles, Applications in fashion, interior design and product design, Dyeing, printing and finishing techniques for textiles, Sustainability issues related to fabric use.

Unit 5: Material Testing, Experimentation and Application (15 Hours)

Basic testing methods: Stretching, compressing, folding and cutting, Prototyping with materials: Experimenting with combinations and manipulations, Hands-on projects where students apply materials to create small-scale design solutions, Presentation and critique of material-based projects.

Suggested Readings

- McKinley, P. (2014). Materials for Design. Thames & Hudson.
- Ashby, M. F., & Johnson, K. (2014). Materials and Design: The Art and Science of Material Selection in Product Design. Butterworth-Heinemann.
- Sorrell, S. (2008). Sustainable Materials: With Both Eyes Open. UIT Cambridge.
- Fleming, S. (2015). Textile Materials for Fashion and Interiors. Laurence King Publishing.

Semester 1	NBDFD103 - Visual Art Fundamentals	
3 Credits	TPE: 1:4:0	Core Course - CC

Goals:

The objective of this course is to provide students with a comprehensive introduction to visual art, focusing on essential techniques and artistic exploration. Through practical exercises in drawing, painting and mixed media, students will develop a foundation in visual composition, texture and artistic expression. The course aims to strengthen students' ability to create art while understanding the importance of style, media and concept in art-making.

Course Outcomes:

At the end of the course, students will be able to:

CO#	Course Outcomes
CO103.1	Demonstrate proficiency in drawing and painting techniques across various media and approaches
CO103.2	Analyze compositions by exploring spatial relationships, balance and focal points
CO103.3	Experiment with different traditional materials and mixed media to create diverse textures and artistic effects
CO103.4	Explore various artistic movements and styles, applying this knowledge to their artworks
CO103.5	Develop conceptual artworks that express themes, emotions, or ideas using visual metaphors and symbolism.

Course Content:

Unit 1: Introduction to Drawing Techniques (15 Hours)

Basics of drawing - Tools and materials, line, shape and form. Drawing from observation and imagination, gesture drawing and contour drawing. Introduction to shading, light and shadow.

Exercises - Still life drawing and basic figure drawing.

Unit 2: Artistic Media and Techniques (15 Hours)

Overview of different media in art (charcoal, pastels, ink, water colour, gouache, acrylics and mixed media). Techniques - Wet-on-wet, glazing, dry brushing and colour mixing.

Approaches for working with traditional materials, from sketching to full-color rendering.

Exercises - Painting a simple landscape and still life.

Unit 3: Exploring Texture and Surface (15 Hours)

Texture in visual art - physical and visual texture, Techniques for creating texture - paper, canvas, fabric and other unconventional surfaces.

Exercises - Experimentation with textured surfaces and mixed media compositions.

Unit 4: Composition and Spatial Relationships (15 Hours)

Introduction to composition, Framing and focal points, Balance and symmetry in composition, Creating depth and perspective, Negative and positive space.

Exercises - Composition Challenges and Perspective Exercises.

Unit 5: Artistic Styles and Conceptual Exploration (15 Hours)

Introduction to artistic styles: Key historical and contemporary movements (Realism, Abstract, Expressionism, etc.). Concept-driven art: Expressing ideas through art. Visual metaphors and symbolism: Incorporating deeper meaning into artwork. Experimentation with artistic approaches.

Suggested Readings

- Hocking, L. (2012). Drawing: A Complete Guide. Harper Collins.
- Gombrich, E. H**.** (2006). The Story of Art. Phaidon Press
- DeLoache, J. S. & Gottlieb, A. (2014). Art in Context: The Principles of Composition and Design. Oxford University Press.
- Ryan, P. (2018). Digital Art and Design: Fundamentals of Creating Art with Technology. Routledge.

Semester 1	NBDFD104 - Digital Tools for Design 1 - Lab	
3 Credits	TPE: 0:4:3	Core Course - CC

Goals:

This course aims to equip students with essential graphic design skills using Photoshop and Illustrator. It covers image editing, vector illustration, and design principles to create professional visuals. By developing branding elements and a strong portfolio, students enhance their creative and career prospects.

