

Syllabus

## B.Voc. in Lifestyle Design



**Centre of Fashion Design & Technology**

Institute of Professional Studies

University of Allahabad

Allahabad

## Course Structure of B. Voc. In Lifestyle Design

Semesters	Course Code		Title of Paper	Skill/ General Education Courses	Credits			
					L	T	P	Total
Sem-I	ILD 121		Introduction to Lifestyle Design I	Skill	4	0	0	4
	Elective 1	ILD 151	Beauty Therapy	Skill	2	0	3	5
		ILD 152	Basic Cutting & Stitching	Skill	2	0	3	5
	Elective 2	ILD 153	Hair Styling	Skill	2	0	3	5
		ILD 154	Hand Embroidery	Skill	2	0	3	5
	ILD 122		Accessory Design I (Wrap Accessories)	Skill	0	0	5	5
	ILD 123		Design & Construction I	Skill	0	0	5	5
	ILD 101		Communication Skills	Gen. Ed.	2	0	2	4
Sem-II	ILD 102		Personality Development	Gen. Ed.	2	0	2	4
			Total Credits		12	0	20	32
	ILD 124		Design Thinking	Skill	4	0	0	4
	ILD 125		Surface Ornamentation	Skill	0	0	5	5
	Elective 3	ILD 155	Advance Make up Techniques	Skill	0	0	5	5
		ILD 156	Craft Based Design	Skill	0	0	5	5
	ILD 126		Beauty & Wellness Consultancy	Skill	0	0	5	5
	ILD 103		English	Gen. Ed.	2	0	2	4
Sem-III	ILD 104		Digital Tools I	Gen. Ed.	2	0	2	4
			Total Credits		8	0	19	27
	ILD 221		Trend Analysis	Skill	4	0	0	4
	ILD 222		Merchandising (Handicrafts)	Skill	5	0	0	5
	ILD 223		Accessory Design II (Bags & other storage Accessories)	Skill	0	0	5	5
	ILD 224		Design & Construction II	Skill	0	0	5	5
	ILD 201		Photography	Gen. Ed.	2	0	2	4
	ILD 202		Digital Tools II	Gen. Ed.	2	0	2	4
Sem-IV			Total Credits		13	0	14	27
	ILD 225		Digital Cataloguing	Skill	2	0	3	5
	ILD 226		Design Innovation	Skill	0	0	5	5
	ILD 227		Accessory Design III (Footwear)	Skill	0	0	5	4
	ILD 228		Design & Construction III	Skill	0	0	5	4
	ILD 203		Environment Studies	Gen. Ed.	3	0	1	4
	ILD 204		Marketing & Management	Gen. Ed.	4	0	0	4
			Total Credits		9	0	19	28
Sem-V	ILD 321		Visual Merchandising	Skill	3	0	2	5
	ILD 322		Accessory Design IV (Headgear)	Skill	0	0	5	5
	ILD 323		Accessory Design IV (Jewelry)	Skill	0	0	5	5
	ILD 324		Design & Construction IV	Skill	0	0	5	5
	ILD 301		Professional skills	Gen. Ed.	3	0	1	4
	ILD 302		Entrepreneurship	Gen. Ed.	3	0	1	4
			Total Credits		9	0	19	28
Sem-VI	ILD 348		Design Collection I	Skill	0	0	15	15
	ILD 349		Project I	Skill	0	0	12	12
	ILD 303		Intellectual Property Rights (IPR)	Gen. Ed.	3	0	0	3
			Total Credits		3	0	27	30
G. Total					54	0	118	172

**B. Voc. In Lifestyle Design****Semester'I****Skill Education****Introduction to Lifestyle Design I****Course Objective**

This paper is designed to understand the nature of lifestyle design business, elements and challenges associated with Industry. Designed to understand the areas of Lifestyle design Business with its comprehensive study & Design terminologies to create awareness about overall nature of stream. Another objective is to acquire the knowledge regarding environment and movement of design trend so that to understand the various aspects of the stream.

**Topics to be covered**

Business of Lifestyle Design Products, Importance of Lifestyle Design, Economic importance of Business, Evolution of Design, Terminology of Design, Principles of Design movement, Theory of Lifestyle Design. Nature of Lifestyle Design, Environment of Design, Design Categories, Factors influencing Design, Designer Study

**Learning Outcome**

Students will become aware of the functioning of the Lifestyle Design Industry.

