

Faculty of Fashion and Design

15010105: DESIGN ESSENTIALS

SEMESTER	: I
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4
MAXIMUM MARKS	: 40+60=100

OBJECTIVES:

- To understand the Design concepts
- To understand how to combine the elements for design.
- To know about the principles of design.

COURSE DETAIL

UNIT-I

What is design, Types of Design – Structural and Decorative
Design basics, Fashion terminology
Importance of Design in the field of fashion

UNIT-II

The elements of design
Principles of Design
Colour theory:- Primary, secondary, tertiary. Explain its importance
Colour wheel, Tints and Shades of colour
Colour Schemes - Analogous, Complementary, Split complementary, Triad schemes.
Warm and Cool colours, Colour dimensions - Hue, value and chroma.

UNIT-III

Explore pencil as medium for drawing and sketching and exploration of different types of grade of pencils (HB to 8B pencils), marking straight lines, controlled lines, lines of equal length with equal pressure points, equidistant lines etc.

UNIT-IV

Explore different techniques of sketching, color medium for painting
Exploring and sketching 3D objects with light and shade effect.
Human features: Eyes, Nose, Lips, Ears, Hand & legs

UNIT-V

Motifs Development: Natural & Geometric
Swatch Rendering: prints, checks etc.

REFERENCE:

- Frings G. S., Fashion from Costumes to Consumer, 4th edition, Prentice Hall Career & Tech, 1982.
- Albert W. Porter, Elements of Design
- Manfred Maier, Basic Principles of Design (Vol. 14).
- Birren&Fabersuan, Principles of Color.

EVALUATION CRITERIA

Semester Sessional Exam	
▪ Attendance	– 10 Marks
▪ Assignments/ Presentation/ etc.	– 10 Marks
▪ Sessional Exam (Need to conduct 2 Sessional Exam and put the average marks.)	– 10+10=20 Marks
Total	– 40 Marks
Semester End Exam	
▪ End exam	– 60 Marks
Grand Total	– 100 Marks