Course Outcomes:

At the end of the course, students will be able to:

CO#	Course Outcomes
CO104.1	Identify essential tools, menus, and features in Adobe Photoshop and Illustrator.
CO104.2	Use Photoshop for image editing, retouching, and digital enhancement, and Illustrator for vector graphics and logo creation.
CO104.3	Evaluate design choices based on balance, contrast, and visual hierarchy to improve visual communication.
CO104.4	Compare different design techniques and workflows to enhance creative outcomes.
CO104.5	Develop professional-quality branding materials, posters, and illustrations, building a portfolio that showcases their creative skills.

Course Content:

Unit 1: Getting Started with Photoshop & Illustrator (20 Hours)

Exploring the interface, tools, and workspace of both software helps in creating a strong foundation. Understanding layers, masks, and blending modes ensures smooth, non-destructive editing. Working with selection tools, brushes, and vectors opens up endless creative possibilities.

Unit 2: Image Editing & Retouching in Photoshop (22 Hours)

Transforming images through color correction, brightness adjustments, and effects brings them to life. Retouching tools like the healing brush and clone stamp refine details, while compositing techniques blend multiple elements into seamless designs.

Unit 3: Creating Vector Graphics & Illustrations in Illustrator (22 Hours)

Using shapes, the pen tool, and typography techniques helps in designing clean and scalable artwork. Custom icons, logos, and creative illustrations take form with gradients, patterns, and well-structured compositions.

Unit 4: Graphic Design & Layout Principles (21 Hours)

Balancing text, images, and colors enhances readability and impact. Applying contrast, hierarchy, and alignment ensures polished and engaging visuals, perfect for posters, branding, and social media content.

Unit 5: Branding, Logo Design & Portfolio Development (20 Hours)

Crafting a strong brand identity starts with a well-designed logo. Creating branding elements like business cards, mockups, and social media templates ensures consistency. Organizing a portfolio with finished projects highlights technical skills and creativity, making it an essential tool for career opportunities. Presenting work effectively and refining designs based on feedback help in professional growth.

Suggested Readings

- Fraser, Tom, (2004). Complete Guide to color. Ilex Publisher. USA
- Veronique Vienne, (2012). 100 Ideas That Changed Graphic Design, Laurence King, USA
- Ellen Lupton, Jennifer Cole Phillips, (2015), The New Basics, 2 edition,Princeton Architectural Press, USA
- Ron van der Vlugt, (2012), Logo Life: Life Histories of 100 Famous Logos. BIS Publishers, Netherland
- Viction Workshop, (2016), Brand life: Cafes and Coffee Shops. Victionary, Hong Kong.

Bachelor of Design - Fashion Design

Semester 2 / Year 1

Semester 2										
S.No.	**Course Code**	**Course Type**	**Course Name**	**Hours Per Week**			**CIA**	**SEE**	**Total Marks**	**Credits**
				T	**P**	**E**				
1	NBDFD201	CC	Design Studio I	1	2	3	100	-	100	3
2	NBDFD202	CC	Materials for Fashion	2	2	0	50	50	100	3
3	NBDFD203	CC	Research and Design Development I	2	4	0	100	-	100	4
4	NBDFD204	CC	Fashion and Society	2	0	0	50	50	100	2
5	NBDFD205	ME	ME Group 2	3	0	0	25	25	50	3
6	NBDFD206	VAC	VAC Group 2	2	0	0	50	50	100	2
7	NBDFD207	AEC	AEC Group 2	4	0	0	50	50	100	4
Total									**650**	**21**

Note:

*Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different faculty are obligated to select one Multi-Interdisciplinary Elective Course from the available options in the ME Group 2.

**Students enrolled in the programme offered by the Yenepoya Institute of Arts, Science, Commerce and Management under different facultyare obligated to select one Ability Enhancement Course from the available options in the AEC list provided under each semester.

Semester 2	NBDFD201 - Design Studio I	
3 Credits	TPE: 1:2:3	Core Course - CC

Goals:

The objective of this course is to introduce students to the draping techniques essential in fashion design. Students will learn the basic principles of garment construction, focusing on traditional patterns across various categories, including women's wear, kids' wear and men's wear. This course aims to develop the practical skills necessary for interpreting design concepts into wearable fashion, applying both creative and technical approaches to pattern manipulation.