**Beauty Therapy****Course Objective**

This paper is designed to understand the job of a beauty therapist. A beauty therapist is a professionally trained individual who specializes in beauty services of both the face and body. A beauty therapist performs various duties such as providing skin care, applying makeup, removal of unwanted hair, manicure and pedicure services. The Beauty Therapist needs to be knowledgeable on health, safety and hygiene, beauty products, and a range of beauty services.

**Topics to be covered**

Prepare and maintain work area, Perform skin care services, Perform depilation services, Provide manicure and pedicure services, Perform makeup services, Operate and apply electrical/electronic equipment for facial beauty services safely and effectively, Perform salon reception duties, Maintain health and safety at the workplace. Create a positive impression at the workplace.

**Learning Outcome**

Students will become aware of the role and functioning of a Beauty Therapist.

**Basic Cutting & Stitching****Course Objective**

This paper is designed to understand the job of a self-employed tailor. Self employed tailor is a skilled tailor versed with making customized Indian dresses. The job thus involves taking measurement, cutting fabric as per measurement and sewing with the help of ordinary sewing machines. The person also does alteration works of stitched dress materials to correct and fit as per customer requirements.

**Topics to be covered**

Maintain work area, tools and machines, Comply with industry, regulatory and organizational requirements

Drafting and Cutting the Fabric, carry out the process of sewing for dress materials and common household items of textiles, carry out inspections and alterations to adjust corrections for fittings, Maintain health, safety and security in tailoring shop.

### **Learning Outcome**

Students will become aware of the role and functioning of a Self-Employed Tailor.

## **Hair Styling**

### **Course Objective**

This paper is designed to understand the job role of a Hair Stylist. A hair stylist is a professionally trained individual who specializes in haircare treatments. A hair stylist performs various duties such as shampooing, trimming, cutting, blow drying, coloring and treatment for hair damage and repair. A hair stylist needs to understand the intricacies of cutting and styling hair, while also knowing how to keep hair healthy.

### **Topics to be covered**

Prepare and maintain work area, Perform Blow drying of hair, Shampoo, condition the hair and scalp, Perform Indian Head Massage and Hair Spa Services

Cut hair, perform hair styling and dressing, Color and lighten hair, Perm and neutralize hair, perform hair relaxing and straightening services, maintain health and safety at the workplace, Create a positive impression at the workplace

### **Learning Outcome**

Students will become aware of the role and functioning of a Hair Stylist.

## **Hand Embroidery**

### **Course Objective**

This paper is designed to understand the job role of a Hand embroiderer. A Hand Embroiderer embroiders decorative designs on fabric & other materials by hand, using needle & thread. The hand embroiderer uses a variety of sewing techniques to create different kinds of embroidery stitches & effects such as Cross stitch, French knot stitch, Bullion knot stitch, Shade work, Applique work, English Smocking etc. The job requires the hand embroiderer to have the skills to stitch a variety of Flat stitches, Loop stitches and Knotted stitches.

### **Topics to be covered**

Maintain health, safety and security at work place,

Carry out different types of embroidery stitches Flat, Loop & Knotted stitches, Embroider decorative designs using a combination of stitches & work styles, Contribute to achieve quality in embroidery work, Maintaining work premises and tools

### **Learning Outcome**

Students will become aware of the role and functioning of a Hand embroiderer.



## **Accessory Design I (Wrap Accessories)**

### **Course Objective**

The students will be introduced to the world of wrap accessories and its appropriate terminology and language. The module provides an understanding of the relationship between wrap accessories and garments in order to create the overall look. It will make students well informed about all aspects of wrap accessories, ranging from the raw materials used to the actual designing, production, matching, customer use and marketing.

### **Topics to be covered**

Introduction to Accessories, Importance of Accessories, Terminology of Accessories, Components of accessories, Gems & Settings, Laces & Braids, Leather, Fur, Feather, Straw and Straw like materials, Other components of Wrap Accessories

### **Learning Outcome**

Students will understand and demonstrate their ability to communicate original design ideas and technical information utilizing a variety of methods appropriate to the accessory design industry. They will learn to apply theoretical understanding into a practical application. They will be able to use alternative materials to construct aesthetic and functional prototypes.

