Centurion University of Technology & Management, Odisha

Bachelor of Design (Fashion Design)

(Four Years Programme)

School of Design

2019

Programme Objectives

- The four-year program in Fashion Design aims to produce dynamic design professionals who can face the challenges of the ever-changing fashion industry. It will equip them with strong creative and technical skills related to the field of fashion, which empower them to adapt to an evolving fashion biosphere. The curriculum incorporates combination of experiential learning and hands-on training that enables integrated development.

- A holistic input on generic design with focused approach towards apparel production inculcates the ability to develop and channelize creativity. The curriculum hones design sensitization, which balances global fashion aesthetics with an Indian soul. It addresses the needs of the export market as well as both couture and pret-a-porter in India, expanding and categorizing apparel design into niche segment.

- A logical, sequential hands-on experience will enable students to conceptualize design, make patterns, drape and construct garments of impeccable quality. A multidisciplinary approach focuses upon self-learning and independent thinking that expands perceptual perspectives that relate classroom teachings with practical learning. Students will gain valuable insight into the broad spectrum that Indian fashion encompasses through internships at leading fashion houses/ manufacturing units to improve knowledge and overcome the practical challenges faced.

- The course will inculcate the traditional rural craftwork by working with indigenous rural artisans via the cluster development program in which the intern will work towards the objective of design interventions.

Eligibility Criteria

Eligibility: 10+2 from a recognised Board of Education

Selection Process

The selection processes is through central counseling on the basis of merit in qualifying CUEE (Creative Ability Test)

Award of degree

After successful completion of degree, student will be awarded with Bachelor of Design (Fashion Design) by Centurion University.

Duration - 4 Years

Credits per year - 45

Total Credits - 180

Domain Focus - Fashion Design and Apparel Production

Course Structure (Year 1)

Semester - I

Code	Course Title	Credits	Prerequisite
FCFT0101	Overview Of Fashion	2	Nil
FCFT0502	Elements Of Design - I	4	Nil
FCFT0503	Visualisation and Representation - I	3	Nil
FCFT0102	Foundation Course In English	2	Nil
FCFT0504	Applied Mathematics & Geometry - I	2	Nil
FCFT0401	Material Studies - I	3	Nil
FCFT0201	Computer Applications - I	2	Nil
FCFT0901	Field Studies - I	3	Nil
	Total Credits	**21**	

Semester -II

Code	Course Title	Credits	Prerequisite
FCFT0902	Elements Of Design - II	4	EOD - I
FCFT0402	Visualisation And Representation - Ii	3	VR - I
FCFT0103	Principles Of Management	2	Nil
FCFT0403	Material Studies - II	3	MS - I
FCFT0505	Applied Mathematics & Geometry - II	2	AMG - I
FCFT0202	Computer Applications - II	2	CA -I
FCFT0601	Integrated Term Project	4	Nil
FCFT0301	Industry Visit	4	Nil
	Total Credits	**24**	

Semester - III

Code	Course Title	Credits	Prerequisite
CCFT0101	Fashion Illustration - I	2	
CCFT0501	Research Methodology And Documentation	2	
CCFT0601	Pattern Making - I	3	
DEFT0503	Sewing Machinery & Equipment - I	2	
CCFT0501	Traditional Indian Textiles - I	3	
CCFT0502	Surface Ornamentation Techniques – I	3	
CCFT0201	Computer Aided Design - I	2	
CCFT0602	Garment Construction - I	3	
	Total Credits	**20**	

Semester - IV

Code	Subject name	Credits	Prerequisite
CCFT0301	Fashion Illustration - II	2	Fashion Illustration - I
CCFT0603	Pattern Making - II	3	Pattern Making - I
CCFT0401	Fashion Marketing & Merchandising	2	Nil
DEFT0601	Apparel Industrial Engineering	3	Sewing Machinery & Equipment - I
CCFT0503	Traditional Indian Textiles - II	2	Nil
CCFT0202	Computer Aided Design - II	2	Computer Aided Design - I
CCFT0604	Garment Construction – II	3	Garment Construction - I
CCFT0302	Fashion Draping - I	3	Nil

Code	Course Title	Credits	Prerequisite
CCFT0303	Cluster Development Project(Handloom Or Handicraft Clusters)	5	Nil
	Total Credits	**25**	