Course Outcomes:

At the end of the course, students will be able to:

CO#	Course Outcomes
CO201.1	Outline the fundamental draping principles and the core techniques of basic hand and machine sewing.
CO201.2	Utilize learned sewing and draping techniques to construct practical garment elements and manipulate fabric to achieve desired silhouettes.
CO201.3	Analyze the relationship between fabric manipulation, garment construction and the resulting shape and form.
CO201.4	Assess the effectiveness of chosen design and construction methods in achieving specific design outcomes.
CO201.5	Construct original garment details and simple components, incorporating learned draping and sewing skills.

Course Content:

Unit 1: Introduction to Draping and Basic Hand Stitches (18 Hours)

Draping - Principles, history and applications. Dress form - Anatomy, markings and usage. Fabric manipulation: Handling, grain lines and bias. Pinning techniques, Hand stitches -

Running stitch, Basic construction and gathering. Backstitch - Strengthening seams, Hemming stitch - Invisible finishes, securing hems. Slip stitch - Invisible joining, delicate fabrics. Fabric terminology - Key terms related to weave, weight and handling.

Unit 2: Fundamental Draping Techniques (18 Hours)

Bodice draping - Creating basic shapes, contouring; Skirt draping - Straight, flared and circular shapes; Grain lines - Understanding their impact on drape and fit. Dart placements - Shaping fabric, creating contour. Gathering- Creating fullness, decorative effects. Pleating - Creating structured shapes; Simple garment silhouettes: A-line, straight and flared designs.

Unit 3: Shaping Techniques (18 Hours)

Darts: Straight darts, Curved darts, bust shaping. Double-ended darts- Shaping multiple areas, contouring; Tucks- Pin tucks, spaced tucks- creating texture, adding structure, corded tucks, etc; Pleats- Knife pleats, Box pleats, Accordion pleats, etc.

Unit 4: Basic Sewing Techniques (18 Hours)

Sewing machine operation- Threading, tension, maintenance; Machine stitches- Straight stitch, zigzag stitch, reverse stitch; Seam finishes, Seam types- Plain seam, French seam - Enclosed seams, Flat-felled seam, Lapped seam, piped seam. Seam techniques for durability, performance and aesthetic impact.

Unit 5: Decorative Techniques (18 Hours)

Frill principles- Creating gathered edges, Ruffle principles- Creating layered edges, Ruffle types- Gathered ruffles and Circular ruffles, Pleated ruffles; Frill types: Bias frills: Creating flowing edges, using fabric's drape. Straight frills: Simple edges, basic construction. Garment element construction- Application of learned techniques to create a detailed component.

Suggested Readings

- Gray, R. (2011). Draping for Fashion Design. Pearson Prentice Hall.
- Thompson, J. S. (2016). The Art of Fashion Draping. Fairchild Books.
- Armstrong, H. J. (2017). Patternmaking for Fashion Design. Pearson Education.
- Lutz, H., & Kallal, M. (2008). Designing Apparel for Women: A Practical Guide to Patternmaking and Construction. Fairchild Publications.
- Miller, M. S. (2017). Sewing for Fashion Designers. Laurence King Publishing.

Semester 2	NBDFD202 - Materials for Fashion	
3 Credits	TPE: 2:2:0	Core Course - CC

Goals:

The objective of this course is to provide students with a comprehensive understanding of the complete process from fiber to fabric. It explores the various types of fibers, their inherent properties and the transformation process into textiles through techniques such as spinning, weaving and knitting. Students will gain critical knowledge of fabric characteristics, performance factors and their implications for fashion design.

Course Outcomes:

At the end of the course, students will be able to:

CO#	Course Outcomes
CO202.1	Identify various types of fibers, including natural, synthetic and regenerated fibers.
CO202.2	Explain the process of transforming fibers into fabric through various textile techniques (spinning, weaving, knitting, etc.)
CO202.3	Analyze the physical and chemical properties of fabrics and their impact on garment design.
CO202.4	Apply knowledge of fiber and fabric properties in the selection of materials for fashion designs.
CO202.5	Evaluate the environmental and sustainability aspects of different fibers and fabrics.

