

4-Year Degree Under Graduate (UG) Syllabus

B. Design. Foundation Course

Semester – II

Subject	Credits	Hours	Marks			
			Th	Pr	Th	Pr
Advance Design	4	90	25	25	50	-
Theory and Practical			Internal		External	
					Total	

OBJECTIVES:

The learner will be able to -

- 1) Describe and apply various color theories in design.
- 2) Depict and identify colour characteristic in relation with color psychology.
- 3) Relate Elements and Principles of design in developing a product in respect with specific theme.

CONTENT:

Block No.	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to identify different texture and its visual effects through the application in design. And also to apply the gained knowledge to interpret certain moods in apparel design.	Expressive qualities of Design Elements Line – <ol style="list-style-type: none"> Psychological effects of line Optical Illusion Shape – <ol style="list-style-type: none"> Psychological visual effects 	Two 6X6 inches composition of geometrical shape using textures. one with pencil and one with color.	25
2	Interpretation of mood created by the texture. And to know the formal qualities of the colors by making students aware of the psychological and visual effects of various colors through diff. color combinations.	Texture – <ol style="list-style-type: none"> Psychological effects of line Optical Illusion Colour – Colour psychology Visual effects	Two 8X8 inches composition using warm and cool color schemes One nature drawing showing value and color	25
3	To be able to describe color philosophy and use	Color compositions and philosophy of colors.	Application of color Compositions	25

	them according to various moods, color harmony, contrast and apply it in various design disciplines.		Composition with the concept of psychological significance of the color	
4	To be able to describe and draw with practical experience of creating a design with various elements & colours	Creating final products justifying the appropriate application of elements and Principles of design.	Term project based on elements & Principles of Design.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Devis. M.L. (1980), *"Visual Design in Dress"*, Prentice Hall.
2. Everlett F.(1987), *"Fashion Design"*, EDC publishing.
3. Jones. S.J. (2005), *"Fashion Design"*, Laurence King.
4. McKelvey K. (2008), *"Fashion Forecasting"*, Jennie Munslow.
5. Steckes P. (1980), *"Fashion Design Manual"*, Palgrave Macmillon.