



JSPM UNIVERSITY PUNE

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JSPM University Pune		
F.Y.BA "Fashion Design"		
Semester I		
Course Type: PCC	Course Title: Art and Design	
Course Code: 250UFDB01_01	Teaching Scheme: (Hrs./Week)	Examination Scheme:
Credits: 4	Lecture (L): 3 Tutorial (T): 0 Practical (P): 0 Experiential Learning (EL): 4	Theory (TH): 100 Marks
Prerequisite Courses, if any: Nil		
Course Objectives: <ul style="list-style-type: none">To identify & explain elements and principles of design.To analyse the aesthetic qualities of design elements in various visual compositionsTo interpret and evaluate design compositions using formal design language.		
Course Outcomes: On completion of the course, learner will be able to CO1: Define and describe the basic elements of design. CO2: Explain the aesthetic qualities and their impact in different design contexts. CO3: Demonstrate an understanding of design principles such as balance, harmony, rhythm, etc. CO4: Analyse compositions based on their design structure and aesthetic value CO5: Investigate and report current and emerging aesthetic trends in design. CO6: Create a personal design portfolio reflecting learned principles and creative expression.		
Course Contents		
Unit I	Elements of Design	07 Hrs
Introduction to Design and its purpose in Fashion, Line – types, directions, psychological impact Shape & Form – geometric, organic, abstract Color – color theory, color wheel, warm/cool color, contrast Texture – visual vs. tactile, texture application Space – positive/negative space, depth		
Unit II	Aesthetic Qualities of Elements of Design	08 Hrs
Aesthetics – Definition and relevance in design, Aesthetic Qualities of Elements of Design – Physical, Expressive and Symbolic qualities		
Unit III	Principles of Design	07 Hrs



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Balance – symmetrical, asymmetrical, radial
Rhythm – repetition, Gradation, radiation etc.
Proportion- relation between elements
Emphasis
Harmony
Application of these principles in 2D and 3D compositions

Unit IV	Composition and Design Analysis	08Hrs
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Understanding visual hierarchy and layout, Composition techniques – rule of thirds, golden ratio, analysing famous artworks and design pieces using design elements & principles, Critique methods – verbal and visual analysis, Peer review activities and classroom critiques

Unit V	Aesthetic Trends and Future Directions	07 Hrs
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Overview of past and current design aesthetics, Contemporary trends in fashion, and digital design, Minimalism, maximalism, sustainability, biomimicry, generative design, Influence of technology (AI, AR/VR) on aesthetics, Trend forecasting methods and research approaches

Unit VI	Portfolio	07 Hrs
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Portfolio types – physical vs. digital, structuring a design portfolio – purpose, layout, storytelling, Selecting and curating work samples

Learning Resources

Textbooks:

- Lauer, D. A., & Pentak, S. - Design basics (9th ed.), 2015
White, A. W. - The elements of graphic design: Space, unity, page architecture, and type (2nd ed.), 2020
Ocvirk, O. G., Stinson, R. E., Wigg, P. R., Bone, R. O., & Cayton, D. L. - Art Fundamentals: Theory and practice (12th ed.), 2012
Wong, W. - Principles of form and design, 1993

Reference Books:

1. Albers, J. - Interaction of color (50th anniversary ed.), 2013
2. Leborg, C.- Visual grammar, 2006
3. Best, K. - The fundamentals of design management, 2006
4. Linton, H. - Portfolio design (4th ed.), 2012

MOOC / NPTEL Courses:

NA



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JSPM University Pune F.Y.BA “Fashion Design” Semester I		
Course Type: PCC	Course Title: Textile Exploration	
Course Code: 250UFDB02_01	Teaching Scheme: (Hrs./Week)	Examination Scheme:
Credits: 3	Lecture (L): 2 Tutorial (T): 1 Practical (P): Experiential Learning (EL):	Theory (TH): 100 Marks
Prerequisite Courses, if any: Nil		
Course Objectives: <ul style="list-style-type: none"> To build foundational knowledge of textile materials by understanding key terminology, properties, and classification of fibers, yarns, and fabrics. To apply and analyze textile production techniques through hands-on exploration of yarn and fabric manufacturing, and comparison of natural and synthetic fibers. To evaluate fabric characteristics for practical use in fashion and develop creative textile samples and documentation for academic or professional purposes. 		
Course Outcomes: On completion of the course, learner will be able to <ul style="list-style-type: none"> CO1: Remember, Identify and classify textile fibers based on origin and properties. CO2: Understand yarn formation techniques and yarn types. CO3: Apply Illustrate basic fabric construction methods like weaving and knitting. CO4: Analyze fabrics based on physical and chemical properties. CO5: Evaluate suitability of textile materials for fashion and apparel applications. CO6: Create fiber-yarn-fabric charts and simple woven/knit samples, Identification char as part of experiential learning. 		
Course Contents		
Unit I	Introduction to Textiles and Fiber Properties	08 Hrs
Definition, Importance in fashion, classification of textile fibers (natural, man-made, regenerated), Physical properties of Natural and Man-made fibers.		
Unit II	Fiber Identification	07 Hrs
Microscopic test, burning test, Feel test, Material Exploration.		
Unit III	Fabric Manufacturing Processes	07 Hrs
Manufacturing process of Man-made and Natural fibers		
Unit IV	Fabric Construction Methods	08 Hrs
Weaving (basic weaves: plain, twill, satin), knitting (warp/weft), felting, bonding		
Unit V	Textile Finishes	08 Hrs
Basic mechanical and chemical finishes: calendaring, mercerizing, dyeing, printing		
Unit VI	Textiles and Non-Textiles for Fashion Design	07 Hrs