Course Content:

Unit 1: Introduction to Textile Fibres (12 Hours)

Classification of Textile Fibers - Natural and Manufactured; Natural Plant Fibers - Cotton, Linen, Hemp, Banana and other plant-based fibers; Natural Animal Fibers - Wool, Silk and other animal-based fibers; Manufactured Fibers - Regenerated and Synthetic; Fiber Properties - Length, Strength, Elasticity, Absorbency and Other Characteristics. Fiber Identification

Techniques - Visual Inspection, Burn Tests, Microscopic Examination.

Unit 2: Yarn Construction and Fabric Production (12 Hours)

Yarn Spinning - Principle and Different Spinning Methods; Types of Yarns - Filament, Staple, Single and Plied Yarns; Fabric Formation Methods and Their Principles - Weaving, Knitting and Non-Woven Fabrics. Basic Fabric Structures - Woven (Plain, Twill, Satin and Other Variations), Knitted (Warp and Weft Knitting and Their Applications); Fabric weight, drape and texture based on yarn and weave

Unit 3: Textile Finishes (12 Hours)

Types of Finishes - Mechanical, Chemical and Digital Finishes; Finishes for Performance - Water-resistance, Wrinkle-free, Flame-retardant; Coloration Techniques - Dyeing, Printing and their Environmental Impacts; Functional Finishes for Fashion - Stretch, Antibacterial and moisture-wicking properties; Understanding the Impact of Finishes on Fabric Aesthetics and Durability.

Unit 4: Fabric Properties and Performance (12 Hours)

Mechanical Properties - Strength, Abrasion Resistance, Elasticity and Durability; Thermal Properties - Heat Resistance, Insulation and Moisture Management; Physical Properties - Feel, Appearance and Hand (Softness, Stiffness); Fabric Behavior In Fashion Design - Shrinkage, Pilling, Fading; Sustainable and Eco-Friendly Fabrics and Their Performance In Fashion Design.

Unit 5: Fabrics for Fashion Design (12 Hours)

Common Fabrics Used In Fashion Design - Cotton, Wool, Silk, Polyester, Nylon and Others; Understanding Fabric Characteristics - Breathability, Stretch, Comfort and Fit; Fabric Selection For Different Garment Types (Dresses, Trousers, Outerwear); Innovation In Fabrics - Smart Textiles, Sustainable Fabrics and Technical Fabrics; Fabric Care and Maintenance: Washing, Drying and Storage.

Suggested Readings

- Jenkins, J. (2008). Fabric for Fashion: The Complete Guide. Laurence King Publishing.
- Corbman, B. P. (2018). Textiles: Fiber to Fabric. McGraw-Hill Education.
- Kollmann, F. (2017). Principles of Textile Testing: An Introduction to Physical Methods of Testing Fibres and Yarns.
- Ghosh, A. (2019). Fabric and Textile Science. Springer.
- Shen, L., et al. (2020). Sustainable Fashion and Textiles: Design Journeys. Routledge.

Semester 2	NBDFD203 - Research and Design Development I	
3 Credits	TPE: 1:4:0	Core Course - CC

Goals:

The objective of this course is to introduce students to fundamental research methodologies and their application in the design process. It focuses on cultivating skills for sourcing inspiration, generating ideas and documenting research findings. The course emphasizes the development of initial design concepts, preparing students for more advanced research and design development in later semesters. Students will learn how to effectively communicate their research outcomes and concept ideas through presentations and visual documentation.

Course Outcomes:

At the end of the course, students will be able to:

CO#	Course Outcomes
CO203.1	Understand fundamental research methodologies in the design process.
CO203.2	Apply various techniques for inspiration sourcing and idea generation.
CO203.3	Analyze and document research findings using appropriate tools and formats.
CO203.4	Communicate fashion design concepts through visual and verbal presentations.
CO203.5	Develop initial design concepts based on research insights.

Course Contents:

Unit 1: Research Methodologies in Fashion (15 Hours)

Overview of qualitative and quantitative research methods; Literature review: Understanding and synthesizing relevant information; Observation and interviews as primary research tools; Case studies and trend analysis in design; Ethical considerations in design research.