## **Design & Construction I**

### **Course objective**

In this module students will learn how to practically construct wrap accessories drafts which is finally marked on paper and construction lines are drawn to complete the pattern. Drafting is used to create basic, foundation or design patterns. It prepares students to develop and apply intermediate and advanced construction techniques and sewing methods to new projects. Understanding commercial pattern guidelines for more complex construction projects and applying basic pattern alterations to these projects will be covered.

### **Topics to be covered**

Drafting & Construction techniques of all types of Wrap Accessories, Belts, Scarves, Tie, Design variations. Construction on various materials, Sizing and texturing, application of trims and supporting accessories like buttons, rivets, eyelets, buckles etc.

### **Learning Outcome**

Students will understand and demonstrate their ability to draft and construct their original ideas by utilizing the technical information to create a variety of designs appropriate to the wrap accessory design industry. They will learn to convert their designs into a functional product. They will be able to use alternative materials to construct aesthetic and functional prototypes.

## **General Education Communication Skills**

### **Course objective**

In this module student will be exposed to various forms of personal and professional communication.

### **Topics to be covered**

Definition of Communication; Function, purpose, Process, Types of communication, business

communication, employment communication, e-communication, communication and language. delivery presentation.

**Learning Outcome**

Students will be able to communicate their ideas effectively & precisely.

**Personality Development**

**Course objective**

**Topics to be covered**

**Learning Outcome**

**B. Voc. In Lifestyle Design****Semester II****Skill Education****Design Thinking****Course objective**

This paper is intended to instill the capacity to think configuration by supporting the capability of Idea age. This module is proposed to present thoughts, philosophies, standards, essentials and abilities that include a typical information base imperative to all plan disciplines.

**Topics to be covered**

Design Introduction, Design Basics, Design Tools and Techniques, Methods of Designing, Approaches to Design, Design process & Presentation

**Learning Outcome**

These essentials will cultivate a multidisciplinary configuration experience among students and will set them up to move to the following level. It will furnish the students with establishment and essentials of aptitudes in plan. This will help in creating employability and professional abilities of students.

**Surface Ornamentation****Course objective**

In this module students will experiment in designing with embroideries, dyeing & printing on fabric, while working in an actual workshop surrounding. The major highlight of this module will be the embroideries, dyeing & printing, painting techniques. It also includes screen making, color mixing.

**Topics to be covered**

Concept of Design, Motif & Placement, Geometrical Design, Abstract Design, Traditional Design, Stylized Design, Natural & Nursery Design, Various type of Placements for textile surface designing, Dyeing & Printing techniques, Tie & Dye, Block Printing, Batik Printing, Fabric Painting, Various hand and machine embroidery techniques, Smocking, Machine stitches, pleating, shirring, tucks etc. Innovative concepts for surface ornamentation.

**Learning Outcome**

Students will be able to experiment with different embroideries dyeing & printing, painting and other innovative techniques and will be able to apply them in reference to current fashion trends for developing their unique concepts on fabric.

**Advance Make up Techniques****Course objective**

This course is designed to develop understanding for the job role of a Bridal Fashion and Photographic Make-up Artist. A Bridal Fashion and Photographic Make-up Artist is a professionally trained individual in make-up techniques using corrective make up, highlighting and shading, air brush make-up to deliver high quality professional make up. The Make-up Artist consults, advises, markets and sells a range of beauty treatments and performs various duties such as providing skin care, applying makeup. The Make-up Artist needs to be knowledgeable on health safety and hygiene, beauty products, and a range of beauty therapies.

**Topics to be covered**

Prepare and maintain work area, Perform skincare services, Perform bridal make-up services, Perform fashion and photographic make-up, Apply air-brush make-up, Consult and advise clients, Promote and sell beauty services and products, Manage and lead a team, Maintain health and safety of work area, Create a positive impression at work area.

### **Learning Outcome**

Students will become aware of the role and functioning of a Bridal Fashion and Photographic Make-up Artist.

## **Craft Based Design**

### **Course objective**

This paper is intended to instill the capacity to think craft as the base element for creation of design and then propose it into a contemporary fashion for a functional product.