Choosing textiles for different garments, sustainable fabrics, latest textile and Non-Textile trends

Learning Resources

Textbooks:

1. Corbman, Bernard P. – Textiles: Fiber to Fabric, 6th Edition, 1983
2. Kadolph, Sara J. – Textiles (Pearson) 11th Edition, 2010
3. Wingate, Isabel B. – Fairchild's Dictionary of Textiles, 6th Edition, 1979
4. Gohl & Vilensky – Textile Science, 2nd Edition, 1983
5. Hollen, Norma et al. – Textiles (Macmillan), 3rd Edition, 1968

Reference Books:

1. Joseph, Marjory L. – Essentials of Textiles, 2nd Edition, 1980
2. Pizzuto, Joseph – Fabric Science, 8th Edition, 2005
3. Hollen & Saddler – Textiles and Their Use in Apparel, 3rd Edition, 1968
4. Billie J. Collier – Understanding Textiles, 7th Edition, 2008
5. Elaine Stone – In Fashion: Textiles & Design, 4th Edition, 2021

MOOC / NPTEL Courses:

Textile Study, By Dr. A. Sarada Devi, Hyderabad

Link of the Course: [Textile Study - Course](#)

Additional Web Resources:



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JSPM University Pune FY BA “Fashion Design” Semester- I		
Course Type: IOC	Course Title: Introduction to Marketing Management	
Course Code: 230VMSM10	Teaching Scheme: 2 Hrs./ Week	Examination Scheme:
Credits: 2	Lecture (L): 2 Tutorial (T): 0 Practical (P): 0 Experiential Learning (EL): 0	Theory (TH): 100 Marks
Prerequisite Courses, if any: Basic knowledge of fashion industry, understanding of textiles, fundamentals of business, basic communication skills		
Course Objectives: To introduce students to essential marketing and merchandising concepts specifically for apparel and textile products. The course aims to develop an understanding of consumer behavior, market segmentation, marketing mix, product lifecycle, merchandising functions, and visual merchandising techniques relevant to fashion.		
Course Outcomes: On completion of the course, the learner will be able to -		
CO1: Recall marketing concepts, segmentation variables, and merchandising terms. CO2: Explain marketing management, consumer behavior, and strategic marketing processes. CO3: Use market segmentation, marketing mix, and merchandising functions in fashion scenarios. CO4: Differentiate stages of product life cycles and evaluate marketing strategies. CO5: Assess pricing, promotion, distribution, and competitive marketing strategies CO6: Develop new product strategies and visual merchandising plans for fashion brands.		
Course Contents		
Unit I	Marketing	4 Hrs
Marketing concepts, marketing management, marketing organization, strategic marketing process, and competitive marketing strategy		
Unit II	Segmentation	5 Hrs
Market segmentation, segmentation 4 variables, target marketing. Factors influencing buying behaviours, buying process.		
Unit III	Marketing Mix	7 Hrs
Marketing Mix -7 Ps of marketing, Product- hierarchy, line and branding decisions, Price - pricing decisions and procedures, Promotion – advertising: media selection, measuring effectiveness. Sales Promotion and distribution - marketing channel, functions, various marketing systems and public relations, Michael Porter’s 5 force model, Targeting and Positioning.		
Unit IV	Product Life Cycle	5 Hrs



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Life cycle of product - marketing strategy for various stages of life cycle –process life cycle. Stages of new product development. New Product Research.

Unit V

Merchandising

5 Hrs

Terms Pertaining to merchandising, sourcing, and components of merchandising activities – functions of merchandiser. Primary, secondary, retailing and auxiliary services career possibilities: desired characteristics, locales of employment, and potential growth components of each

Unit VI

Visual Merchandising

4 Hrs

Importance of Visual Display. Fashion communication –Visual Merchandising – advantages – 3D visual merchandising system – optimizing techniques in retail space.