Unit 2: Inspiration Sourcing and Idea Generation (15 Hours)

Techniques for finding inspiration: Visual research, environmental scanning and trend forecasting; Mind-mapping, mood boards and idea boards for idea generation; Conceptual thinking: From inspiration to ideation; Brainstorming and collaborative idea generation

methods; Exploring themes and concepts for design projects.

Unit 3: Documentation and Presentation of Research (15 Hours)

Documenting research findings: Organizing data, images and insights; Presenting research findings through sketches, reports and digital presentations; Design journals and research logs for documenting the creative process; Visual storytelling: Communicating design ideas effectively; Techniques for writing research papers and reports in design.

Unit 4: Concept Development (15 Hours)

Translating research into initial design concepts; Sketching and visual representation of concepts; Evaluating and refining concepts based on research insights; Prototyping: Rapid prototyping methods for concept testing; Basic materials and techniques for concept development.

Unit 5: Critical Analysis and Feedback (15 Hours)

Critiquing and analyzing design concepts: Self-reflection and peer feedback; Understanding and applying design critiques for improvement; Refining concepts based on constructive criticism; Preparing for further design development in subsequent semesters; Final presentations of research and design concepts.

Suggested Readings

- Gail, D. (2007). The Handbook of Research Methods in Design. Oxford University Press.
- Kimbell, L. (2011). Rethinking Design Thinking: Part I. Design and Culture Journal.
- Jones, H. (2014). Design Methods: Seeds of Human Futures. John Wiley & Sons
- Tharp, T., & Tharp, M. (2015). The Creative Habit: Learn It and Use It for Life. Simon & Schuster.
- Rothman, S. (2020).*The Fashion Designer's Sketchbook: Inspiration, Design Development and Presentation.* Bloomsbury Visual Arts.
- Faerm, S. (2010).*Fashion Design Course: Principles, Practice, and Techniques: A Practical Guide for Aspiring Fashion Designers.* Barron's Educational Series.
- Kawamura, Y. (2011).*Doing Research in Fashion and Dress: An Introduction to Qualitative Methods. Berg* Publishers.

Semester 2	NBDFD204 - Fashion and Society	
2 Credits	TPE: 2:0:0	Core Course - CC

Goals:

The objective of this course is to explore how fashion has played a significant role in shaping and reflecting societal transformations across different historical periods. It will delve into the influence of identity, tradition and cultural movements on fashion design and trends, helping students understand the dynamic interplay between society and fashion. Key fashion movements will be analyzed, with a focus on their societal impact, while also examining how cultural, political and economic factors have influenced the development of fashion over time.

Course Outcomes:

At the end of the course, students will be able to:

CO#	Course Outcomes
CO204.1	Describe significant historical fashion movements and their cultural contexts.
CO204.2	Understand the impact of societal shifts, traditions and identity on fashion design.
CO204.3	Analyze the relationship between fashion and key historical events and movements
CO204.4	Evaluate the influence of identity, culture and social movements on fashion across various eras
CO204.5	Apply insights from historical and cultural studies to contemporary fashion design

Course Content:

Unit 1: The Origins of Fashion (6 Hours)

Early fashion: Ancient civilizations and their dress codes; The role of fashion in early societies and its connection to status and class; Evolution of garments through different ancient cultures - Egypt, Greece, Rome and various others.

Unit 2: Fashion in the Middle Ages and Renaissance (6 Hours)

Fashion during the feudal system and its symbolic meanings; The rise of fashion in the Renaissance and its connection to art, culture and wealth; Influence of the Renaissance on modern design aesthetics.

Unit 3: The Industrial Revolution and Fashion (6 Hours)

The impact of industrialization on clothing production and access to fashion; The role of fashion in shaping new societal classes and identities; The beginning of mass production and ready-to-wear garments.

Unit 4: 20th Century Fashion Movements (8 Hours)

Fashion during World War I & II and its influence on gender and functionality; The rise of haute couture and prêt-à-porter in Paris and the global influence; The role of fashion in the social movements of the 1960s and 1970s (e.g., youth culture, feminism).

Unit 5: Fashion and Identity in Contemporary Society (4 Hours)

Fashion's role in identity formation in modern society (e.g., gender, ethnicity, class); Globalization and its effect on fashion trends and cultural exchange; The influence of technology, social media and celebrity culture on contemporary fashion.

