



**JOY UNIVERSITY**

Established vide Tamil Nadu State Pvt. Universities Act 2019



## **SCHOOL OF DESIGN**

***Outcome Based Curriculum Framework with CBCS***

***for***

***BACHELOR OF DESIGN***

***(B.Des)***

***(Fashion Design)***



***Students admitted from 2024-2028 onwards***



## **VISION**

♣To create and nurture a multidisciplinary global university with highest academics, research and ethical standards in a creative and innovative environment.

## **MISSION**

♣To be a premier University of choice for all stakeholders and contribute for academic demographic dividend. To inculcate quality, integrity, team work, compassion, ethics in new generation students for catering to various needs of society.

## **QUALITY OBJECTIVES**

- To disseminate knowledge with skills through teaching, training, seminars, workshops, conferences and symposia in Engineering and Technology, Art and Design, Management and Commerce, Allied Health Sciences, Physical and Life Sciences, Arts, Humanities and Social Sciences, Law and Agricultural Sciences to enable students to meet the current needs and trends of industries, business and society.
- To provide technical and scientific solutions to real time problems posed by industries, business and society in all Schools of Joy University.
- To inculcate quality, integrity, team work, compassion, ethics in new generation students for catering to various needs of society.
- To promote the spirit of entrepreneurship in the young generation to help and create more career opportunities in the society by incubating a nurturing technology product idea backed by Technology Business Incubation.
- To identify and nurture leadership and innovate skills in students to become future leaders to enrich society.
- To develop collaborations and partnerships with International global and reputed Universities, research establishments, Government and NGO's, industries and businesses. To support both faculties and students for international exposure.

## **SCHOOL OF DESIGN**

### **VISION:**

To cultivate innovative minds and practitioners who will lead and inspire positive global transformation through design.

### **MISSION:**

Foster a collaborative environment for Design Thinking and Design Doing, aligned with the UN Sustainable Development Goals (SDGs).

Equip the next generation of designers with the essential knowledge, skills, and perspectives to develop creative and innovative solutions for complex problems.

Create opportunities for students to take the entrepreneurial route by engaging and encouraging them in collaborative ventures, competitions, and project pitches.

### **PROGRAMME EDUCATIONAL OBJECTIVES**

**PEO1:** To promote an understanding about fashion and textile design in relation to the needs of fashion, contractual furnishing, home textiles and textile industry.

**PEO2:** To provide hands-on experience by using a set of industrial based technologies helping in developing prototypical solutions related to current needs.

**PEO3:** To create an educational environment that replicates the actual conditions of industry and a community of creativity and innovation leading to research and entrepreneurship.

**PEO4:** To provide students with strong fundamental concepts, techniques, tools related to fashion and design in order to enable them to build solutions or systems of varying complexities

## **GRADUATE ATTRIBUTES**

*The Graduate Attributes of B.Des Fashion Design are:*

*GA 1* Design Thinking and Innovation

*GA 2* Disciplinary Knowledge

*GA 3* Technical Proficiency

*GA 4* Research and Problem Solving

*GA 5* Communication Skills

*GA 6* Teamwork and Collaboration

*GA 7* Ethics and Sustainability Awareness

*GA 8* Cultural and Global Perspective

*GA 9* Entrepreneurial Mindset

*GA 10* Project Management and  
Leadership

*GA 11* Lifelong Learning

*GA 12* Portfolios and Presentation  
Readiness

## **PROGRAMME OUTCOMES**

On completion of the **B.Des (Fashion Design) Programme**, students should be able to:

**PO 1:** Apply knowledge of the fundamental principles of design and its importance.

**PO 2:** Identify and analyze the aid of relevant research surveys, technical problems related to garment/fashion Design using modern resources and tools.

**PO 3:** Apply creativity in the design of systems, components or processes related to fashion Design or garment production.

**PO 4:** Conduct, analyze and interpret experiments to investigate problems in fashion/garment technology and apply to improve process and product quality

**PO 5:** Create, select and apply appropriate techniques, resources, and modern technological and IT tools in professional work related to fashion and lifestyle products/skills.

**PO 6:** Apply logical thinking derived from knowledge of fashion/garment technology to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to professional work

**PO 7:** An understanding of the professional solutions in societal and environmental contexts needed for sustainability.

**PO 8:** Apply ethical principles and commit responsibilities, as per the norms of professional practice.

**PO 9:** Function effectively as an individual, and as a member or leader in diverse teams working in textile / fashion / garment/ lifestyle production related projects, and in multidisciplinary settings.

**PO 10:** Communicate effectively with the community, comprehend, give and receive clear instructions, and make professional presentations effectively.

