

**GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD, GUJARAT
COURSE CURRICULUM**

Course Title: Art and Design
(Code: 3315103)

Diploma Programmes in which this course is offered	Semester in which offered
Computer Aided Costume Design and Dress Making	First Semester

1. RATIONALE

This course is designed to develop artistic aptitude in students in order to sustain in the field of garment/fashion design. It helps in developing the basic foundation that are essential for costume design and dress making.

2. LIST OF COMPETENCIES

The course content should be taught and implemented with the aim to develop different types of skills leading to the achievement of the following competencies

- i. **Apply elements and principles of design for structural and applied design**

3. TEACHING AND EXAMINATION SCHEME

Teaching Scheme (In Hours)			Total Credits (L+T+P)	Examination Scheme				Total Marks
L	T	P		Theory Marks		Practical Marks		
			C	ESE	PA	ESE	PA	200
2	0	4	6	70	30	40	60	

Legends: L-Lecture; T – Tutorial/Teacher Guided Theory Practice; P - Practical; C – Credit;
ESE - End Semester Examination; PA - Progressive Assessment.

4. DETAILED COURSE CONTENTS

Unit	Major Learning Outcomes	Topics and Sub-topics
Unit I Introduction	1.1 Identify tools and materials used for drawing and sketching	1.2 Drawing tools 1.3 Drawing material 1.4 Sketching tools 1.5 Sketching material
Unit II Element of design.	2.1 Prepare a given drawing using appropriate element of design	2.1 Line: Definition of line, Different types of line, Aspects of line, its physical and psychological effects on human figure.(Horizontal, Vertical, Diagonal, Curve, Zigzag) 2.2 Space: Definition of space, Cues influencing perception of shape and space , physical and psychological effect of space. 2.3 Shape and form: Definition, equally sided flat shapes, unequally sided flat shapes, equally sided volume forms, unequally sided forms, some shapes that fit snugly together, shapes not fitting together create other shapes between them. 2.4 Attributes of shape and form. 2.5 Texture: Definition and concept of texture, Types of textures, Psychological and physical effect of Texture. 2.6 Colour – Definition, psychological and physical effects of colour, Primary, secondary and tertiary colour. neutral colour. 2.7 Dimension of colour – Hue, Value & Intensity, neutral colour, Tints and Shade, Warm and Cool colour. 2.8 Colour scheme – Neutral, Analogous, Monochromatic, Complementary, Double complementary, Split complementary, Double split, complementary Triad colour scheme.
Unit III Principles of design.	3.1 Prepare a given drawing using principle of design	3.2 Harmony—Definition, concept, effects (physical & psychological). 3.3Balance -Definition, concept, types of balance, physical & psychological effects of balance, 3.4 Emphasis -Definition, concept, physical & Psychological effects of emphasis. 3.5 Proportion-Definition, concept, physical & psychological effects of proportion. 3.6 Repetition-Definition and physical & psychological effects of repetition. 3.7 Parallelism-Definition and effects of parallelism. 3.8 Sequence-Definition and effects of Sequence. 3.9Alternation- Definition and effects of Alternation. 3.10 Gradation- Definition and effects of Gradation. 3.11Transition- Definition and effects of Transition. 3.12Radiation-- Definition and effects of Radiation. 3.13Rhythm- Definition and effects of Rhythm. 3.14Concentricity- Definition and effects of Concentricity. 3.15 Contrast -Definition and effects of Contrast.
Unit IV Types of designs	4.1 Differentiate between different types of design	Explain importance and types of design 4.1 Structural design. 4.2 Applied design. 4.3 Reducing and Enlargement of design.

5. SUGGESTED SPECIFICATION TABLE WITH HOURS & MARKS (THEORY)

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks			
			R Level	U Level	A Level	Total
I.	Tools and materials for drawing and sketching	02	02	02	06	10
II.	Element of design.	12	05	05	15	25
III.	Principles of design.	12	05	05	15	25
IV.	Types of designs	02	03	03	04	10
	Total	28	15	15	40	70

Legends:

R = Remembrance; U = Understanding; A = Application and above levels (Revised Bloom's Taxonomy)

6. SUGGESTED LIST OF EXERCISES/PRACTICALS

The exercises should be properly designed and implemented with an attempt to develop different types of skills leading to the achievement of the competency

S. No.	Unit No.	Exercises/Practical
1	IV	Prepare given types of drawing by hand 1.1 Nature drawing. 1.2 Object drawing. 1.3 Free hand drawing. 1.4 Memory drawing.
2	I	Calligraphy writing by hand (All alphabet). 2.1 Gothic letters. 2.2 Roman letters.
3	II	Effect of different types of line. (Types as per the theory portion.)
4	II	Shape. 4.1 Prepare the sheet showing following equal sided flat shapes by hand 4.1.1 Square 4.1.2 Circle 4.1.3 Equilateral Triangle 4.1.4 Pentagon 4.1.5 Hexagon 4.1.6 Octagon 4.2 Prepare the sheet showing following Unequal sided flat shapes manually 4.2.1 Rectangle 4.2.2 Parallelogram 4.2.3 Heart 4.2.4 Diamond 4.2.5 Teardrop 4.2.6 Marquis 4.2.7 Ogive 4.2.8 Star 4.2.9 Paisley 4.2.10 Club

