



FORMAT FOR COURSE CURRICULUM

Course Title: ELEMENTS OF DESIGN

Course Code: FASH634

Credit Units: 01

Course Level: PG

Course Objectives: Course makes the students understand the basic elements of design and creating composition. The students understand the elements and principles of design and then apply them practically in the rest of their subjects. A simple preview of design process is given so that it would be useful later in the market segmentation and retailing processes.

Prerequisites: students need to have basic drawing skills and ability to be inquisitive and explore

Course Contents/Syllabus:

L	T	P/S	SW/FW	No. of PSDA	TOTAL CREDIT UNITS
1	-	-	-	3	1

	Weightage%
Module I Design	25

Descriptors/Topics Definition, Types - Functional design, Structural Design and decorative design, Types of designs- natural, stylized, geometrical, and abstract	
Module II Elements of design	25
Descriptors/Topics Line, Shape, color, Texture & details,	
Module III Principles of design	25
Descriptors/Topics Balance, Rhythm, emphasis, harmony & proportion	
Module IV Critical appreciation of the use of Elements & principles of design	25
Descriptors/Topics Critical appreciation of the use of Elements & principles of design used in Fashion garments	

Course Learning Outcomes:

At the end of the course the students will develop ability to:

1. Remembering and understanding the elements and principles of design.
2. Applying the elements and principles of design to make informed aesthetic judgements.
3. Analyzing and appreciateing designs.
4. Evaluate the use of acquired imaginative skills.
5. Demonstrate a clear understanding of the concepts to creating art work.

Pedagogy for Course Delivery:

**Informed Learning
Peer-Led Discussions**

List of Professional Skill Development Activities (PSDA):

- Simulation
- Review
- Group Discussion

Lab/ Practicals details, if applicable:

List of Experiments:

- NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%		theory

Theory Assessment (L&T):

	Continuous Assessment/Internal Assessment 50%					End Term Examination 50%
Components (Drop down)	Project (P)	Class Test (CT)	Home Assignment (H)	Class Quiz (Q)	Attendance (A)	EE

Linkage of PSDA with Internal Assessment Component, if any	Group Discussion	Review	Simulation	Group Discussion	-	-
Weight age (%)	15	10	10	10	5	50

Lab/ Practical/ Studio Assessment:

		Continuous Assessment/Internal Assessment 50%				End Term Examination 50%		
Components (Drop down)	Project (P)	Class Test Practical Based (CT)	Home Assignment (H)	Viva Voce	Attendance (AA)	EE		
Weightage (%)								

Mapping Continuous Evaluation components/PSDA with CLOs

Bloom's Level >	Remembering	Understanding	Applying	Analysing	Evaluating	Creating
Course Learning Outcomes	CLO1	CLO1	CLO2	CLO3	CLO5	CLO 6

Assessment type/PSDA						
Project		✓	✓	✓	✓	✓
Class Test	✓	✓	✓	✓	✓	✓
Home Assignment		✓	✓	✓	✓	✓
Class Quiz	✓	✓	✓	✓		
Attendance		✓			✓	
End term Examination	✓	✓	✓			✓

Text Reading :

- Hannah Gail Greet, Elements of design
- Stecker, Pamela The fashion design manual
- Wong, Wucius Principles of Form and Design
- Riley Noël, Bayer, Patricia The *elements* of *design*..
- Lidwell, William Holden, Kritina Butler Jill, Universal principles of design: 100 ways to enhance usability

References:

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Additional Reading:

- Anderson, M Donald,. Elements of design
- Kostellow Reed Rowena, Elements of design
- Oei Loan , Cecile De Kegel, The elements of design: rediscovering colors, textures, forms, and shapes
- Hora, Richard , Elements of design Colour Theory

Any other Study Material:

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