

**Course Curriculum (Effective from Session 2020-21)**  
**Bachelor of Science – (B.Sc. – Fashion Design)**

B.Sc. (Fashion Design): Semester-II	
BFD254: ELEMENT OF DESIGN	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Practical: 2 hrs/Week	Class Test -4 Marks
Tutorials: Nil	Teachers Assessment – 2 Marks
Credits: 1	Attendance – 4 Marks
	End Semester Exam – 15 marks

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

**Course Objectives:**

1. To give complete knowledge of principle of design.
2. To give an overview on different parts of principle of design.
3. To explain the concept of composition making and there elements with the help of principle of design.
4. To give knowledge of different styles involved in the principle of design with its theory.
5. To understand the design making with the help of principle of design
6. To understand the 2d and 3d structure of particular design with the help of the various principle and theories.

**Detailed Syllabus:**

<b>Unit I: Mass, Movement</b>
Mass, Movement
<b>Unit II: Space, Non-Tactile Texture,</b>
Space, Non-Tactile Texture or Visual texture
<b>Unit III: Value, Rhythm</b>
Value, Rhythm
<b>Unit IV: Using the elements of design with principles of design (one composition)</b>
<b>Unit VII: LAB / MINI PROJECT/FIELD WORK</b>

**Course Outcomes:**

After completing the course, students will be able to:

1. To recognize the different types of lines and color used in creating design.
2. To understand the style features of design and motifs.
3. To apply all the elements of design techniques to create design.
4. To analyze the structure of design with the help of various techniques.

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5. To evaluate the design making process with the help of various theory.
6. To create the 2d and 3d shapes with the help of element of design.

#### Suggested Readings

- Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, Gail Greet Hannah, 2002
- Basic Principles of Design, Manfred Mayer, Vol. 1-4
- Complex Fashion Design, Vol I, Fashion Concepts, Navneet Kaur, Vikas Pub, 2010.
- <http://www.edb.utexas.edu/minlia/multimedia/PDF/DESIGN-1.PDF>
- Fashion Studies –Textbook  
[http://cbseacademic.in/web\\_material/doc/fashion\\_studies3\\_XII\\_Text\\_Book.pdf](http://cbseacademic.in/web_material/doc/fashion_studies3_XII_Text_Book.pdf)
- <https://iversity.org/en/courses/design-101-or-design-basics>

Note: Latest edition of readings may be used

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