Textbooks:

- 1) Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha , “Marketing Management A South Asian Perspective”, Pearson Education India, 2006.
- 2) Evelyn C Moore, “Math for Merchandising”, Wiley Eastern Inc., 1999.

Learning Resources

Reference Books:

1. Ruth E Glock and Grace I Kunz, “Apparel Manufacturing”, Prentice Hall, New Jersey, Fourth Edition, 2005.
2. “The Textile Industry: Winning strategies for the New Millennium”, Volume II, Textile Institute., 1999.
3. Fashion Marketing & Merchandising: Student Workbook. Author: Mary Wolfe. Publisher: Goodheart-Wilcox Publisher
4. Apparel Merchandising. Author: Robin Mathew. Publisher: Neha Publishers & Distributors

MOOC / NPTEL Courses:

1.NPTEL –Marketing Management - I by Prof. Jayanta Chatterjee and Prof. Shashi Shekhar Mishra, IIT Kanpur.

Link of the Course: https://onlinecourses.nptel.ac.in/noc22_mg57/preview

Additional Web Resources:

- 1) <https://www.slideshare.net/fashionmarketing101/chapter-1-fashion-marketing>
- 2) <https://libguides.madisoncollege.edu/fashionmarketing/books>
- 3) <https://oli.cmu.edu/courses/marketing-management/>



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JSPM University Pune		
F.Y.BA (Fashion Design)		
Semester I		
Course Type: SEC	Course Title: Garment Construction Techniques	
Course Code: 250UFDB03_01	Teaching Scheme: (Hrs./Week)	Examination Scheme:
Credits: 3	Lecture (L): 2 Tutorial (T): 0 Practical (P): 2 Experiential Learning (EL): 0	Practical (PR): 100 Marks
Prerequisite Courses, if any: Nil		
Course Objectives: <ul style="list-style-type: none">● To introduce sewing tools, equipment, basic hand stitches and safety practices.● To apply various sewing techniques and checking their quality and finish.● To learn pattern making and garment construction of various types of skirts.		
Course Outcomes: On completion of the course, learner will be able to CO1: Remember various sewing tools, machines, and safety protocols. CO2: Understand the purpose of basic stitches and their application. CO3: Apply and demonstrate accurate use of hand and machine stitching. CO4: Analyze, Differentiate and test stitching techniques for various fabric types. CO5: Evaluate quality standards in basic garment construction. CO6: Create / Construct functional garment components, simple items and skirts.		
Course Contents		
Unit I	Introduction to Garment Construction	02 Hrs
Garment construction equipment- types of needles, threads, thimble, tape, scissors, measuring tools, sewing kits, Sewing machine parts and safety guidelines- parts of single needle machine, threading, bobbin winding, maintenance, troubleshooting, Quality and Inspection- seams, measurements, ironing, trimming, simple garment analysis.		
Unit II	Basic Hand Seams	04 Hrs
Temporary stitches (basting), permanent stitches (Running, Hemming, Buttonhole, Back)		
Unit III	Basic Seams & Seam Finishes	05 Hrs
Straight seam, Top seam, Flat felled seam, French seam, Slot seam, Bound seam		
Unit IV	Components of Garment	08 Hrs



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Tucks- Pin, Wide, Shell, Twisted, Smoked

Pleats- Kick, Box or Inverted, Combination, Knife, Sunray

Darts- Waist dart, Fish dart

Added Fullness- Gathers, Shirring, Frills, Ruffles

Plackets and Fasteners- One Piece, Two Piece, Diamond, Zipper

Pockets- Patch, Welt

Waist belt - With Elastic, With Fusing, With Fusing and Elastic

Neckline- Faced, Bound

Unit V	Introduction to Pattern making	05 Hrs
Taking body measurement, basic block - skirt		
Unit VI	Types of Skirts	06 Hrs
drindel , layered, gypsy , circular, handkerchief , high-low		

Practical Topic	Description	Hours
Identification & usage of tools and machine	Demo & handling tools, threading and operating machine	1 hr
Machine stitching practice (various lines)	Exercises on paper, then fabric	2 hrs
Practice on hand seams	Basting, Running, Hemming, Buttonhole, Back	1 hr
Straight seam, Top seam, Flat felled seam, French seam, Slot seam, Bound seam	Cutting and stitching seam samples	3 hrs
Tucks	Pin, Wide, Shell, Twisted, Smoked	2 hrs
Pleats	Kick, Box or Inverted, Combination, Knife, Sunray	3 hrs
Darts	Waist dart, Fish dart Added Fullness- Gathers, Shirring, Frills, Ruffles	2 hrs
Plackets and Fasteners	One Piece, Two Piece, Diamond, Zipper, Hooks, Buttons	3 hrs
Pockets	Patch, Welt	2 hrs
Waist belt and Neckline	With Elastic, With Fusing, With Fusing and Elastic Faced, Bound	3 hrs