**PO 11:** Apply knowledge of Design principles in project fashion and continuous improvement in professions related to fashion/lifestyle technology.

**PO 12:** Recognize the need for, and display the ability to engage in lifelong learning to keep in line with changing technology.

### **PROGRAM SPECIFIC OUTCOMES**

**PSO1:** Globally competitive and connected so as to be employed in the worldwide garment and fashion industry.

**PSO2:** Design and develop the strategies required to manage the garment and fashion industries and also be able to solve the real time problems related to the Fashion industry.

**PSO3:** Equip with the knowledge and skills to work in any Fashion business.

**PSO4:** Equips the students with creative risk taking and for those who opt to undertake the business pathway, analytical skills will be in relation to the business of fashion.

**PSO5:** Focus on creativity and innovation within the industrial and commercial context.

**PSO6:** Students learn about fashion skills and new exciting methods in contemporary fashion design.

**Summary of Credits**

<b>Semester</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>	<b>VI</b>	<b>VII</b>	<b>VIII</b>	<b>Total</b>
<b>Credits</b>	25	22	23	26	24	24	10	6	160
<b>Contact Hrs./Week</b>	31	28	29	32	30	30	10	6	196

### SEMESTER WISE CREDIT STRUCTURE

Sl. No.	Category of Courses	1 <sup>st</sup> Year		2 <sup>nd</sup> Year		3 <sup>rd</sup> Year		4 <sup>th</sup> Year		Total
		Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Sem VII	Sem VIII	
1.	Departmental Core	17	7	14	18	11	12	-	-	79
2.	Practical Paper	6	6	6	6	6	6	3	-	39
3.	Elective Paper	-	-	-	-	6	6	-	-	12
4.	Internship Industrial visit	-	-	-	-	-	-	2	-	2
5.	Project	-	-	-	-	-	-	5	6	11
6.	-	-	-	-	-	-	-	-	-	-
7.	-	-	-	-	-	-	-	-	-	-
8.	Interdisciplinary Paper	-	4	-	-	-	-	-	-	4
9.	Ability Enhancement /Soft Skills/Value Added Course	2	5	2	-	-	-	-	-	9



**School of Design**  
**B. Des (Fashion Design)**  
**Semester – I**  
**(Total Credits: 25)**

SI. No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	24AEEN911	<b>Ability Enhancement Compulsory Course (AECC)</b> Effective communication	2	0	0	2	2
2.	24BDFD111	<b>Core Course</b> Global Design History	3	0	0	3	3
3.	24BDFD112	<b>Core Course</b> Elements Of Design-I	2	1	0	3	3
4.	24BDFD113	<b>Core Course</b> Design Drawing -I	1	1	3	5	5
5.	24BDFD114	<b>Core Course</b> Material studies	3	0	0	3	3
6.	24BDFD115	<b>Core Course</b> Fundamentals of typography	1	2	0	3	3
7.	24BDFD211	<b>Practical</b> Computer applications	0	0	4	4	2
8.	24BDFD212	<b>Practical</b> Design Thinking-I	0	0	4	4	2
9.	24BDFD213	<b>Practical</b> Design Process-I	0	0	4	4	2
		<b>Total</b>	<b>12</b>	<b>4</b>	<b>15</b>	<b>31</b>	<b>25</b>

## Semester – II

**(Total Credits: 22)**

SI.No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	24EVST921	<b>Ability Enhancement Compulsory Course (AECC)</b> Environmental Studies	2	0	0	2	2
2.	24BDFD121	<b>Core Course</b> Indian Design History	3	0	0	3	3
3.	24BDFD122	<b>Core Course</b> Element Of Design II	3	1	0	4	4
4.	24AEEN922	<b>Ability Enhancement Compulsory Course (AECC)</b> English For Career Development	1	1	1	3	3
5	24BDFD821	<b>Core Course</b> Fundamentals Of Management	3	1	0	4	4
6	24BDFD221	<b>Practical</b> Design Thinking-II	0	0	4	4	2
7	24BDFD222	<b>Practical</b> Design Process-II	0	0	4	4	2
8	24BDFD223	<b>Practical</b> Design Drawing -II	0	0	4	4	2
		TOTAL	<b>12</b>	<b>3</b>	<b>13</b>	<b>28</b>	<b>22</b>

### Semester – III

(Total Credits: 23)

