

BACHELOR OF DESIGN (B. Des) in FASHION COMMUNICATION

Sem	Code	Course	Credits
Semester 3	050221301FC	Information Collection and Analysis	3
	050221302FC	Design Processes and Thinking	4
	050221303FC	Introduction to Photography	2
	050221304FC	Fashion Studies	5
	050221305FC	Visual Merchandising for Fashion Retail	4
	050221306FC	Introduction to Graphic Design	4
	Total		22
Semester 4	050221401FC	Digital Design Tools – Visual Media	4
	050221402FC	Visual Identity Design	4
	050221403FC	Pattern Sense and Draping	3
	050221404FC	Materials and Processes for Fashion Retail	4
	050221405FC	Media and Advertising for Fashion	
	Elective (Choose any one from 406 and 407)		3
	050221406FC	Fashion Styling	
	050221407FC	Typography and Publication Design	4
	Total		22
*Craft Documentation (12 days)			
Semester 5	050221501FC	Craft Documentation Presentation	2
	050221502FC	Fashion Branding	3
	050221503FC	Fashion Appreciation	4
	050221504FC	Basics of Event Design and Planning	3
	050221505FC	FC Project - 1	6
	050221506FC	Inter Discipline Elective – 1	4
	Total		22
	050221507II	*Integrated Disaster Management	1

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Sem	Code	Course	Credits
Semester 6	050221601FC	Fashion Merchandising, Marketing and Retailing	3
	050221602FC	Advanced Event Design andPlanning	5
	050221603FC	FC Project - 2	8
	050221604FC	Portfolio Making	2
	050221605FC	Inter Discipline Elective - 2	4
	Total		22
Industry Internship (4 - 6 weeks)			
Semester 7	050221701FC	Design Management	4
	050221702FC	Design Internship Presentation	1
	050221703FC	Fashion Forecasting	8
	050221704FC	Recent Developments in Fashion Communication	2
	050221705FC	FC Project - 3	10
		Degree Project Proposal Study	
Total		25	
Sem 8	050221807FC	Degree Project - FC	25
	Total		25
	050221810FCC	Floating Credit Courses	12
		OR	
	050221811GIP	Global Immersion Programme	12
Grand Total			200