Suggested Readings

- Craik, J. (1994). The Face of Fashion: Cultural Studies in Fashion. Routledge.
- Evans, C., & Thornton, M. (2009). Fashion in Focus: Concepts, Practices and the Fashion Industry. Wiley-Blackwell.
- Craik, J. (1994). The Face of Fashion: Cultural Studies in Fashion. Routledge.
- DK Smithsonian Institution (New Edition). Fashion: The Definitive Visual Guide. DK Publishing.
- Edwards, L. (2018). How to Read a Dress: A Guide to Changing Fashion from the 16th to the 20th Century. Thames & Hudson.

10. Teaching–Learning Methods (Course-wise)

The B.Des Fashion Design programme adopts learner-centric, experiential and studio-based teaching–learning approaches to foster creativity, critical thinking, technical proficiency and professional readiness.

Teaching–Learning Methods include:

1.	Quiz	7.	Role Play	13.	Article Review
2.	Group Discussion	8.	Presentations	14.	Annotated Bibliography
3.	Problem Solving Activity	9.	Storytelling	15.	Design Thinking Workshop
4.	Case Study	10.	Puzzles	16.	Concept Development Exercise
5.	Open Book Examination	11.	Peer-to-Peer Assessment	17.	Ideation & Brainstorming Sessions
6.	Think–Pair–Share	12.	Technical Crossword	18.	Prototype Development

11. Scheme of Examination

Assessment Components

- **Continuous Internal Assessment (CIA)**
- **Semester End Examination (SEE)**

The examination pattern varies by course category; however, the broad structure is as follows:

Overall Examination Structure

Examination / Assessment	Theory Courses (Except MEC/SEC)	Practical Courses	MEC	SEC
Continuous Internal Assessment (CIA)	50 Marks	100 Marks	25 Marks	100 Marks
Semester End Examination (SEE)	50 Marks	–	25 Marks	–
Total	**100 Marks**	**100 Marks**	**50 Marks**	**100 Marks**

Parameters for CIA

Assessment Component	Theory (Except MEC/SEC)	Practical	MEC	SEC
Continuous & Comprehensive Assessment (CCA)	30 Marks	70 Marks	15 Marks	90 Marks
Internal Assessment Test (IAT)	20 Marks	30 Marks	10 Marks	10 Marks
Total	**50 Marks**	**100 Marks**	**25 Marks**	**100 Marks**

Continuous & Comprehensive Assessment (CCA)

- CCA carries **25% weight age** of the total marks.
- Faculty shall select **a minimum of four assessment methods** per course.
- Assessment is conducted using **model rubrics**, uniformly applied across programmes.
- Rubrics may be revised periodically to incorporate innovative pedagogy under NEP-2020.

Internal Assessment Test (IAT)

Structure

Internal Assessment for each course and details for each test are notified well in advance. IAT consists of the following:

Examination	Theory Courses (Except MEC/SEC) Marks	MEC
I Internal Test	10 Marks	5 Marks
II Internal Test	10 Marks	5 Marks
Total	**20 Marks**	**10 Marks**

The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester and marks of both IAT is to be scaled down to 20 marks. Standard format is enclosed below

Question Pattern – IAT

Theory Courses (Core / DSC / DSE)

Section	Description	Marks

A	Objective Questions (5 × 1)	5
B	Analytical / Case-based Questions (2 × 5)	10
C	Essay / Case-based Question (1 × 15)	15
Total		**30**

MEC / SEC

Section	Description	Marks
A	Objective Questions (5 × 1)	5
B	Analytical Questions (3 × 5)	15
Total		**20**

Question Pattern for the Internal Assessment Test for all Practical will be as below:

Section A	Internal test (comprehensive practical task / project / design-based work)	30 Marks
	Total	**30 Marks**

12. Eligibility to appear for University Examination

To be eligible to appear for the University Examination, a candidate must satisfy the minimum attendance requirements as prescribed in the regulations and secure at least 40% marks in Continuous Internal Assessment.

A candidate shall register for all the courses of a semester when he/she appears for the examination of that semester for the first time.

There shall be examinations at the end of each semester, ordinarily during November/December for odd semesters and during April/May for even semesters, as prescribed in the Scheme of Examinations.

