

Name of Faculty	:	Faculty of Design
Name of Program	:	Masters of Design (M.Des.) - Fashion Design
Course Code	:	2MFD04
Course Title	:	Fashion Communication
Type of Course	:	Professional Core
Year of Introduction	:	2023-24

Prerequisite	:	Basics of Communication and fashion
Course Objective	:	To learn the advance of Communication in the fashion industry
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Focuses on communication skills required in the Fashion and lifestyle industry.
	CO2	Students have multiple career opportunities such as graphic designing, visual merchandising, retail space designing, styling and photography, fashion journalism, and fashion advertising.
	CO3	Analyse various communication media for fashion
	CO4	The students emerge as dynamic professionals qualified to offer the most effective and financially viable communication solutions for the fashion, lifestyle industry, sustainability and beyond.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CIA	SEE	CIA	
2	0	4	4	70	30	30	20	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 COs
UNIT I	Introduction 1. Etymologies and Definitions of Fashion and Clothing 2. Fashion, clothing, communication and culture 3. The functions of fashion and clothing	10	20%	CO1
UNIT II	Fashion media a. Advertising b. Styling c. Press release	10	30%	CO2 CO3

	d. Verbal and Visual communication			
UNIT III	Fashion Trend forecasting a. Research b. Analyze Micro and Macro Trends c. Designs and Product collections	15	25%	CO4
UNIT IV	Sustainable fashion 1. Meaning 2. Sustainable products and processes 3. Sustainable clothing brands	15	25%	CO3 CO4

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	10	20	30	15	15	10

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	Barnard M. Fashion as Communication, Second Edition, Published by Routledge, 2002
2	Barnard M., Fashion Theory: A Reader (Routledge Student Readers), 2007
3	Hethorn J., Sustainable Fashion: Why Now?: A conversation exploring issues, practices, and possibilities (Paperback) , 2008
4	Kitchen P.J., Marketing Communications: Principles and Practice (Paperback), 1998
5	Workman J., Dress and Society (Paperback), 2008