

Fashion Design Department

Program Description

About the Program

The Bachelor of Arts in Fashion Design (B.A. F&D) is a comprehensive undergraduate programme designed to develop creative, technical, and professional competencies required in the fashion and apparel industry. The programme integrates artistic expression with scientific understanding and practical application, enabling students to translate design concepts into market-ready products.

Structured under the Choice Based Credit System (CBCS) and aligned with the National Education Policy (NEP) 2020, the programme offers flexibility, interdisciplinary learning, and skill-based education. It encompasses core areas such as fashion illustration, textile science, pattern making, garment construction, computer-aided design (CAD), and fashion marketing.

The teaching-learning approach emphasizes studio-based practice, hands-on training, and experiential learning. Students engage in workshops, live projects, internships, and industry interactions, which provide exposure to real-world scenarios and evolving industry trends.

The programme also incorporates sustainability, ethical practices, and innovation as key components, encouraging students to develop responsible design solutions. Emphasis is placed on digital competencies and emerging technologies to enhance industry readiness.

In the final year, students undertake a comprehensive design project and present a capsule collection through a fashion show, demonstrating their creative vision, technical skills, and professional capabilities.

Overall, the programme aims to produce competent, innovative, and industry-ready fashion professionals with strong ethical values, entrepreneurial mindset, and global perspective, capable of contributing effectively to the fashion, textile, and lifestyle sectors.

Program Outcomes (POs)

PO1: Disciplinary Knowledge

Apply fundamental knowledge of fashion design, media, and communication to understand concepts, processes, and industry practices. Demonstrate integrated learning across creative and theoretical domains.

PO2: Creative & Critical Thinking

Demonstrate creativity and innovation in solving design and communication challenges. Apply critical thinking to analyse trends, ideas, and problems effectively.

PO3: Technical & Digital Skills

Utilize modern tools, techniques, and digital platforms relevant to fashion and media industries. Adapt to emerging technologies for creative and professional applications.

PO4: Research & Analytical Ability

Apply research methods and analytical skills to study trends, audience behaviour, and market needs. Interpret data to support creative and strategic decisions.

PO5: Communication Skills

Exhibit effective verbal, written, and visual communication skills in diverse contexts. Present ideas clearly and professionally for academic and industry purposes.

PO6: Industry Readiness

Demonstrate practical exposure through internships, projects, and fieldwork. Adapt to professional environments with confidence and responsibility.

PO7: Ethics & Professional Responsibility

Apply ethical values, integrity, and cultural sensitivity in professional practices. Demonstrate responsible behaviour in fashion, media, and communication fields.

PO8: Sustainability & Social Awareness

Promote sustainable practices and understand the social and environmental impact of work. Contribute to responsible design and media practices.

PO9: Global Perspective

Analyze global trends and cultural diversity in fashion and media industries. Develop the ability to work in diverse and international environments.

PO10: Leadership & Lifelong Learning

Exhibit leadership qualities, teamwork, and adaptability in professional settings. Engage in continuous learning to meet evolving industry demands.