		4.2.11 Spade 4.2.12 Pear 4.2.13 Kidney
5	II	Preparation of the sheets showing shapes that fit snugly together (6.1 to 6.6) and the shapes that don't fit together but create other shapes between them (6.7 to 6.10) (Do it by hand) 5.1 Squares 5.2 Hexagon 5.3 Ogives 5.4 Diamonds 5.5 Triangles 5.6 Paisleys in to the circle 5.7 Octagon 5.8 Star 5.9 Circle 5.10 Square & Rectangle 5.11 Squares
6	II	Form.(Do it by hand) 6.1 Preparation of sheet showing Equal sided three dimensional form 6.1.1 Sphere 6.1.2 Cube 6.2 Preparation of the sheet showing Unequal sided three dimensional forms. 6.1.1 Cylinder 6.1.2 Cone 6.1.3 Pyramid 6.1.4 Box 6.1.5 Bell 6.1.6 Dome 6.1.7 Ovoid 6.1.8 Barrel 6.1.9 Hourglass 6.1.10 Trumpet
7	II	Preparation of sheet showing following Textures. (any medium) 7.1 Rough texture 7.2 Smooth texture 7.3 Transparent
8	III	Principles of design 8.1 Preparation of sheet showing the effect of Balance in following areas manually. 8.1.1 Balance in line path 8.1.2 Balance in space 8.1.3 Balance in space & shape 8.1.4 Balance in value 8.1.5 Balance in texture 8.1.6 Balance in pattern 8.2 Preparation of the sheet showing Emphasis in relation to the elements of design manually. 8.2.1 Emphasis of line thickness 8.2.2 Emphasis of shape 8.2.3 Emphasis of form 8.2.4 Emphasis of space 8.2.5 Emphasis of light 8.2.6 Emphasis of texture 8.2.7 Emphasis of pattern 8.3 Preparation of sheets showing Rhythm and its relationship with elements of

		<p>design manually.</p> <p>8.3.1 Rhythm in line – Wavy, Zigzag, Single, Swirled, Jagged.</p> <p>8.3.2 Rhythm in shape – Saw tooth, Diamond, Undulating.</p> <p>8.3.3 Rhythm in pattern</p> <p>8.4 Preparation of sheets showing the effect of Radiation in relation to elements of design manually.</p> <p>8.4.1 Radiation in line & space</p> <p>8.4.2 Radiation in shape & space</p> <p>8.4.3 Radiation in Pattern</p> <p>8.4.4 Radiation from an axis</p> <p>8.5 Preparation of sheets showing the effect of Transition in relation to elements of design manually.</p> <p>8.5.1 Transition in line</p> <p>8.5.2 Transition in space</p> <p>8.5.3 Transition in space & shape</p> <p>8.5.4 Transition in texture</p> <p>8.5.5 Transition in shape & texture</p> <p>8.6 Preparation of sheets showing effect of Gradation manually.</p> <p>8.6.1 Gradation in line</p> <p>8.6.2 Gradation in space</p> <p>8.6.3 Gradation in shape</p> <p>8.6.4 Gradation in space & shape</p> <p>8.6.5 Gradation in texture</p> <p>8.6.6 Gradation in pattern</p> <p>8.7 Preparation of sheets showing the effect of Repetition manually.</p> <p>8.7.1 Repetition in line</p> <p>8.7.2 Repetition in space</p> <p>8.7.3 Repetition in shape</p> <p>8.7.4 Repetition in pattern</p> <p>8.7.5 Repetition in texture</p>
9	IV	Reducing and Enlargement of design.
10	IV	To prepare Structural and Applied design on sheet by hand.
11	II	<p>Colour.</p> <p>11.1 Preparation of sheet showing colour wheel.</p> <p>11.2 Preparation of sheet showing tints and shades.</p> <p>11.3 Preparation of sheet showing colour schemes with reference to theory.</p>

7. SUGGESTED LIST OF PROPOSED STUDENT ACTIVITIES

Following is the list of proposed student activities (individual or group-based)

- Seminar
- Internet based assignments
- Teacher guided self learning activities
- Library/internet/lab based mini-project etc.

8. SUGGESTED LEARNING RESOURCES

A. List of Books

S.No.	Author	Title of Books	Publication
1	Marian L Devis	Visual design in dress	Prentice-hall,inc.
2	Mary Kefgan	Individuality in clothing selection and personal appearance	M/c Milan
3	Hemstead	Colour and line in dress	Lawrance Prantice Hall
4	Pattrick John Ireland	Fashion design illustration-Men	B.T. Batsford Ltd. London
5	Hamlyn	M/c calls' Sewing in colour	Hamlyn
6	Byrta Carson	How you look and dress?	Mc graw hill book co.1949

B. List of Major Equipment/ Instrument

Computer System with latest configuration along with Windows Operating System

9. COURSE CURRICULUM DEVELOPMENT COMMITTEE

Faculty Members from Polytechnics

- **Prof. Ms. Ila. J. Dave** HOD CACDDM Dept. Sir B.P.T.I. Bhavnagar
- **Ms. Nirza A. Atrey** I/C HOD CACDDM, GGP, Ahmedabad
- **Ms. Kanchana P. Shah** I/C HOD CACDDM ,C.U. Shah Polytechnic, Surendranagar
- **Ms. Farjana V. Kugashiya**, Lecturer ,CACDDM, GGP, Ahmedabad
- **Ms. Punita J. Virani** , Lecturer, CACDDM, Sir B.P.T.I. Bhavnagar

Co-ordinator and Faculty Member from NITTTR Bhopal

- **Prof. Mrs. Chanchal Mehra**, Associate Professor, Dept. of Vocational Education and Entrepreneurship Development, NITTTR, Bhopal