

Department of Social Work

Value-Added Course

VACSWFD22 – FASHION DESIGNING

Code	Title of The Paper	Hours
VACSWFD22	Fashion Designing	30

Course Learning Outcomes:

At end of the course the student should be able to:

1. Produce their own marketable products
2. Unleash their creativity and generate income
3. Convert Waste to wealth

Engross in Social Responsibility and Community Engagement

Unit I: Textile Industry based Product & Selecting the Nature's Block (8 Hours)

The basics of the fabrics, selecting the base materials, Characteristics of the process, the spectrum of Nature's Block available, Determination of Nature's block, choosing of the block, Waste to Wealth Principle.

Unit II: Product development and showcasing and Goodie Based on Paper and Pulp industry (9 Hours)

Ecofriendly Bio based Printing on Fabric using the Nature's Block, Artefact development, showcasing the merchandisable product, Need of Goodies, Behavioral and neural science behind Goodies, Cases studies on Goodies, Effect of Goodie on relationship building, reducing stress and improving moods, knowing the process of paper and pulp industry

Unit III: Biological and organic waste materials as the raw material (4 Hours)

Fundamentals of color, Coloring agents, natural dyes, Mordants, Biological or organic waste material into pressed merchandisable flower greeting cards.

Unit IV: Marketing strategies (4 Hours)

Strategic planning - SWOT analysis, Business plan preparation -Business Model Canvas (BMC), Training and Development. Stage gate approach to product development, Return on Investment, Commercialization, stages of commercialization of products

Unit V: Business Management Skills (5 Hours)

Understanding Marketing, Marketing and Product development, Capturing and connecting customers, Building strong Bands, and creating value. E-business and E- marketing, Business to Business Marketing, Consumer Marketing. Collaboration agreement, Strategic collaboration, Nature of Operation and Material Management, Operation and Material Management Costs, Distribution and sale of products, outsourcing