Semester-V

Code	Course Title	Credits	Prerequisite
CCFT0102	History Of Fashion	2	Nil
CCFT0605	Design Process	3	Nil
CCFT0606	Fashion Draping - II	3	Fashion Draping - I
CCFT0607	Sustainable Design	2	Nil
DEFT0201	MIS For Apparel Manufacturers	2	Nil
CCFT0608	Entrepreneurship & Business Development - I	3	Nil
SEFT0202	Computer Aided Design - III	2	Nil
CCFT0304	Garment Construction - III	3	Nil
	Total Credits	**20**	

Semester - VI

Code	Course Title	Credits	Prerequisite
CCFT0103	Intellectual Property Rights	2	Nil
DEFT0602	Industrial Safety	3	Nil
DEFT0603	Entrepreneurship & Business Development - II	4	Nil
CCFT0305	Fashion Draping - III	3	Fashion Draping - II

DEFT0604	Advanced Surface Ornamentation Techniques	3	Surface Ornamentation Techniques – I
DEFT0501	Wet Processing Techniques	3	Material Studies - II
DEFT0502	Garment Finishing And Packing	2	Nil
CCFT0306	Industry Internship	5	
	Total Credits	**25**	

Semester - VII

Code	Subject name	Credits	Prerequisite
CCFT0104	Professional Ethics And Responsibilities	3	
SEFT0203	Digital Imaging & Editing Techniques	3	Computer Aided Design -II
CCFT0901	Designer Portfolio Making	10	Nil
DEFT0403	Production Planning And Control	3	Nil
DEFT0401	Apparel Costing	3	Nil
DEFT0402	Quality Control	3	Nil
	Total Credits	**25**	

Semester - VIII

Code	Course Title	Credits	Prerequisite
CCFT0307	Graduation Project		**20**
	TOTAL		**20**

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Overview of Fashion	FCFT0101	Theory	2-0-0	Nil

Course Objectives:

- To understand the role of a fashion designer in the global apparel industry.
- To understand the principles, components and various other factors affecting the fashion and apparel production industry.

Course Learning Outcome:

- Students completing this course will be able to define the role played by a designer in the fashion and apparel production industry. They will be able to explain the factors affecting fashion, fashion cycles and components of fashion.

Module I
Role played by a designer in the fashion and apparel production industry. Fashion Designer, Fabric Designer, Production Manager, Merchandiser, Costume Designer, Fashion Stylist, Industrial Engineer(Apparel), Fashion Forecaster, Visual Merchandiser. Indian Designers, Global Designers, Fashion Leaders, Fashion Followers.

Module II
Principles of Fashion, Evolution of Fashion, Trickle-up Theory, Trickle-down Theory, Fashion Cycles, Factors Affecting Fashion.

Module III
Components of Fashion (Silhouette, Detail, Colour, Texture, Fabric Type)

Module IV
Classification of clothing merchandise categories: Men's wear, Women's wear, Kids Wear Merchandise.

Module V
Classification of basic garment detailing and styling details – cuffs, collars, necklines, sleeves etc.

Reference Books:
- **The Language of Fashion Design** (Author - Laura Volpintesta)
  Publisher – Rockport Publishers
- **Fashion : From concept to consumer** (Author - Gini Stephens Frings)
  Publisher – Pearson Publishers

Elements of Design - I

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Elements of Design - I	FCFT0502	Theory +Project	2-0-2	Nil

Course Objectives:
- To understand the basic elements and principles of design.
- To understand the importance of colour in design.

Course Learning Outcome:
- Students completing this course will be able to define the elements and principles of design. They will be able to distinguish between primary, secondary and tertiary colours.

Module I
Understanding Design

Module II
Elements of Design [Line, Shape, Form, Colour, Value, Texture]

Module III
Principles of Design [Balance, Proportion, Rhythm, Emphasis, Harmony, Unity]

Module IV
Colours - Primary, Secondary and Tertiary Colours
Understanding Colour Wheel

Module V
Colour Dimension, Hue, Value, Intensity, Colour Schemes - Importance and Application, Colour Wheel

Reference Books:
1. **Interaction of Color** (Author - Josef Albers)
   Publisher – Yale University Press
2. **Color Theory**: An essential guide to color-from basic principles to practical applications (Foundation Course) (Author - Patti Mollica)
   Publisher – Walter Foster Publishing

Visualization and Representation - I

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Visualization and Representation - I	FCFT0503	Theory +Project	1-0-2	Nil

Course Objectives:

- To understand the commonly used methods of visual representation.