### **Topics to be covered.**

Craft techniques, its ideology, design essential concepts, concept of contemporary elements, experimentation, dimensions and exploration

### **Learning Outcome**

Students will learn the creation & application of various crafts in contemporary fashion.

## **Beauty & Wellness Consultancy**

### **Course objective**

This course is designed to develop understanding for the job role of an Assistant Beauty Wellness Consultant. An Assistant Beauty Wellness Consultant is an operational job-role selling products in salons, spas, promotional locations, etc. She/he supports sales and marketing by displaying products, conducting visual hair and skin analysis, matching hair and skin conditions to product categories, selling, tracking and reporting sales information to the sales executive or manager.

### **Topics to be covered**

Arrange product for sales, Provide sales and customer services to customers for hair, beauty and wellness product and service sales, Perform simple administrative tasks to assist the beauty wellness consultant in product sales, Maintain health and safety at the workplace, Create a positive impression at the workplace

### **Learning Outcome**

Students will become aware of the role and functioning of an Assistant Beauty Wellness Consultant.

## **General Education**

### **English**

### **Course objective**

To make students understand the proper usage of English language.

### **Topics to be covered**

Introduction to Communication, Grammar, Writing Techniques & Vocabulary, Conversation Skills, communication.

### **Learning Outcome**



Students will be able to understand and communicate their ideas in English properly.

### **Digital Tools I**

#### **Course objective**

The course is designed to aim at imparting a basic knowledge of computer for the student. This paper will also cover the aspects of Internet, Social Media and smart phones that are most relevant to day to day life and to make students aware of how to use it to the optimum.

#### **Topics to be covered**

introduction, basic components of the computer, MS word, power point and excel, application of internet, search engine, basics of E-mail, Internet Surfing (Email), Social Media (Social Networking Sites), Micro Blogging, Mobile Marketing, Making Presentation

#### **Learning Outcome**

student will gain knowledge about basics of computer and basic functions related to Net Surfing, Social Media & its utility in professional world.

**B. Voc. In Lifestyle Design****Semester III****Skill Education****Trend Analysis****Course objective**

In this module students will learn to forecast the future demand for particular styles, fabrics and colours as it is an important aspect of the fashion industry. Forecasting is a creative process that can be understood, practiced and applied. Forecasting provides a way for executives to expand their thinking about changes, through anticipating the future, and projecting the likely outcomes. This module involves the following activities such as studying market conditions, noting the life style of the people, researching sales statistics, evaluating popular designer collections, surveying fashion publications, observing street fashions etc.

**Topics to be covered**

Identification / Selection of target market, Trend analysis of earlier seasons to understand trend spotting methods & trend lifecycles, forecast interpretation of the current / subsequent season, Developing Style directions based on selected markets Trend reporting & data presentation, National & International trend spotting. Color concepts & Moods. Design process

**Learning Outcome**

Students will be able to understand forecasting and its utility. They will start using the correct procedure of designing i.e. trend analysis, preparation of boards & design collection.

**Merchandising (Handicrafts)****Course objective**

This course is designed to understand the job role of a Merchandiser (Handicrafts). The Merchandiser liaisons with stakeholders to identify end customers product requirements as well as glean the market trends which will be reflected in the organization's product lines. He has the ability to analyze market and customer trends, attention to details, pick up cues, communicate and liaison with wide variety of stakeholders and strong interpersonal skills.

**Topics to be covered**

Analyze market for trends, Study internal organization trends, Translate the market cues to product lines, Coordinate with colleagues and work as a team, Maintain safe work environment, Maintain personal health, Basic business management

**Learning Outcome**

Students will become aware of the role and functioning of a Merchandiser (Handicrafts).

**Accessory Design II (Bags & other storage Accessories)****Course objective**

The students will be introduced to the world of Bags & other storage accessories and its appropriate terminology and language. The module provides an understanding of the storage accessories and its utility in order to create the functional designs. It will make students well informed about all aspects of storage accessories, ranging from the raw materials used to the actual designing, production, costumer use and

marketing.

