



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Design
Semester-4

Subject: Design Process - BDEFD14327

Type of course: Major

Prerequisite: Students should have a basic understanding of design principles, fashion fundamentals, textiles, and garment construction from previous semesters. They must be familiar with sketching, fabric handling, and basic design tools, along with the ability to think creatively and explore visual ideas conceptually.

Rationale: The Design Process course enables students to move from basic design knowledge to professional design thinking. It focuses on understanding each stage of the fashion design journey — from research and ideation to experimentation and final execution. The course encourages process-based creativity, critical thinking, and innovation, helping students transform concepts into well-developed fashion outcomes. It prepares them for advanced collection design and strengthens their ability to document, analyze, and present their design work professionally.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks (E)		
			ESE		MSE	V	P	ALA	
0	2	4	4	00	00	10	40	50	100

Legends: CI- Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.

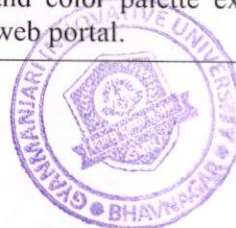


Course Content:

Sr. no.	Course content
1	Unit –1 Understanding in Design Process 1.1 Definition and purpose 1.2 Stages of design 1.3 Creative problem-solving 1.4 Role of Design
2	Unit -2 Design Conceptualization 2.1. Ideation 2.2 Inspiration 2.3 Idea sourcing. 2.4 Research and adaptation.
3	Unit - 3 Design Development & Experimentation 3.1 Story/Concept Board 3.2 Silhouette and form development 3.3 Techniques of creative prototyping 3.4 Iterative design refinement 3.5 Presentation drawings/illustrations.
4	Unit– 4 Presentation & Final Design Execution 4.1 Final selection 4.2 Portfolio and visual presentation techniques 4.3 Prototype creation 4.4 Execution and Presentation 4.5 Documentation of the complete design process

Continuous Assessment:

Sr. No.	Active Learning Activities	Marks
1	Design Challenge – Conduct a design challenge (e.g., “Redesign a classic garment for a new purpose”) using the 5 stages of design thinking: empathize, define, ideate, prototype, test. present your creative solutions in any form and upload on the GMIU web portal.	10
2	Mood Board Development – Each student selects a theme or concept (e.g., sustainability, culture, subculture, era, emotion). Conduct visual and material research using magazines, photography, and online sources. Create a mood board and color palette expressing the concept visually and upload photo on the GMIU web portal.	10



3	New Silhouette – Experiment with draping muslin on a dress form to create new silhouettes inspired by the selected concept and upload Photo on the GMIU web portal.	10
4	Mini Final Collection - Develop a 3–5 look mini collection based on the researched theme and upload PPT on the GMIU web portal.	10
5	Design Journal – Maintain a Design Process Journal documenting each phase: research, development, experimentation, critique, and reflection, include visual references, sketches, and personal insights. Present it as part of the final evaluation.	10
	Total	50

Suggested Specification table with Marks (Theory): NA

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance(R)	Understanding(U)	Application(A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	NA	NA	NA	NA	NA	NA

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Identify and explain each step of the fashion design process and apply it methodically in their projects.
CO2	Gather, analyze, and synthesize research into a strong conceptual direction for fashion collections.
CO3	Develop and refine design ideas through exploration of form, material, and technique, leading toward a cohesive collection direction.
CO4	Translate design concepts into final outputs with professional presentation and demonstrate a complete, process-based fashion collection.



List of Practical

Sr. No	Description	Unit No	Hrs.
1	Visual analysis of iconic fashion collections and mapping their design stages.	1	2
2	Redefine a basic garment (e.g., white shirt) for a new purpose using design thinking stages.	1	2
3	Create mind maps for any themes.	1	2
4	Group brainstorming and rapid sketching for a design problem.	1	2
5	Choose an individual design theme (e.g., nostalgia, rebellion, sustainability).	2	4
6	Collect references from magazines, photographs, markets, and digital sources.	2	2
7	Develop a concept board using collected visuals, textures, and keywords.	2	4
8	Create a color chart and select coordinating fabric swatches.	2	4
9	Write a short paragraph explaining your theme and creative intent.	3	2
10	Explore 20 variations of silhouette shapes based on theme.	3	4
11	Experiment with muslin to create 3D forms; document with photos/sketches.	3	4
12	Create 2–3 surface techniques (e.g., pleating, smocking, applique, fabric manipulation).	3	4
13	Combine unconventional or sustainable materials to form texture samples.	3	4
14	Group critique to select top 3–5 designs for further development.	3	4
15	Prepare flat sketches with garment detailing and specifications.	4	4
16	Develop a 3–5 look final collection board (illustration + color + fabric story).	4	4
17	Arrange process sheets, sketches, and boards in portfolio format.	4	4
18	Present final project and reflective journal to jury.	4	4
	Total		60



Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1] Albu, T & Albright, M.N. (2023) Fashion Portfolio Create, Curate, Innovate, Laurence King publishing.
- [2] Aspelund.K (2006), The Design Process, Fairchild Publications, New York
- [3] Faerm, S. (2012) Design your fashion portfolio, A & C Black publishers Limited.
- [4] Ellinwood J. (2011) Fashion by Design, Fairchild Books.
- [5] Cross N. (2011), Design thinking: Understanding How Designers Think, Bloomsbury