Course Learning Outcome:

- Students completing this course will be able to visualise and represent their ideas using pencil as a medium. They will be able to distinguish between 1, 2, 3 and multiple perspective drawing

Module I
Exploration of pencil as a medium for drawing and sketching

Module II
Exercise of tonal grading of pencils using HB to 6B pencils.

Module III
Basic wrist and hand movements in drawing using pencil as medium by doodling exercise

Module IV
Exploration of different types of grades of pencils, marking straight line, controlled lines, lines of equal length with equal pressure points, equidistant lines, curved lines etc.

Module V
Exploration and exercise of1, 2, 3 and multiple perspective drawing. Introduction to foreground, middle ground and background

.**Reference Books:**

1. **Drawing Landscape** (Author - ProsenjitSaha),
   Publisher – Unicorn Books Pvt Ltd
2. **Keys to Drawing** (Author - Bert Dodson)
   Publisher – North Light Books

Foundation Course in English

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Foundation Course in English	FCFT0102	Theory	2-0-0	Nil

Course Objectives:
- To develop their intellectual, personal and professional abilities.
- To acquire basic language skills (listening, speaking, reading and writing) in order to communicate with speakers of English language.

Course Learning Outcome:
- Students completing this course will be able to communicate effectively with speakers of English language.

Module I (Sentence)
Subject and Predicate

Type of Sentences: Simple, Compound, Complex, Assertive, Interrogative, Imperative, Exclamatory

Common Errors

Module II (Parts of Speech)
Noun and its different types, Verb, Adjective and its different types, Adverb, Conjunction, Interjection, Pronoun and its different types, Preposition

Module III(Tenses)
Simple, Progressive and Perfect Tenses in Present, Past and Future form

Module IV (Articles and Modals)
Usage of 'A', 'AN' and 'THE'
Usage of Will, Would, Shall, Should etc.
Developing Vocabulary
Words Commonly Misspelt
Word formation by prefix, suffix
Synonyms and antonyms

Reference Books:
1. **Longman Grammar of Spoken and Written English**
   Publisher – Pearson
2. **Oxford Practice Grammar Advanced** (Author - Yule)
   Publisher – Oxford University Press

Applied Mathematics and Geometry – I

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Applied Mathematics and Geometry - I	FCFT0504	Theory+Project	1-0-1	Nil

Course Objectives:

- To understand the correlation between mathematics, geometry and design

Course Learning Outcome:

- Students completing this course will be able to explain the co-relation between mathematics, geometry and design. They will be able to describe the types of 2D and 3D

Module I
Correlation between mathematics, geometry and design
Concepts such as patterns, symmetry, positive and negative space, arrangement, and sequence that are so important to design all have a basis in mathematics.

Module II
System of Measurement, SI Units

Module III
Geometric shapes.
Polygons - Triangles, Square, Pentagons
Curves - Circle, Ellipse

Module IV
Three-dimensional geometric shapes
Polyhedrons – Cubes, Pyramids (Tetrahedrons)
Ellipsoid, Sphere
.
Module V
Symmetry - Radial symmetry, Bilateral symmetry, Spherical symmetry.
Asymmetry

Reference Books:
1. **Measurement** (Author - Paul Lockhart)
   Publisher – Harvard University Press
2. **Basic Geometry** (Author - Ray C. Jurgensen)
   Publisher – McDougal Littell/Houghton

Material Studies – I

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Material Studies - I	FCFT0401	Theory+Practice	1-2-0	Nil

Course Objectives:
- To understand basic raw materials (fibre, yarn) used to make fabrics.