### Topics to be covered

Introduction to Accessories, Importance of Accessories, Terminology of Accessories, Components of Accessories, Trims & Settings, Laces & Braids, Leather, Fur, Feather, Straw and Straw like materials, Other components of Bags & other storage Accessories

### Learning Outcome

Students will understand and demonstrate their ability to communicate original design ideas and technical information utilizing a variety of methods appropriate to the accessory design industry. They will learn to apply theoretical understanding into a practical application. They will be able to use alternative materials to construct aesthetic and functional prototypes.

## Design & Construction II

### Course objective

In this module students will learn how to practically construct Bags & other storage accessories drafts which is finally marked on paper and construction lines are drawn to complete the pattern. Drafting is used to create basic, foundation or design patterns. It prepares students to develop and apply intermediate and advanced construction techniques and sewing methods to new projects. Understanding commercial pattern guidelines for more complex construction projects and applying basic pattern alterations to these projects will be covered.

### Topics to be covered

Drafting & Construction techniques of all types of Bags & other storage Accessories, Design variations including travel storage accessories. Construction on various materials, Sizing and texturing, application of trims and supporting accessories like buttons, rivets, eyelets, buckles etc.

### Learning Outcome

Students will understand and demonstrate their ability to draft and construct their original ideas by utilizing the technical information to create a variety of designs appropriate to the Bags & other storage accessory design industry. They will learn to convert their designs into a functional product. They will be able to use alternative materials to construct aesthetic and functional prototypes.

## General Education

### Photography

### Course objective

To create and understanding of basic photography

### Topics to be covered

Introductions photography, Camera parts and types. Menu items and shooting modes, Image show and Presentation of influential black and white photographers Concept Image show and Presentation, Introduction to Photoshop, basics of editing, color correcting

### Learning Outcome

Student will be able to handle camera and understanding of photography.

## Digital Tools II

**Course objective**

The objective is to create an understanding of various design specific soft-wares and their functioning.

**Topics to be covered**

Introduction to new software and its uses for designing such as coral draw, adobe Photoshop, illustrator etc.

**Learning Outcome**

Students will be able to work on dedicated software. They will be able to project their ideas through the use of latest technology in an effective way.



**B. Voc. In Lifestyle Design****Semester IV****Skill Education****Digital Cataloguing****Course objective**

This course is designed to understand the job role of a Digital Cataloguer. Digital Cataloguer is responsible for aiding in creation of an attractive digital catalogue and other digital pages with respect to the look and feel of the product and product description. Thus, the accuracy of the information and the correctness of placing products as per buyer's directive will be his/her job. He needs to demonstrate creativity, innovation and enthusiasm in his/her role. He/she needs to be physically fit and mentally balanced to carry out his/her duties efficiently.

**Topics to be covered**

List products and map SKUs accurately to cater to product category and customer needs, adhere to quality standards for creating and maintaining catalogues and digital pages, adhere to company policies and statutory regulations related to sales and service, Update self on basics of category management, Liaise with internal and external stakeholders for accurate product listings

**Learning Outcome**

Students will become aware of the role and functioning of a Digital Cataloguer.

**Design Innovation****Course objective**

This paper is designed to create thorough understanding of each of the areas within the accessories, supply chain, including design innovation, pattern engineering, manufacturing and pre-production, and professional industry practice. Students will develop the ability to review, consolidate, extend and apply the knowledge and skills they have learnt in order to create innovative fashion designs and garments appropriate to the requirements of their work environment. Students will also learn techniques for improving the flexibility and originality of their thinking and will explore approaches used by managers and organizations to create and sustain high levels of innovation.

**Topics to be covered**

Introduction to design Innovation, Significance of product design, product design and development process, sequential engineering design method, the challenges of product development, Concept of Design, Concept of Innovation, Innovation Types, Innovation Methods. Ideation, Conceive & Create, Product specifications & Pattern breaking.

**Learning Outcome**

Students will be able to understand the concept of innovation and its methodology. They will be able to review, consolidate, extend and apply the knowledge and skills they have learnt in order to create innovative products.

**Accessory Design III (Footwear)****Course objective**

The students will be introduced to the world of Footwear and its appropriate terminology and language. The

module provides an understanding of the footwear and its functionality in order to create a comfortable design. It will make students well informed about all aspects of footwear, ranging from the raw materials used to the actual designing, production, customer use and marketing.

