

B.Sc. (Fashion Design): Semester-I
BFD156: ELEMENT OF DESIGN-I

Teaching Scheme	Examination Scheme
Practical: 2 hrs/Week	Class Test -6 Marks
Tutorials: 1hrs/week	Teachers Assessment – 3 Marks
Credits: 2	Attendance – 6 Marks
	End Semester Exam – 35 marks

Prerequisite: BFD251 Fashion Art Illustration-II, BFD254 Elements of Design-II, BFD456 Minor Project, BFD651 Graduation Design Collection

Course Objectives:

1. To give an overview of elements of design.
2. To give complete knowledge of different types of lines and colors.
3. Overview about knowledge of different textures made by different techniques.
4. Explain the difference between tint, tone and shade.
5. To describe all color schemes and placement of design.
6. To give the knowledge of motifs.

Detailed Syllabus:

Unit I –Elements of Design

Introduction to Visual Language, Lines, Shape, Colour, Form, Motion, Texture, Pattern, Orientation, Scale, Angle, Space & Proportion

Unit II – Principles of Design

Balance, Contrast, Emphasis, Proportion, Rhythm, Unity, Movement, Gradation

Unit – III: Colour

Basics of Colour (Hue, Value, Intensity), Flat Application of colours, Colour schemes- Monochromatic, analogous, complementary, split complementary, triad colour scheme, warm, cool, neutral colours, Colour composition- Colour mixing (visually identifying the percentage of hues in a colour and generation of the same. Colour interaction- Interaction of colour wavelengths, its effect on visual perception.

Unit – IV : Colour and Mood

Psychology of colour, emotions attached to colours and its application in our environment

Unit V – Process of Ideation

Process of ideation- Brainstorming, Design thinking process, Integration of elements and principles of design to develop a product.

LAB / MINI PROJECT/FIELD WORK

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Course Outcomes:

After completing the course, students will be able to:

1. To recognize the various techniques or methods of basic Fashion Illustration.
2. To understand about the various tools and equipment's used for Fashion illustration.
3. To analyze the concept of different fashion style available.
4. To apply the principles of design and its application in the fashion industry.
5. To evaluate the different elements of design features and their appropriate use according to the current fashion trends.
6. To create the understanding how we can present our idea on paper first.

Suggested Readings

- Fashion Illustration, Anna Kiper, David & Charles Book, 2011
- 2.
- Fashion Illustration Children, Patric, John Ireland, BT Bastford Ltd, 2005
- New Fashion Illustration (New Illustration Series) English, Paperback, Martin Dawber 2006
- History of Fashion Illustration
- Fashion Illustrators

Additional E BOOKS:

Fashion Sketch Book

- http://msvetterochs.weebly.com/uploads/4/0/3/8/40384243/sketching_garments_&_details_.pdf
- www.udemy.com/learn-to-draw-fashion-with-adobe-illustrator-cc-beginners/?siteID=SAyYsTvLiGQ-
- www.milanfashioncampus.eu/fashion-illustration

Note: Latest edition of readings may be used

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