

DESIGN FUNDAMENTALS

UNIT I: Introduction to Design (Weeks 1-2)

Week 1

- **Lecture 1:** Definition of design and motif; overview of types of design (structural, decorative, naturalistic, stylized).
- **Lecture 2:** Geometric, historic, and abstract designs with practical examples.
- **Lecture 3:** Introduction to creativity and innovation in design.

Week 2

- **Lecture 4:** Application of creativity and innovation in design development.
 - **Lecture 5:** Recap and interactive discussion on types of design.
 - **Lecture 6:** Group activity – Identifying different types of designs in existing artworks.
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UNIT II: Elements of Design (Weeks 3-6)

Week 3

- **Lecture 7:** Lines and their types (straight, horizontal, vertical, diagonal, curved); significance in design.
- **Lecture 8:** Shapes – geometrical, realistic, stylized, abstract; examples and practical use.
- **Lecture 9:** Introduction to color – Hue, value (tints, tones, shades), chroma/intensity.

Week 4

- **Lecture 10:** Color wheel – Primary, secondary, tertiary, warm, cool, and neutral colors.
- **Lecture 11:** Color schemes – Related schemes (analogous, monochromatic) and contrast schemes (complementary, split complementary, triadic).
- **Lecture 12:** Texture – tactile and visual; impact on design.

Week 5

- **Lecture 13:** Silhouettes and their visual effects in design.
 - **Lecture 14:** Practical session – Identifying color schemes and textures in existing designs.
 - **Lecture 15:** Recap of elements of design with group presentations.
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UNIT III: Principles of Design (Weeks 7-9)

Week 6

- **Lecture 16:** Directional principles – repetition, parallelism, sequence, alternation.
- **Lecture 17:** Gradation, transition, radiation, and rhythm – examples and applications.
- **Lecture 18:** Highlighting principles – concentricism, placement, isolation, contrast, emphasis.

Week 7

- **Lecture 19:** Synthesizing principles – proportion, scale, balance, harmony, unity.
 - **Lecture 20:** Visual examples – analyzing designs based on principles.
 - **Lecture 21:** Practical session – Applying principles of design to create motifs.
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UNIT IV: Arrangement of Design Figures (Weeks 10-12)

Week 8

- **Lecture 22:** Arrangement of figures – unit-repeating designs, drop devices, reverse drops.
- **Lecture 23:** Sateen system of distribution and counterchange motifs.
- **Lecture 24:** Border patterns and allover patterns – overview and examples.

Week 9

- **Lecture 25:** Practical session – Creating border patterns and unit-repeating designs.
 - **Lecture 26:** Interactive session – Evaluating designs based on arrangement techniques.
 - **Lecture 27:** Recap and discussion on arrangement of design figures.
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UNIT V: Application of Basic Designing (Weeks 13-16)

Week 10

- **Lecture 28:** Introduction to collage and its types – Client board, trend board, and concept board.
- **Lecture 29:** Mood boards, storyboards, and theme boards – purpose and process.
- **Lecture 30:** Inspiration boards and color boards – practical creation methods.

Week 11

- **Lecture 31:** Fabric boards, swatch boards, and trim boards – guidelines and examples.
- **Lecture 32:** Accessory boards and illustration boards – purpose and applications.
- **Lecture 33:** Design board and pattern board – creation and usage.

Week 12

- **Lecture 34:** Practical session – Developing a color board and fabric board.
- **Lecture 35:** Group activity – Presentation of mood boards and storyboards.
- **Lecture 36:** Feedback and refinement of student-created boards.

Week 13-16

- **Lecture 37-41:** Final project development – creating a design portfolio including mood boards, fabric boards, and pattern boards.
- **Lecture 42:** Final project presentations and evaluations.