

FACULTY OF FASHION AND DESIGN

DESIGN ESSENTIALS [DE]

SEMESTER	: III
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-1Hr. /Week	: 16
MAX. PRACTICAL-1Hr. / Week	: 16
DURATION	:12-16 Weeks/Semester
CREDITS	: 2
MAXIMAUM MARKS	: 20+30 =50

OBJECTIVES(Imparting Transferable and life Skills to Practice Fashion design understanding the essential concepts of Designs/color etc)

- 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, Design basics terminology
- The elements of design:-
Line – Vertical, Horizontal, Diagonal, Modular grid etc.
Form, Shape and Space - Form, Shape, Space (positive and negative), Shape within shape
Texture and light - Actual texture, Simulated texture

UNIT-II

- Colour theory:- Primary, secondary, tertiary, and 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

- Designing principles:-
Balance – horizontal, vertical, symmetry and asymmetry and radial balance. Emphasis - Isolation, contrast, placement, repetition and radiation.
Rhythm - Repetition, progression, alternation, grid, broken rhythm
Harmony, Scale, Proportion, Variety 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	– 5 Marks
▪ Assignments/ Presentation/ etc.	– 5 Marks
▪ Sessional Exam	– 5+5=10 Marks
(Need to conduct 2 Sessional Exam and put the average marks.)	
Total	– 20 Marks
Semester End Exam	
▪ End exam	– 30 Marks
Grand Total	– 50 Marks