

4 –Year Degree Under Graduate (UG) Syllabus

**B. Design Fashion Design**

**Semester –VI**

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
Craft Research And Design	4	120	Th	Pr	Th	Pr	100
			-	25	-	75	
PRACTICAL			INTERNAL		EXTERNAL		TOTAL

**OBJECTIVES:**

The learner will be able to-

- 1) Document the craft , its process and promotional activities.
- 2) Assist the crafts community to promote their craft for diversified consumers using visual communication techniques.

**CONTENT:**

Block No.	Objectives	Topic/Content Analysis	Assignments	Marks
1	<p>To be able to identify the craft and the related problem areas related craft.</p> <p>To be able to study the process and various organizations involved in promoting the craft.</p>	<ol style="list-style-type: none"> <li>1) Selection of the Craft</li> <li>2) Research on the Craft <ul style="list-style-type: none"> <li>- History</li> <li>- Origin</li> <li>- Manufacturing process</li> <li>- Product range</li> </ul> </li> <li>3) Search for the “Artisans” working for the craft.</li> <li>4) Initial approach to the “Artisans” for explaining the Project and its importance.</li> <li>5) Telephonic interaction with the Artisan regarding the current problems associated with the promotion and development of the craft.</li> <li>6) Search information for the various Organizations working to preserve the craft. <ul style="list-style-type: none"> <li>- NGO</li> <li>- Government Organization</li> <li>- Local Outlets</li> </ul> </li> <li>7) Application of the Craft in recent Fashion Scenario. <ul style="list-style-type: none"> <li>- Designer collection</li> <li>- Retail collection</li> </ul> </li> <li>8) Comparative study regarding the availability of the craft (with various categories) and marketing strategies in metro cities.</li> </ol>	<p>Students will prepare the document in terms of following aspects.</p> <ul style="list-style-type: none"> <li>- Origin</li> <li>- History</li> </ul> <p>Process and production</p> <ul style="list-style-type: none"> <li>- Products &amp; designs</li> </ul> <p>Pros and cons of the craft</p> <p>Promotion and marketing</p> <p>Information on NGO’S and other organizations.</p>	25
2	To be able to find	List down the challenges related	Students will prepare	25

	out and identify the problem areas of the craft and suggest solutions over it.	to the “Promotion, Marketing, Sales & Visual merchandising” of the craft. 1) Analysis of Product Category based on the particular craft. - Apparel - Corporate Gifts or Stationary - Accessories - Home/ corporate Décor 2) Comparative study regarding the availability of the craft (with various categories) and marketing strategies in metro cities. 3) Approval from the concerned Faculty. 4) Approval from the Artisans regarding the changes. (through Internet) Production of various promotional materials with the help and guidance of the Artisan.	the document in terms of following aspects. Category of products Comparative study of other crafts of the region.	
3	To be able to promote the craft in the form of a Brand in the market.	Branding of the Craft- Promotion, marketing and E- Marketing of the craft through brochure, catalogues, leaflets, PPT's, DVD's, Posters, Banners, Social media broadcast (in terms of blogs, web pages, SOFT website) etc.	Students will prepare the document on the branding of the craft.	25
4	To be able to advertise and promote the brand in the form of the display.	Visual Display of the craft. Promotion of the Exhibition to the potential client and create awareness & promotional strategies to increase the footfall.	Students will design a display for the craft as an promotional activity.	25

#### Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks  
External Assessment: Final Exam - 75Marks.

#### REFERENCE BOOKS:

1. Bhatnagar P. (2004), “*Traditional Indian costumes and Textiles*”, Abhishek Publication, Chandigarh.
2. Chattopadhyay K. (1995), “*Handicrafts of India*”, WisdomTree, New Delhi.
3. Crill R. (1998), “*Indian Ikat Textiles*”, Weatherhill Inc..
4. Dhamija J. and Jain J. (1989), “*Hand-woven Fabrics of India*”, Mapin Publishing Pvt, Ltd. Ahmedabad.
5. Dr. Dedhia E. and Hundekar M. (2008), “*Ajrakh Impressions and Expressions*”, Colour Publication Private Limited, Mumbai.
6. Gillow J. and Barnard N. (1991), “*Traditional Indian textile*”, Thames and Hudson, London.
7. Kapur C. and Ambasanyal (1989), “*Saris of India*”, AmrVastraKosh, Wiley Eastern Limited, New Delhi.