Course Learning Outcome:
- Students completing this course will be able to distinguish between natural and man-made fibres. They will be able to explain about different types of yarns

Module I
Fiber to Fashion - Fundamentals of Textiles
Fiber definition and classification

Module II
Fiber Properties & End Use – Natural & Man – made
Fiber Identification

Module III
Yarn Classification and related Taxonomy
Yarn Spinning
Yarn Twist: Direction & Amount of Twist

Module IV
Different types of Yarns
Special Types of Yarns –Texturized & Novelty Yarns
Yarn Numbering System- Direct & Indirect System

Module V
Sewing Threads- properties & Uses
Thread packages

Reference Books:
1. **Textiles: Fiber to Fabric** (Author - Bernard P. Corbman)
   Publisher – McGraw Hill Education
2. **J.J. PIZZUTO'S FABRIC SCIENCE** (Authors - Ingrid Johnson, AjoySarkar, Allen C. Cohen)
   Publisher – Bloomsbury Publishing India Private Limited

Computer Applications – I

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Computer Applications - I	FCFT0201	Practice	0-2-0	Nil

Course Objectives:
- To provide the basic knowledge of computers and it's processing.
- To give the knowledge on document editing and data manipulation,digital presentation techniques through MS-Office tools including MS-word and MS-Excel and MS-PPT.

Course Learning Outcome:
- Students completing this course will be able to apply knowledge of software like MS Word and MS Excel for documentation and presentation purpose

.
Module I (Introduction to Computers)
Introduction to computers Generation of computers - Types of Computers - Input Devices and Output Devices - Application of Computers –Role of Computers in 21st Century.

Module II (Operating Systems)
Definition - Advantages and Drawback of Operating System - Types of Operating System - Multitasking -Multiprocessing

Module III (Hardware and storage Devices)
Memory - Primary – Secondary – Rom –CD – Pen drive - Floppy - Computer Organization System – Printer – Types of Printers and Scanner.

Module IV (Word Processing)
Meaning and role of Word Processing-Creating Documents - Editing - Formatting and Printing Documents. Tools for text editing: Spell check - Grammar Check - Thesaurus – working with tables – Mail Merge – Table of content.

Module V(MS Excel)
Electronic Spread Sheet – Structure of Spread Sheet – Applications to Accounting – Types of Charts –Formulas and Function.

Reference Books:
1. **Introduction to Computers** (Author - Peter Norton)
   Publisher – McGraw Hill Education
2. **MS-Office** (Author - S. S. Shrivastava)
   Publisher – Laxmi Publications

Field Studies

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Field Studies - I	FCFT0901	Theory +Practice+ Project	1-1-1	Nil

Course Objectives:

- To learn about the day-to-day functioning of a small organization (boutique/retail outlet) and understand about various factors affecting these organizations.

Course Learning Outcome:

- Students completing this course will be able to understand various aspects of running a boutique/retail outlet.

Brief Description about the Course

- The students will visit a nearby apparel sector retail outlet or boutique.
- During their visit they will study various aspects of running the organization on a day-to-day basis.
- The learning experience from the subjects such as 'elements of design' and 'visualization and representation' should be applied in the documentation process.

Reference Books:
- **Design** (Author – Reeta Betala)
  Publisher – ANE Books
- **Business Boutique** (Author – Christy Wright)
  Publisher – Ramsey Press

Elements of Design – II

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Elements of Design – II	FCFT0902	Theory +Practice+ Project	1-2-1	Elements of Design -I

Course Objectives:

- To understand the basic elements and principles of design.
- To understand the importance of colour in design.
- To understand design development based on the design process

Course Learning Outcome:

- Students completing this course will be able to explaindesign development based on the design process. They will be able to define colour psychology and symbolism.

Module I
Colour Psychology and Symbolism,
The Secret Language Of Color: Science, Nature, History, Culture, Beauty

Module II
Thinking Design (Beyond Creativity), Factors affecting design, Brain Storming exercise

Module III
Introduction to the Design Process, Understanding Design Process

Module IV
Design Development based on elements and principles of design.

Reference Books:

1. **The Secret Language Of Color**: Science, Nature, History, Culture, Beauty of Red, Orange, Yellow, Green, Blue, & Violet (Author - Arielle Eckstut)
   Publisher – Black Dog &Leventhal
2. **The Design of Everyday Things** (Author - Don Norman)
   Publisher – Basic Books

Visualization and Representation - II

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Visualization and Representation - II	FCFT0402	Theory +Practice	1-2-0	Visualization and Representation - I

Course Objectives

- To understand the methods of visual representation based on colours, lights and perspective.

Course Learning Outcome

- Students completing this course will be able to visualise and represent their ideas using water colour and crayons as a medium. They will be able to explain the role played by light in visualisation and representation.