**Topics to be covered**

Inspect and check quality of raw material, Check quality of semi-finished product after clicking process, Check quality of semi-finished product after moulding process, Check quality of semi-finished product after stitching process, Check quality of product after trimming process, Check quality of product after finishing process

Interact and coordinate across levels and departments, maintain health, safety and security at workplace, Comply with industry, regulatory and organizational requirements

**Learning Outcome**

Students will understand and demonstrate their ability to communicate original design ideas and technical information utilizing a variety of methods appropriate to the footwear industry. They will learn to apply theoretical understanding into a practical application. They will be able to use alternative materials to construct aesthetic and functional prototypes. They will adhere to the job role of Quality Control Inspector (Non Leather).

**Design & Construction III**

**Course objective**

In this module students will learn how to practically construct Footwear drafts which is finally marked on paper and construction lines are drawn to complete the pattern. Drafting is used to create basic, foundation or design patterns. It prepares students to develop and apply intermediate and advanced construction techniques and sewing methods to new projects. Understanding commercial pattern guidelines for more complex construction projects and applying basic pattern alterations to these projects will be covered.

**Topics to be covered**

Drafting & Construction techniques of all types of Footwear, Design variations. Construction on various materials, Sizing and texturing, application of trims and supporting accessories like buttons, rivets, eyelets, buckles etc.

**Learning Outcome**

Students will understand and demonstrate their ability to draft and construct their original ideas by utilizing the technical information to create a variety of designs appropriate to the Footwear design industry. They will learn to convert their designs into a functional product. They will be able to use alternative materials to construct aesthetic and functional prototypes.

**General Education  
Environment Studies**

**Course objective**

To grow awareness of the surroundings and the concept of environmental studies.

**Topics to be covered**

Definition, Scope and Importance, Need for public awareness, Concept of ecosystem, Biodiversity and its conservation, Social Issues and the Environment, Human Population and the Environment

**Learning Outcome**

Students will be able to understand the basic concepts of environmental studies.

**General Marketing****Course objective**

This module is designed to impart essential knowledge of marketing.

**Topics to be covered**

Concept of marketing, Understanding of needs, wants & demands, Market research, design research, Market segmentation, target market, brand, Marketing Mix-4Ps

**Learning Outcome**

The student will gain knowledge about basic aspects of the marketing

**B. Voc. In Lifestyle Design**  
**Semester V**  
**Skill Education**  
**Visual Merchandising**

**Course objective**

This course is designed to develop understanding of the job role of a Visual Merchandiser. Visual Merchandiser is responsible for implementing visual merchandising concepts and elements as per guidelines laid down by the store and by the various brands in the store. This person will also execute merchandising themes and plots as per business need. He needs to be physically fit, innovative and aesthetically creative to be able to execute his/her role efficiently. He/she should demonstrate work organization, self-management, communication and interpersonal skills. He/she should be self-motivated and should be able to work in collaboration with multiple teams.

**Topics to be covered**

Enhance store visibility by implementing attractive visual displays to support store profitability. Comply to store policies, merchandising norms and statutory regulations while executing themes and plots. Collect and analyze data to track the visual impact of promotions and events, Maintain visual merchandising elements in the store as per brand and store guidelines, Update self on industry trends and best practices through continuous learning and innovation, Liaise with internal and external stakeholders to effectively implement visual merchandising plans

**Learning Outcome**

Students will become aware of the role and functioning of a Visual Merchandiser.

**Accessory Design IV (Headwear)**

**Course objective**

The students will be introduced to the world of Headwear and its appropriate terminology and language. The module provides an understanding of the Headwear and its functionality in order to create a comfortable design. It will make students well informed about all aspects of Headwear, ranging from the raw materials used to the actual designing, production, costumer use and marketing.

**Topics to be covered**

Introduction to Headwear, Importance of Headwear, Terminology of Headwear, Components of Headwear, Trims & Settings, Laces & Braids, Leather, Fur, Feather, Straw and Straw like materials, Other components of Headwear.

**Learning Outcome**

Students will understand and demonstrate their ability to communicate original design ideas and technical information utilizing a variety of methods appropriate to the Headwear industry. They will learn to apply theoretical understanding into a practical application. They will be able to use alternative materials to construct aesthetic and functional prototypes.