13. Criteria for passing

No candidate shall be declared to have passed the Semester Examination (except in Co-curricular and extracurricular activities) unless he/she obtains not less than 40% marks in the Continuous Internal Assessment and Semester End Examination.

If a candidate fails in any course, he/she shall appear for that course in the supplementary examinations conducted within 45 days of regular semester end examination or subsequent

regular examinations within the maximum of 7 years from the date of registration for the prescribed course and programs.

14. Grading and Classification

The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a given semester. The SGPA is based on the grades of the current term, while the Cumulative GPA (CGPA) is based on the grades in all courses taken after joining the program of study.

The University may also mention marks obtained in each course and a weighted average of marks based on marks obtained in all the semesters taken together for the benefit of students.

Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

Audit courses are evaluated as **Pass (P) / Fail (F)** without credits.

Computation of SGPA and CGPA

The UGC recommends the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.

SGPA (Si) = ∑ (Ci × Gi) / ∑Ci

Where Ci is the number of credits of the ith course and Gi is the grade points scored by the student in the ith course.

Example for Computation of SGPA

Semester	Course	Credit	Letter Grade	Grade Point	Credit Point (Credit × Grade)

I	Course 1	3	A	8	3 × 8 = 24
I	Course 2	4	B+	7	4 × 7 = 28
I	Course 3	3	B	6	3 × 6 = 18
I	Course 4	3	O	10	3 × 10 = 30
I	Course 5	3	C	5	3 × 5 = 15
I	Course 6	4	B	6	4 × 6 = 24
		20			**139**
	SGPA				**139 / 20 = 6.95**

The Cumulative Grade Point Average (CGPA) is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a program, i.e.

CGPA = ∑(Ci × Si) / ∑Ci

where Si is the SGPA of the ith semester and Ci is the total number of credits in that semester.

Example for Computation of CGPA

Semester1	**Semester2**	**Semester 3**	**Semester4**	**Semester5**	**Semester6**
Credit:21 SGPA:6.9	Credit:22 SGPA:7.8	Credit:25 SGPA:5.6	Credit:26 SGPA:6.0	Credit:26 SGPA:6.3	Credit25 SGPA8.0

CGPA=**6.73**(21x6.9+22x7.8+25x5.6+26x6.0+26x6.3+25x8.0)/145

The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Transcript (Format): Based on the above recommendations on Letter grades, grade points and SGPA and CGPA, the University may issue the transcript for each semester and a consolidated transcript indicating the performance in all semesters.

Note: Students who have already enrolled and are pursuing UG program as per Choice Based Credit System (CBCS) are eligible to pursue 4-year undergraduate program.

15. Declaration of Class

As per grading norms mentioned under Point 14.

16. Annexures

1. Blueprint for Theory and Practical Examination

• Question Pattern for the Internal Assessment Test for all the core courses will be as below:

Section A	Objective Questions 5 Questions x 1mark each	5Marks
Section B	Analytical Questions/Illustrations/Case studies/Essay type 2 Questions x 5 marks each	10Marks
Section C	Analytical Questions/Illustrations/Case studies/Essay type 1 Question x 15 marks	15Marks
	Total	**30Marks**

• Question Pattern for the Internal Assessment Test for all the MEC/SEC will be as below:

Section A	Objective Questions 5 Questions x 1mark each	5Marks
Section B	Analytical Questions/Illustrations/Case studies/Essay type 3 Questions x 5 marks Each	15Marks
	Total	**20Marks**

• Question Pattern for the Internal Assessment Test for all Practical will be as below:

Section A	Comprehensive practical task- **conceptualize, plan, and execute** a design-based work demonstrating the **application**	30 Marks
	Total	**30 Marks**

Semester End Examination (SEE):

a. Question Pattern for the Semester End Examination for all Core Courses / DSC / DSE will be as below

Section A	Objective Questions 15 Questions x 1mark each	15Marks
Section B	Analytical Questions/Illustrations/Case studies/Essay type 3 Questions x 10 marks each	30Marks
Section C	Analytical Questions/Illustrations/Case studies/Essay type 2 Questions x 15 marks each	30Marks

	Total*	**75Marks**

* Semester End Examination for all Core Courses / DSC / DSE will be conducted out of 75 marks and pro-rated to 50 marks.