Module I
Exploration of Water Colour as a medium for drawing and sketching

Module II
Understanding & Using Light in Art and Design

Module III
Object Drawing

Module IV
Understanding Light, Shade and Shadow using Indian ink

Module V
Visual Representation using mix media techniques

Reference Books:
1. **Everyday Watercolor** (Author - Jenna Rainey)
   Publisher – Random House US
2. **Light, Shade and Shadow** (Author - E. L. Koller)
   Publisher – Dover Publications Inc.

Principles of Management

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Principles of Management	FCFT0103	Theory	2-0-0	Nil

Course Objectives:

- To enable the students to study the evolution of Management, to study the functions and principles of management and to learn the application of the principles in an organization.

Course Learning Outcome:

- Students completing this course will be able to have a clear understanding of managerial functions like planning, organizing, staffing, leading & controlling and have some basic knowledge on international aspect of management.

Module I (Introduction to Management and Organizations)
Definition of Management – Science or Art – Manager Vs Entrepreneur – types of managers – managerial roles and skills – Evolution of Management – Scientific, human relations , system and contingency approaches – Types of Business organization – Sole proprietorship, partnership, company-public and private sector enterprises – Organization culture and Environment – Current trends and issues in Management.

Module II (Planning)
Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process.

Module III (Organising)
Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization – Job Design – Human Resource Management – HR Planning, Recruitment, selection, Training and Development, Performance Management , Career planning and management.

Module IV (Directing)
Foundations of individual and group behaviour – motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication – communication and IT.

Module V (Controlling)
System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

Reference Books:
- **Management** (Author - Stephen P. Robbins & Mary Coulter)
  Publisher – Prentice Hall (India) Pvt. Ltd
- **Essentials of Management** (Author - Harold Koontz & Heinz Weihrich)
  Publisher – Tata McGraw Hill

Material Studies – II

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Material Studies – II	FCFT0403	Theory + Practice	1-2-0	Material Studies – I

Course Objectives:

- To have an understanding about the types of fabrics and its properties

Course Learning Outcome:

- Students completing this course will be able to distinguish between woven, knitted and non-woven fabrics. They will be able to define the types of fabric dyeing, printing and finishes.

Module I
Fabric (Overview of methods of production and identification of structure - Woven, Knitted, Non-Woven)

Module II
Overview of different fabrics and their manufacturing- Woven, Knitted & Non-Woven
Introduction to woven fabrics
Weaves: Basic & Novelty Weaves

Module III
Textile properties and applications (related to Weight, Strength and appearance, Flammability, Water repellency) etc
.
Module IV
Introduction to Knitted fabrics
Classification of Knits: Warp knits & Weft Knits
Non-Woven: Classification, properties, Manufacture & End Uses

Module V
Dyeing- Types of Dyeing
Printing- Types of Printing
Finishes- Type of Finishes

Reference Books:
1. **Fabric Dyeing and Printing** (Author - Kate Wells)
   Publisher – Interweave Press
2. **The Knotting and Braiding Bible** (Author – Dorothy Wood)
   Publisher – David & Charles

Applied Mathematics and Geometry – II

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Applied Mathematics and Geometry – II	FCFT0505	Theory + Project	1-0-1	Applied Mathematics and Geometry – I

Course Objectives:

- To understand the correlation between mathematics, geometry and design.

Course Learning Outcome:

- Students completing this course will be able to apply knowledge of geometrical shapes, tessellations and various patterns of nature to create better designs.

Module I
Playing with Geometrical Shapes

Module II
Tessellation
Regular tessellations
Semi-regular tessellations
Demi-Regular Tessellations

Module III
Patterns of Nature
The way we interpret the world
The dynamic relationship between objects

Module IV
Materials andMultiplication, Fractions
Runway Math
.
Module V
Mathematics Skills for Prototype Development

Reference Books:

1. **The Magic of M. C. Escher** (Author - J. L. Locker)
   Publisher – Thames and Hudson
2. **SYMMETRY** – A journey in to the Patterns of Nature (Author - Marcus du Sautoy)
   Publisher – Harper Perennial

Computer Applications – II

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Computer Applications – II	FCFT0202	Practice	0-2-0	Computer Applications – I

Course Objectives:

- To understand the basics of Adobe Photoshop Software.
- To understand the basics of CorelDraw Software.