**Accessory Design IV (Jewelry)**

**Course objective**

The students will be introduced to the world of Jewelry and its appropriate terminology and language. The module provides an understanding of the Jewelry and its functionality in order to create a comfortable design. It will make students well informed about all aspects of Jewelry, ranging from the raw materials used to the actual



designing, production, costumer use and marketing.

### Topics to be covered

Introduction to Jewelry, Importance of Jewelry, Terminology of Jewelry, Components of Jewelry, Trims & Settings, Laces & Braids, Leather, Fur, Feather, Straw and Straw like materials, Other components of Jewelry.

### Learning Outcome

Students will understand and demonstrate their ability to communicate original design ideas and technical information utilizing a variety of methods appropriate to the Jewelry industry. They will learn to apply theoretical understanding into a practical application. They will be able to use alternative materials to construct aesthetic and functional prototypes.

## Design & Construction IV

### Course objective

In this module students will learn how to practically construct Headwear & Jewelry drafts which is finally marked on paper and construction lines are drawn to complete the pattern. Drafting is used to create basic, foundation or design patterns of Headwear. It prepares students to develop and apply intermediate and advanced construction techniques and sewing methods to new projects. Understanding commercial pattern guidelines for more complex construction projects and applying basic pattern alterations to these projects will be covered. It also focus on the construction of non-precious Jewelry making techniques.

### Topics to be covered

Drafting & Construction techniques of all types of Headwear, Design variations. Construction on various materials, Sizing and texturing, application of trims and supporting accessories.  
Construction techniques of all types of Jewlry, Design variations. Construction on various materials.

### Learning Outcome

Students will understand and demonstrate their ability to draft and construct their original ideas by utilizing the technical information to create a variety of designs appropriate to the Headwear & Jewelry design industry. They will learn to convert their designs into a functional product. They will be able to use alternative materials to construct aesthetic and functional prototypes.

## General Education

### Professional skills

### Course objective

Professional skills such as leadership, mentoring, project management, and conflict resolution are value-added skills essential to any career. So in this module student will learn value added skills for personality enhancement.

### Topics to be covered

Leadership quality, Time management skill, Teamwork, Public speaking, Flexibility, Communication, Mentoring

### Learning Outcome

Student will understand ways to apply proper courtesy in different professional situations.

### **Entrepreneurship**

#### **Course objective**

The module will focused on business management skills ranging from business strategy and financial planning, marketing and market research, talent management and organizational development. It will familiarize the students with the process and procedure of setting up new enterprises.

#### **Topics to be covered**

Entrepreneurship: Concept, Innovation, Type, Process, Competencies, Management Skill, importance & Economic Development, Funds – Sources, Ownership, Type of Company, entrepreneurial finance, marketing, Small Scale Industry & Government Schemes, Project Planning, Formulation & Control, business planning

#### **Learning Outcome**

Students will be able to plan and organize the daily running of a business. They will be able to ensure that the business thrives and develops.

**B. Voc. In Lifestyle Design**

**Semester VI**

**Skill Education**

**Design Collection I**

**Course objective**

It is important for designers to approach the formulation of a collection with consideration for an intended customer or target market in relation to season, price and product assortment. This module is designed for students to follow the design process and construct a range of products.

**Topics to be covered**

Selection of Theme, Research, Board Presentation, Design & Trend analysis, Selection of Design & other details, Drafting & Construction of products

**Learning Outcome**

Students will be able to design their first theme-based collection.

**Project I**

**Course objective**

Once they have designed a collection of designs and their sketches, students need to create the collection in actual work zone. This module is designed in which students will be going to a cluster/company/factory/unit for the creation of collection and learn in actual work scenario.

**Topics to be covered**

Creation of a design collection, documenting the process, creating the report.

**Learning Outcome**

Students will be able to create a collection and learn in actual work scenario.

**General Education**

**Intellectual Property Rights (IPR)**

**Course objective**

To introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries.

**Topics to be covered**

Introduction and the need for intellectual property right (IPR) - Kinds of Intellectual Property Rights: Patent, Copyright, Trade Mark, Design, Geographical Indication, Plant Varieties and Layout Design

**Learning Outcome**

Student shall get an adequate knowledge on patent and copyright for their innovative ideas and works.