

B.Sc. (Fashion Design): Semester-III BFD 302:WORLD ART AND CULTURE	
Teaching Scheme	Examination Scheme
Lectures: 4 hrs/Week	Class Test -12 Marks
Tutorials: 0 hr/Week	Teachers Assessment – 6 Marks
Credits: 4	Attendance – 12 Marks
	End Semester Exam – 70 marks

**Prerequisite:** BFD 101/201 History of fashion, BFD102 Fashion studies, BFD 151 Basic Drawing & Sketching, BFD 155 Fashion art and Illustration, BFD156/254 Element of Design, BFD203 Traditional Indian Textile, BFD 351 Fashion art & Design-I, BFD 356 Surface Ornamentation, BFD 357 World Famous painting, BFD 457 Minor Project, BFD 551 Portfolio Development, BFD 651 Graduation Design Collection.

**Course Objectives:**

1. To give complete knowledge about the world art and their artist.
2. To give knowledge about the elements of art and their uses in our design process.
3. To examine the world art and their techniques used in now days in fashion.
4. To Give knowledge about the Characteristics of different artist and their creation.
5. To give knowledge about the different type of medium and techniques they used in their art form.
6. To give knowledge for preparing the collection or garment with the help of different art form.

**Detailed Syllabus:**

<b>Unit I: Introduction to the world art and culture</b>
Introduction to the Visual Arts
Elements of art, identification of design principles and elements used by artists
<b>Unit II: Critiquing Art</b>
Definition, benefits, and steps of art critique
<b>Unit III: Prehistoric Art</b>
Prehistoric sculptures, cave paintings
Palaeolithic and Neolithic art, megalith monuments
<b>Unit IV: Ancient Art</b>
Art of ancient Sumerians, Ancient Egyptian, and Ancient Greek
<b>Unit V: Ancient Roman, Early Christian, and Medieval Art</b>
<b>Unit VI: Renaissance art</b>
Characteristics, social factors influencing art, famous works by Leonardo da Vinci, Michelangelo, and Raphael.

Registrar  
Invertis University  
Bareilly

#### Course Outcomes:

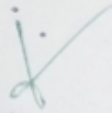
After completing the course, the student shall be able to:

1. To remember and comprehend the concept and elements of business opportunity.
2. To understand about development of viable business plan to start new venture.
3. To apply and develop awareness about entrepreneurship and entrepreneurs.
4. To analyze the different types and practices of entrepreneurs in the market.
5. To evaluate and assess individual strengths and weakness from entrepreneurial perspective.
6. To create entrepreneurial mindset by learning key skills like creative thinking and communication.

#### Suggested Readings

- S.S. Khanka, 2013. Entrepreneurship Development, S. Chand and Co Ltd. New Delhi.
- Donald F Kuratko, 2014. Entrepreneurship- Theory, Process and Practice. Cengage Learning.
- Hisrich R.D, Peters M.P. 2013. Entrepreneurship, Tata McGraw-Hill.
- Mathew J Manimala, 2005. Entrepreneurship Theory at Cross Roads: Paradigms and Praxis, Dream Tech.
- Taneja & Gupta, Entrepreneurship Development – New Venture Creation, Galgotia Publishing Company 2001.
- Gundry Lisa K., Entrepreneurship Strategy, SAGE Publications, Inc., 2007.

Note: Latest edition of readings may be used

  
Registrar  
Invertis University  
Bareilly