SI.No	Course Code	Course Title	L	T	P	Contact Hrs / Wk	Credits
1.	24BDFD131	<b>Core Course</b> History Of Fashion	3	0	0	3	3
2.	24BDFD132	<b>Core Course</b> Fibre-Yarn-Fabric	3	1	0	4	4
3.	24BDFD133	<b>Core Course</b> Apparel Production	3	1	0	4	4
4.	24BDFD134	<b>Core Course</b> Design For Sustainability	3	1	0	4	4
5.	24BDFD931	<b>Ability Enhancement Compulsory Course (AECC)</b> Professional Ethics	2	0	0	2	2
6.	24BDFD231	<b>Practical</b> Fashion Illustration	0	0	4	4	2
7.	24BDFD232	<b>Practical</b> Pattern Making & Draping	0	0	4	4	2
8.	24BDFD233	<b>Practical</b> Garment construction-I	0	0	4	4	2
		TOTAL	14	3	12	29	23

**Semester – IV**

**(Total Credits: 26)**

<b>Sl.No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Contact Hrs / Wk</b>	<b>Credits</b>
1.	24BDFD141	<b>Core Course</b> Surface Adornments	3	1	0	4	4
2.	24BDFD142	<b>Core Course</b> Fabric Dyeing &Finishing Techniques	3	1	0	4	4
3.	24BDFD143	<b>Core Course</b> Textile Quality Control	3	1	0	4	4
4.	24BDFD144	<b>Core Course</b> Fashion Merchandising	3	1	0	4	4
5.	24BDFD145	<b>Core Course</b> Fashion Forecasting	3	1	0	4	4
6.	24BDFD241	<b>Practical</b> Embroidery Laboratory	0	0	4	4	2
7.	24BDFD242	<b>Practical</b> Fabric Dyeing & Finishing Laboratory	0	0	4	4	2
8.	24BDFD243	<b>Practical</b> Garment Construction II	0	0	4	4	2
		<b>TOTAL</b>	<b>15</b>	<b>5</b>	<b>12</b>	<b>32</b>	<b>26</b>

**Semester – V**

**(Total Credits: 24)**

<b>Sl.No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Contact Hrs / Wk</b>	<b>Credits</b>
1.	24BDFD151	<b>Core Course</b> Denim Technology	3	1	0	4	4
2.	24BDFD152	<b>Core Course</b> Leather Design	3	1	0	4	4
3.	24BDFD351/ 24BDFD352	Fashion Communications/ Footwear Design	2	1	0	3	3
4.	24BDFD153	<b>Core Course</b> Fabric Sourcing And Sampling	3	1	0	4	4
5.	24BDFD154	<b>Core Course</b> Fashion Accessory Design	2	1	0	3	3
6	24BDFD251	<b>Practical</b> Accessory Designing Laboratory	0	0	4	4	2
7.	24BDFD252	<b>Practical</b> Fabric Sourcing & Sampling Laboratory	0	0	4	4	2
8.	24BDFD253	<b>Practical</b> Lingerie Design	0	0	4	4	2
		<b>TOTAL</b>	<b>13</b>	<b>5</b>	<b>12</b>	<b>30</b>	<b>24</b>

**Semester – VI**

**(Total Credits: 24)**

<b>Sl.No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Contact Hrs / Wk</b>	<b>Credits</b>
1.	24BDFD161	<b>Core Course</b> Plastics & Metals For Fashion Industry	3	1	0	4	4
2.	24BDFD162	<b>Core Course</b> Adaptive Fashion	3	1	0	4	4
3.	24BDFD361/ 24BDFD362	Fashion Photography/ Costume For Film & Performing Arts	2	1	0	3	3
4.	24BDFD363/ 24BDFD364	Luxury Couture/ Fashion E-Commerce	2	1	0	3	3
5.	24BDFD163	<b>Core Course</b> Fashion Styling	3	1	0	4	4
6.	24BDFD261	<b>Practical</b> Product Laboratory	0	0	4	4	<b>2</b>
7.	24BDFD262	<b>Practical</b> Fashion Forecasting Laboratory	0	0	4	4	<b>2</b>
8.	24BDFD263	<b>Practical</b> Jewellery Design Laboratory	0	0	4	4	<b>2</b>
		<b>TOTAL</b>	<b>13</b>	<b>5</b>	<b>12</b>	<b>30</b>	<b>24</b>

**Semester – VII****(Total Credits: 10)**

<b>Sl.No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Contact Hrs / Wk</b>	<b>Credits</b>
1.	24BDFD471	Industry Internship	0	1	2	3	3
2.	24BDFD571	Design Project: Phase I	0	2	3	5	5
3.	24BDFD271	Portfolio Design	0	0	2	2	2
		<b>TOTAL</b>					<b>10</b>

**Semester – VIII****(Total Credits: 6)**

<b>Sl.No</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Contact Hrs / Wk</b>	<b>Credits</b>
1.	24BDFD581	Design Project: Phase II	0	0	6	6	6
		<b>TOTAL</b>					<b>6</b>