

Name of Faculty	:	Faculty of Design
Name of Program	:	Bachelor of Design (BD)
Course Code	:	2BFD05
Course Title	:	Field Visits
Type of Course	:	Project/Internship/Field work (PI)
Year of Introduction	:	2023-24

Prerequisite	:	--
Course Objective	:	The course objective of Field Visits is to provide students with firsthand exposure and practical experience in real-world settings related to their field of study. Students participate in visits to relevant industry sites, such as fashion studios, manufacturing facilities, retail stores, or fashion events, to gain insights into industry practices, processes, and trends. The course aims to enhance students' understanding of the industry, foster networking opportunities, and inspire creativity and innovation through direct observation and interaction.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Broaden horizon towards their theoretical and practical knowledge and its application for economic viability
	CO2	Exposure to market trends in textile and garment design.
	CO3	Basic understanding of consumer purchasing behavior
	CO4	Orientation towards marketing and production techniques along with quality assessment
	CO5	Placement in various retail stores, printing units, boutiques and fashion accessory houses.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		C	Theory Marks		Practical Marks	
SEE	CIA	SEE	CIA					
0	0	8	4	00	00	100	50	150

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P- Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content:

Module No.	Topics	Teaching Hours	Weightage	Mapping with CO
I	Identify customer needs 1. Identifying the target market- customer profile	40	35%	CO1, CO2

	2. Establish target specifications of the prospective new product Analyze competitive products			
II	Experiencing market i. Consumer behavior ii. Functioning of placement sector	40	35%	CO3, CO4
III	Production Techniques i. Product type ii. Product quality iii. Market for the product	25	30%	CO4, CO5
Suggested Evaluation External Evaluation 1. Regularity and Co-operation with the employees 2. Initiative and participation in skill development 3. Acceptance of newer aspects through observation and interaction Internal Evaluation 1. Application of knowledge acquired till date 2. Report writing 3. Presentation- Ability to incorporate suggestive aspects				

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	10	20	20	15	15	20

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

Reference Books

Sr. No.	Name of Reference Books
1	Gini Steppers Frings "Fashion from Concept to Consumer", Prentice Hall, New Jersey, copyright 2008, 2006, 2002.
2	Helen Joseph Armstrong 'Patternmaking for fashion design', Harper Collins Publishers, copyright 1995.
3	Grace I. Kunz and E. Glock Ruth, Apparel Manufacturing: Sewn Product Analysis, 4th Edition, Prentice Hall, New York; 2004
4	Jeannette Jarnow, Kitty G. Dickerson, "Inside the Fashion Business", Prentice- Hall, New York; 1997
5	Jennifer Yurchisin, Kim K. P. Johnson, Fashion and the Consumer, Berg Publications, New York; 2010