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Basic Skirt and types	Drindel, layered, gypsy , circular, handkerchief, high-low	8 hrs
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Learning Resources

Textbooks:

1. Gayatri Verma & Kapil Dev – Cutting and Tailoring Course Book, 2015, 2020
2. Zarapkar – System of Cutting, 1994, 2017
3. Alison Smith – Sewing Techniques & Patterns, 2009, 2025
4. Singer Sewing Reference Library – The Complete Guide to Sewing, 1999

Reference Books:

1. Claire Shaeffer – Couture Sewing Techniques, 2011
2. Helen Joseph Armstrong – Patternmaking for Fashion Design, 2009

MOOC / NPTEL Courses:

1. Building A Strong Sewing Foundation, Prof. Margaret Smith

Link of the Course: [Sewing 101 | Udemy](#)

Additional Web Resources: <https://www.youtube.com/watch?v=VfY0QRmaYiA>
<https://www.youtube.com/watch?v=IGITrkYdjJs>



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JSPM University Pune		
F.Y.B.A. "Fashion Design"		
Semester I		
Course Type: VSC	Course Title: Design Thinking and Creativity	
Course Code: 230IDCB01_01	Teaching Scheme: (Hrs./Week)	Examination Scheme:
Credits: 1.5	Lecture (L): 1 Tutorial (T): 0 Practical (P): 0 Experiential Learning (EL): 2	Oral (OR): 50 Marks
Prerequisite Courses, if any: Nil		
Course Objectives:		
Course Outcomes: On completion of the course, learner will be able to, CO1: Describe the Design thinking principles of Human Centered approach to real life problem solving CO2: Demonstrate through the project-oriented approach the basic theories and knowledge of design thinking and master the tools and principles of design thinking, and their application. CO3: Demonstrate through the project-oriented approach the basic theories and knowledge of design thinking and master the tools and principles of design thinking, and their application. CO4: Analysis of various applications of design thinking. CO5: Determine the suitable design thinking approach to solve the problem. CO6: Develop a low fidelity prototype of the alternative Solutions to the identified Problem.		
Course Contents		
Unit I	Design Thinking Introduction	2 Hrs
Introduction & definition of design thinking, Principles, the process, Innovation in design thinking, importance of design thinking method, the relationship between design thinking and innovation & entrepreneurship. Five step method of Design thinking (Empathize, Define, Ideate, Prototype, Test). Class Activity: Students are asked to form groups. Classroom Project begins: Share ideas with team members, discuss about meaning of DT, it's importance in today's world. Case: ABC Nightline- IDEO Shopping Cart, (the video can be shown in classroom for discussion.)		
Unit II	Awareness of the five stages of design thinking, Empathize & Define	2 Hrs
Stage 1 & 2: Empathize & Define Introduction of the tools in the stage of empathy. Emphasize the skills and tactics of interviews. Understand the persona, Methods of collecting the data from interviews. The empathy map. Establishing the Problem statement using 5 Why's technique as a tool to understand the root cause		



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(Ex.26/11 attack, rescue team not able to move with ambulance due to stagnation) & Emphasis on establishing the "Problem Statement" only for faculty ref.
 Classroom Project: Each group will write the Problem Statement by using Stages of Empathy and technique of 5 Why's.
 Each group member will do the interview round for writing the problem statement.
 Take record of the interview process.

Unit III	Ideate	4 Hrs
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Stage 3, Ideate
 Process to Find and select ideas, The creative process and creative principles, Creativity techniques, Evaluation of ideas. Idea Generation Stage-Fine tuning process of ideas (every team member comes up with 1 idea and passes on to next person, each idea will be fine-tuned by each team member and ultimately matured ideas are established- round robin method) and selection of best three ideas by voting method.
 Classroom Project: Through the project, students will know how to propose the point of view (POV) statement based on the analyses of data from user research via the brainstorm and others.
 Students are asked to submit ideas as many as possible.
 Note in POV practice: please define the problem which each group is finally going to resolve. The practice process: unpack the interview data, select one interviewee as analysis target and solution. Make inferences to generate ideas and POV statement. Please remember: No solution in the POV statement.
 (For faculty ref.: YouTube links for DT examples -How design thinking is transforming lives in rural India - <https://www.youtube.com/watch?v=EH9u1bHqwpc>. Design Thinking in Netflix | | Case Studio - 04 - https://www.youtube.com/watch?v=8P8gspd_Bx8)

Unit IV	Prototype & Test	3 Hrs
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Stage 4 and 5, Prototype & Test
 Prototype and test stage, Prototype model, The role of prototype and test in the innovation and entrepreneurship. prototype and the way to test, visualization of ideas.
 Classroom project: groups design the prototype to show ideas about the innovative way to resolve the problem in the dormitory life.
 Concerning the test practice: Ask other group to visit your group and test your prototype, and then in turn.