Course Outcome

- Students completing this course will be able to define the basics of CorelDraw and Photoshop software. They will be able to distinguish between scalar and vector based software.

Module I

SECTION 1: Introduction to Photoshop
Overview - Adobe Photoshop training will impart the skills required for creating high quality digital images including image manipulation, photograph retouching, graphics designing, and much more.
1**. Introduction to Photoshop Essentials**

- Pixels, Resolution & Color
- Exploring the Interface
- Choosing File Formats

2. **Exploring and Customizing the Workspace**

- Viewing & Navigating Images
- Setting User Preferences
- Choosing Color Settings
- Customizing the Workspace
- Essential Keyboard Shortcuts

3. **Introduction to Adjustment Tools and their Purpose**

- Using Rulers & Guides
- Introduction to the Adjustment tools and their purpose
- Learning the Curves Tool vs. the Levels tool
- Exploring Hue & Saturation
- Cropping & Straightening
- Adjusting Color Balance

Module II

SECTION 1 – CorelDRAW Basics and Interface

Overview - CorelDRAW training imparts knowledge and skills to understand and use different features and tools of CorelDRAW software. Participants learn how to use this vector-illustration and page-layout application to present objects, layers, and pages in an effective and presentable form. A large collection of fonts, clip art, and editing tools enables the user to create logos, brochures, website graphics, illustrations and other artwork. The trained candidates can develop the designs to meet the computer graphics need of various applications.

1. **Getting Started**

   - Exploring the CorelDraw Screen
   - File Management
   - Setting Up the Page

2. **Moving Around and Viewing Drawings**

   - Moving Around the Current Page
   - Viewing Modes
   - Inserting and Deleting Pages
   - Changing Page

3. **Customizing Options**

   - Using Multiple Workspaces
   - Customizing the Toolbars
   - Using Shortcuts
   - Saving Defaults
   - Setting File Backups

Course Learning Outcome:

Reference Books:

1. **CorelDRAW Training Guide** (Author – Satish Jain)
   Publisher – BPB Publications
2. **Adobe Photoshop** (Author – Bittu Kumar)
   Publisher – V & S Publisher

Integrated Term Project

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Integrated Term Project	FCFT0601	Practice +Project	0-2-2	Nil

Course Objectives:

- To learn and understand thoroughly about the design process which should be followed while designing a product.

Course Learning Outcome:

Students completing this course will be able to apply knowledge of the design process while designing a product. They will be able to explain the importance of following the design process.

Brief Description about the Project

- It will be an individual or group based project.
- The students will have to follow the design process step by step while design a product of their choice.
- A faculty mentor will guide them throughout the project.

Reference Books:
- **Thinking Design** (Author – S. Balaram)
  Publisher – Sage India
- **The Design Process** (Author – Karl Aspelund)
  Publisher – Fairchild Books

Course Title	Code	Course Type	T-P-PJ	Prerequisite
Industry Visit	FCFT0301	Project	0-0-4	Nil

Course Objectives:

- To sensitize students to the practical challenges that organizations face in the business world.
- To get an insight regarding the internal working environment of companies.

Brief Description about the Course

- Industry visit will bridge the gap between theoretical training and practical learning in a real-life environment.
- With industry visit, students will be able to identify their prospective areas of work in the overall organizational function.
- Students will become more aware of industry practices and regulations during industry visits.
- Industry visits broaden the outlook of students with exposure to different workforces from different industries.

Course Learning Outcome:
Students completing this course will be able to understand the gap between today's educational system and industrial requirements. Completion of this course will help in connecting students with the industries so that students will be able to know the needs of the industry and groom themselves accordingly.

Reference Books:
- **Thinking Design** (Author – S. Balaram)
  Publisher – Sage India
- **The Design Process** (Author – Karl Aspelund)
  Publisher – Fairchild Books

Evaluation Methods

Jury Based Evaluation	Written Examination
Graduation Project Jury	Assignments
Craft Cluster Jury	Mid-Term
Process Based Subject Jury	End-term
Industry Internship Jury	

Evaluation Weightage

- End-term/Jury (40 %)
- Mid-term (20 %)
- Assignments (40%)