b. Question Pattern for the Semester End Examination for all MEC will be as below

Section A	Objective Questions 10 Questions x 1mark each each	10Marks
Section B	Analytical Questions/Illustrations/Case studies/Essay type 2 Questions x 15 marks each	15Marks
	Total**	**25Marks**

c. Question Pattern for the Semester End Examination for all Practical will be as below

1	Class participation	10 Marks
2	Project Work (RVJ)	10 Marks
3	Portfolio	20 marks
4	Formative Assessment (Continuous Internal Examination)	30 Marks
5	Jury Presentation / Summative Assessment	30 Marks
	Total***	**100 marks**

2. Question paper layout for theory examinations

Question paper template for Semester End Examination (SEE) of Core Courses / DSC / DSE

Semester:
Examination, Month/Year:
Paper:
Course Code:

Duration: 3 Hours Total Marks: 75

Section A

Answer the following Questions (MCQ's) (15 × 1 = 15)

1.
2.
3.

4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.

Section B

Answer any THREE of the Questions (3 × 10 = 30)

16.
17.
18.
19.
20.

Section C

Answer any TWO Questions (2 × 15 = 30)

21.
22.
23.
24.

Question paper template for Semester End Examination (SEE) of MEC Courses

Semester:
Examination, Month/Year:
Paper:
Course Code:

Duration: 1½ Hours Total Marks: 25

Section A

Answer the following Questions (MCQ's) (10 × 1 = 10)

1.

2.
3.
4.
5.
6.
7.
8.
9.
10.

Section B

Answer any three of the Questions (3 × 5 = 25)

11.
12.
13.
14.
15.

Question paper template for Semester End Examination Practical of Core Courses.

Semester:
Examination, Month/Year:
Paper:
Course Code:

Duration: 3 Hours Total Marks: 30

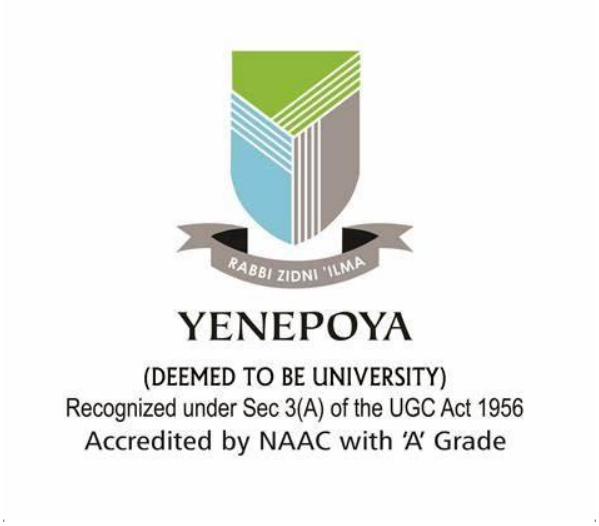
Section A

* ***Modifiable according to the requirement of the subject***

3. Logbook template

The Yenepoya Institute of Arts, Science, Commerce & Management

Yenepoya (Deemed To Be University)



B.DES FASHION DESIGN

INTERNSHIP LOG BOOK

Name of Student: _____

Name of Organization / Fashion House / Design Studio: _____

Internship Area (Design / Styling / Merchandising / Production / Textile / Research):

Internship Duration: _____

Internship Report / Logbook Submitted late – YES or NO

Work Dairy

Date: _____

Checkout Time: _____ Check in Time: _____

Name of the Department: _____

Work Performed / Learning Outcomes:

Signature of Company / Department Head: _____

Verified by: _____

17. VAC – AEC – SEC Courses

VAC (Value Added Courses)

Group	Course Code	Course Title
1	105	Human Rights and Gender Equity
2	206	Indian Constitution
3	306A–306E	Environmental Studies / NSS / YRC / Community Engagement /

		Yoga

AEC (Ability Enhancement Courses)

Group	Course Code	Course Title
1	106A–C	English / Hindi / Kannada
2	207A–C	English / Hindi / Kannada

SEC (Skill Enhancement Courses)

Group	Course Code	Course Title
1	307	Communication Skills
2	407	Leadership and Management Skills
3	507	Professional Development