Unit V	Understanding Business Viability	2 Hrs
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Checking the Business viability of selected ideas derived in stage 3 using BXT model, Tools for the Design Journey, Pillars of Design thinking.

Unit VI	Presentation and closure	2 Hrs
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The student groups will give the final presentation of the project they have done (Unit 1 to 5) and close the DT process.

Learning Resources

Text Books:

1. *Design Thinking Methodology Book* Paperback, ArtBizTech, Emrah Yayici, 2016.
2. *Design Thinking for Strategic Innovation*, by Idris Mootee, CEO Idea Couture, Wiley 2014

Reference Books:

1. "SL Schensul, JJ Schensul, MD LeCompte", (latest reprint) *Essential Ethnographic Methods: Observations, Interviews, and Questionnaires: (Ethnographer's Toolkit)*, <https://rowman.com/ISBN/9780759122017>
2. Paddy Miller, Thomas Wedell-Wedellsborg, (2013), *Innovation as Usual: How to Help Your People Bring Great Ideas to Life*, HBR Press



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3. Tim Brown, (2010), *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*, HBR Press
4. "SL Schensul, JJ Schensul, MD LeCompte", (latest reprint) *Essential Ethnographic Methods: Observations, Interviews, and Questionnaires: 2* (Ethnographer's Toolkit), <https://rowman.com/ISBN/9780759122017>



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JSPM University Pune F.Y.B.A. “Fashion Design” Semester I		
Course Type: AEC	Course Title: Effective Communication Skills	
Course Code: 230UENB01_01	Teaching Scheme: (Hrs./Week)	Examination Scheme:
Credits: 2	Lecture (L): 1 Tutorial (T): 0 Practical (P): 2 Experiential Learning (EL): 0	Theory (TH): 50 Marks
Prerequisite Courses, if any: Nil		
Course Objectives: <ul style="list-style-type: none"> • Remember key facts and concepts of communication skills. • Understand the theories, fundamentals, and tools of communication. • Apply basic language skills – listening, speaking, reading, and writing. • Analyze functional grammar and language for professional usage. • Evaluate the communication strategies used in case studies or real-world scenarios. • Create social awareness. 		
Course Outcomes: On completion of the course, learner will be able to CO1: Remember basic language skills- listening, speaking, reading, and writing and attempt tasks by using functional grammar and vocabulary effectively. CO2: Reproduce their understanding of concepts / principles of communication skills. CO3: Apply grammatical rules in professional communication. CO4: Analyze professional content with effective listening and reading skills. CO5: Evaluate the social scenarios and present themselves effectively. CO6: Create socially aware personalities.		
Course Contents		
Unit I	Foundation of Communication	2 Hrs
Meaning, Definition, Scope, and Importance of Communication, Process and Types of Communication, Channels of Communication, Barriers to Effective Communication and ways to mitigate		
Unit II	Language Competency	2 Hrs
Basic rules of Tenses, Rules of Phonics, Diagraph, Trigraphs, Consonant blends and silent consonants, Construction of multi syllabic words		
Unit III	Active Listening	2 Hrs
Differentiating Active listening from Passive listening, Recognizing and overcoming common barriers to Active listening, Role of Active listening in professional interactions and conflict resolutions, Summarize and Analyze the content of broadcasts		
Unit IV	Effective Speaking	4 Hrs



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Identifying common fears and anxieties related to speaking, Techniques to build confidence and overcome stage fright, Voice modulation, pitch, and pace for engaging delivery, Impromptu Speaking

Unit V	Skillful Reading	2 Hrs
Learning active reading techniques like Intensive Reading, Extensive reading Skimming and Scanning, identifying main ideas, supporting details, and drawing inferences, Strategies for vocabulary building and context-based understanding, Comprehensive Reading-Practical		
Unit VI	Comprehensive Writing	3 Hrs
Learning Sentence Structure essentials, Professional Email writing- Salutations, subject line, greeting, body, closing line, and signature, Memo, Notice and Agenda, Minutes of Meeting, Letter Writing: Formal Letter, Informal Letter, Business Letter, Job Application Complaint Letter and Leave Application		

Learning Resources

Textbooks:

1. Meenakshi Raman, "Technical Communication Principles and Practice", Oxford University Press Fourth Edition May 2022

Reference Books:

1. Veerendra Mishra, "English Language Skills: A Practical Approach Cambridge University Press, 2020.

MOOC / NPTEL Courses:

1. NPTEL Course "Communication Skills" Dr. T. Ravichandran, IIT Kanpur

Link of the Course: <https://archive.nptel.ac.in/courses/109/104/109104031/>

Additional Web Resources: <https://www.britishcouncil.in/english/online/resources-websites/moocs>



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Semester I		
Course Type: AEC	Lab Course Title: Effective Communication Skills	
Course Code: 230UENB01_01	Teaching Scheme: (Hrs./Week)	Examination Scheme:
Credits: 2	Lecture (L): 1 Tutorial (T): 0 Practical(P): 2 Experiential Learning (EL): 0	Theory (TH): 50 Marks
Prerequisite Courses, if any: - Nil		
List of Laboratory Experiments		
Group A		
1.	Presentation Skills	
2.	Tenses	
3.	Phonics	
4.	Listening Skills	
5.	Speaking Skills	
Group B		
6.	Group Discussion	
7.	Impromptu Speech	
8.	Reading Skills	
9.	Letter Writing	
10.	Email Writing	
Virtual LAB Links:		



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F.Y.B.A. Fashion Design

Semester I

Course Type: IKS			Course Title: Indian Traditional Costumes		
Course Code: 250UIKB09_01		Teaching Scheme: (Hrs./Week)		Examination Scheme:	
Credits: 2		Lecture (L): 2 Tutorial (T): 0 Practical (P): 0 Experiential Learning (EL): 0		Theory (TH): 50 Marks	
Prerequisite Courses, if any: NIL					
Course Objectives:					
<ul style="list-style-type: none"> • Provide an understanding of key transformations in Indian costumes since prehistoric period. • Analyse the impact of cultural exchange on Indian costumes. • Critically evaluate political, economic, and social aspects associated with Indian traditional costumes. 					
Course Outcomes: On completion of the course, learner will be able to -					
CO1: Identify key elements of traditional Indian costumes and textiles.					
CO2: Explain the cultural, ecological, and ritual contexts of traditional dress.					
CO3: Demonstrate basic applications of traditional Indian textile or costume concepts.					
CO4: Illustrate how traditional clothing supports function and movement in daily life.					
CO5: Analyze the design logic and structural features of traditional Indian clothing systems.					
CO6: Analyze the symbolic and social meanings embedded in traditional Indian attire.					
Course Contents					
Unit I	Beginnings – Ecology, Region, and Early Dress				6 Hrs
How geography and climate shaped clothing choices in early India; Evolution of clothing among hunter-gatherers and early farmers; Earliest evidence from the Indus Valley: cotton, spindle whorls, ornaments; Natural materials: cotton, wool, bark, animal hide					
Unit II	Dress and the Body – Function, Ritual, Identity				5 Hrs
Head-to-toe dressing: headgear, robes, drapes, footwear; Clothing for life stages: birth, marriage, death; Spiritual dressing: ascetics, monks, ritual specialists; Undergarments, body movement, and function in military, dance, agriculture, and daily life					
Unit III	Dynasties and Patronage – Dress in Cultural Ecosystems				6 Hrs
Influence of Mauryas, Guptas, Cholas, and Satavahanas on costume culture, Court attire; Guilds, artisan communities, and trade connections; Archaeological sources					
Unit IV	Textile Techniques and Knowledge Systems				4 Hrs
Key techniques: spinning, weaving; Regional practices; Natural dyes: indigo, turmeric, madder; Community-based knowledge and tools					
Unit V	Symbolism – Colour, Motif, and Meaning				4 Hrs



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Color psychology in Indian culture: red, green, white, black; Accessories as social identity markers: class role, and ritual

Unit VI

Living Traditions – Relevance and Revival

5 Hrs

Contemporary reinterpretations by Indian designers; Ethical and ecological fashion: lessons from traditional practices; Student design reflections: from tradition to concept

Learning Resources

Textbook:

1. Alkazi, Roshen. *Ancient Indian Costume*. New Delhi: Art Heritage, 2003.

Reference Books:

1. Chishti, Rta Kapur. *Saris: Tradition and Beyond*. New Delhi: Roli Books, 2010.
2. Biswas, A. *Indian Costumes*. New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India, 1969.
3. *Jataka Tales*. Translated by E. B. Cowell and R. Chalmers. Delhi: Motilal Banarsidass, 1995. (Original work published 1895–1907.)
4. *Selections from Jain Agamas*. Translated by Surendra Bothra. Ladnun: Jain Vishva Bharati Institute, 1999.
5. *Sangam Literature: Poems from the Tamil Anthologies*. Translated by A. K. Ramanujan. Delhi: Oxford University Press, 1999.

MOOC / NPTEL Courses:

1. Swayam Course “Indian Knowledge System: Humanities and Social Sciences”, By Prof. B. Mahadevan, Dr. Vinayak Rajat Bhat, Dr. R Venkata Raghavan, Indian Institute of Management Bangalore (IIMB), Chanakya University, Bangalore.
Link of the Course: https://onlinecourses.swayam2.ac.in/imb25_mg110/preview
2. Swayam Course “Indian Knowledge System (IKS) and Human Resource Management (HRM): Work, Wisdom and Wellbeing”, By Ramachandra N.U, JAIN (Deemed-to-be University), Bangalore,
Link of the Course: https://onlinecourses.swayam2.ac.in/imb25_mg211/preview

Additional Web Resources: -

1. Government of India, Ministry of India, Indian Knowledge Systems Division
Link of the Website: <https://iksindia.org/index.php>
2. Government of India, Council of Scientific & Industrial Research (CSIR)
Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy (AYUSH)
Traditional Knowledge Digital Library (TKDL)
Link of the Website:
<https://www.tkdlib.res.in/tkdlib/langdefault/common/Home.asp?GL=Eng>
3. Calico Museum (Ahmedabad) – virtual gallery
<https://www.calicomuseum.org/>
4. Sahapedia: Clothing & Textile Traditions
<https://www.sahapedia.org/textiles>
5. V&A Museum Indian Textiles Collection (Online)
<https://www.vam.ac.uk/articles/indian-textiles?srsId=AfmBOormKM5lx-En574pwAh3Fqel89UjsrTVoT1iyzOlxngxwVBu3tUp>



JSPM UNIVERSITY PUNE

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JSPM University Pune F.Y.BA “Fashion Design” Semester I		
Course Type: VEC	Course Title: Behavioral Science and Ethics	
Course Code: 230USYB01_01	Teaching Scheme: (Hrs./Week)	Examination Scheme:
Credits: 2	Lecture (L): 2 Tutorial (T): 0 Practical(P): 0 Experiential Learning(EL): 0	Theory (TH): 50 Marks
Prerequisite Courses, if any: Nil		
Course Objectives: <ul style="list-style-type: none"> To prepare students for their future endeavors by imparting a sense of self, understanding their surroundings and their nation To equip students with strategies to lead healthy lifestyles with a positive attitude. To enable students to learn the process of problem solving and creative thinking. To inculcate leadership skills and ethical work values. 		
Course Outcomes: On completion of the course, learners will be able to CO1: Understand a sense of self, nation, and society they are living in students CO2: Apply strategies to manage stress and understand stress and its consequences. CO3: Analyze problems and strategize way to solve them. CO4: Evaluate group dynamics and leadership skills. CO5: Create a healthy and ethical workspace for future life. CO6: Remember values, morality, and ethics		
Course Contents		
Unit I	Concept of Self	5 Hrs
Meaning of Behavioural science and its significance, Self-awareness and its importance, Components of self and self-identity, Self-concept-Role of family, peers and societal norms shaping the self,Irving Goffman’s dramaturgical approach to self-presentation and impression management, Self-confidence, Self-image, Self –esteem,self-worth,Digital Self and Virtual identity		
Unit II	Stress Management	5 Hrs
Stress: Meaning, factors and consequences, Method of accepting stress and sharing emotions, Strategies to manage stress, Importance of seeking help		
Unit III	Thinking, Perceiving and Problem Solving	5 Hrs
Method to approach and analyze a problem, Method of thinking, Decision-making, Method of strategizing,planning and implementing plan of actions,Creative thinking:Meaning and process		
Unit IV	Group Dynamics and Leadership Skills	5 Hrs
Definition and characteristics of group, External and internal conditions of group functioning , Group conflict and group cohesiveness, Meaning, nature and functions of leadership, Characteristics of a good leader		



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Unit V	Indian Ethics	5 Hrs
Sources of Moral Ideals/Ethics in India -Hindu tradition, Buddhist tradition and Jain tradition		
Unit VI	Western Ethics	5 Hrs
Aristotle, Jeremy Bentham, Immanuel Kant, John Stuart Mill, Emile Durkheim		
Learning Resources		
Textbooks:		
1. Bates, A.P. and Jullian J “ Sociology: Understanding social Behaviour”, Houghton Mifflin, 1975.		
2. Cox,D.J.,Syed,N.,Brodhead,M&T.,&Quigley,S.P.(Eds).(2022).Research Ethics in Behavior analysis:From laboratory to clinic and classroom (1 st ed).Elsevier.		
Reference Book:		
1. J William Pfeiffer (ed) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer and company.		
2. William Frankena K, Ethics, Prentice-Hall, Inc., 1973		
3. https://dorshon.com/wp-content/uploads/2018/03/Ethics.pdf		
MOOC / NPTEL Course:		
1. NPTEL Course: “ https://onlinecourses.nptel.ac.in/noc20_hs28/preview ”, Prof. Naveen Kashyap, IIT Guwahati		
Other online material		
1. Ethics notes IGNOU - https://egyankosh.ac.in/handle/123456789/4774		



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JSPM University Pune		
F.Y. BA "Fashion Design"		
Semester I		
Course Type: LC	Lab Course Title: Fashion Illustration Lab	
Course Code: 250UFDB04_01	Teaching Scheme: (Hrs./Week)	Examination Scheme:
Credits: 1.5	Lecture (L): 0 Tutorial (T): 0 Practical (P): 2 Experiential Learning (EL): 0	Practical (PR): 50 Marks
Prerequisite Courses, if any: - Nil		
List of Laboratory Experiments		
1.	Introduction Fashion Illustration	
2.	Understanding Body Proportions & Anatomy	
3.	Drawing Stylized Fashion Croquis	
4.	Drapery and Garment Drawing	
5.	Drawing Stylized Fashion Croquis	
6.	Rendering Techniques and Coloring	
7.	Creative Fashion Illustration	



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JSPM University Pune		
F.Y.BA. "Fashion Design"		
Semester I		
Course Type: LLC	Course Title: Mindfulness and Wellbeing	
Course Code: 231UPYB02_01	Teaching Scheme: (Hrs./Week)	Examination Scheme:
Credits: 1.5	Lecture (L): 1 Tutorial (T): 0 Practical (P): 0 Experiential Learning (EL): 2	Oral (OR): 50 Marks
Prerequisite Courses, if any: 1. Regularity and discipline 2. Practice and patience		
Course Objectives: <ul style="list-style-type: none">Participants will learn to apply mindfulness in various aspects of their lives, fostering resilience and promoting mental and emotional balance.		
Course Outcomes: On completion of the course, learner will be able to CO1: To understand the fundamental principles of mindfulness as presented in the work of Jon Kabat Zinn and Satipatthana sutta CO2: To practice mindfulness meditation techniques for stress reduction and emotional regulation. CO3: To explore the scientific research supporting the benefits of mindfulness-based practices. CO4: To apply mindfulness in everyday life, including in relationships, work, and self-care. CO5: To develop personal mindfulness practice and cultivate a sense of mindfulness in the present moment.		
Course Contents		
Unit I	Introduction to Mindfulness	2 Hrs
Definition and history of mindfulness, Understanding the mind-body connection, Benefits of mindfulness for mental and physical health.		
Unit II	Mindful Meditation Techniques	2 Hrs
Breath awareness meditation, Body scan meditation, Loving-kindness meditation, Walking meditation		
Unit III	Integrating Mindfulness into Daily Life	2 Hrs
Creating a mindful environment, Mindful parenting and family life, Mindfulness and creativity, Establishing a sustainable mindfulness practice, Learning and earning positive / mindful input from social media.		
Unit IV	Four Types of Mindfulness	3 Hrs
Mindfulness of the body (kāyānupassanā), Mindfulness of feelings (vedanānupassanā), Mindfulness of mind (cittānupassanā), Mindfulness of dhammas (dhammānupassanā)		



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Unit V	Managing Stress and Emotions	3 Hrs
Mindfulness-based stress reduction (MBSR) techniques, Mindfulness for anxiety and depression, Emotional regulation through mindfulness, Mindfulness for coping with pain and discomfort		
Unit VI	Cultivating Mindful Awareness	3 Hrs
Developing non-judgmental awareness, Mindfulness of thoughts and emotions, Mindfulness in communication and relationships, Mindfulness in the workplace and daily activities		

Learning Resources

Textbooks: (Maximum 2)

1. Zinn, Jon Kabat. *Mindfulness for Beginners*. Jaico Publishing House, 2017.
2. Gunaratana, Henepola. *The four foundations of mindfulness in plain English*. Wisdom publications, Boston, 2012.
3. <https://www.theravadabuddhistcommunity.org/wp-content/uploads/2022/04/The-Four-Foundations-of-Mindfulness-in-Plain-English-PDFDrive-1.pdf>

Reference Books:

1. Kabat-Zinn, Jon, et al. *The mindfulness revolution: Leading psychologists, scientists, artists, and meditation teachers on the power of mindfulness in daily life*. Shambhala Publications, 2011.

Coursera Courses:

1. <https://www.coursera.org/specializations/mindfulness-and-well-being>