

CHANDIGARH UNIVERSITY

GHARUAN

FASHION & DESIGN COURSE



Registrar
Chandigarh University
Gharuan, Mohali-140413

PROGRAMME OBJECTIVE

1. Educate to create design professionals with skill focusing on India's diverse design needs.
2. Learning from the past, understanding the present, students will be able to develop sustainable solutions for future.
3. Apply the skills, concepts, methodologies, and learned techniques in problem solving and development of innovative products.
4. Articulate the history of fashion and costume design in the context of applied research.
5. Collaborate with design, merchandising, management and specialty groups to make informed garment design decisions.
6. The students will be incorporated with the quality of Entrepreneurship.

PROGRAMME OUTCOME

PO 1- Develop Entrepreneurial and Business development skill

PO 2- Generate employment opportunities by closely interacting with crafts community.

PO 3- An ability to work on national and International Research projects

PO 4- Articulate their ideas to contribute to different sectors of society like information technology, hotel management and film industry.

PO 5- An ability to collaborate with different government organizations and NGO's effectively to work on creative projects with problem solving attitude.

PO 6- Acquire knowledge of global fashion market from value oriented retailers to luxury brands.

PO 7- Focus on the creative approaches' to develop contemporary fashion textiles.

PO 8- Impart knowledge to students regarding managerial skills to run their own enterprise.

PO 9- Experiential learning through internships in industries.

PROGRAMME SPECIFIC OUTCOME

B.Sc. Fashion & Design (3year Program)

At the end of graduation program students will be able to

1. Students will be able to apply the learned skills related to research, fashion market and the role of fashion product designer and developer within the fashion industry.


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2. Communicate their ideas and creative inputs to global fashion industry by creating fashion images, using multimedia and digital technologies, and will be able to explore illustration potential in branding, editorial platforms, advertising and graphic design.
3. Develop understanding of fashion business, consumer needs across international markets and how to plan integrated marketing communications utilizing the latest digital marketing platforms.
4. Creates successful career options in the fashion industry as a pattern cutter for structural and unstructured clothing, focusing on creative approach and innovative solutions through learned traditional and latest digital technologies.
5. Work as designers and makers of costume, working to support and transform performance.
6. Become a professional image maker through the practical and theoretical study of fashion photography and critically viewing global style and the cultural landscape of the fashion industry.
7. Able to explore surface textures and patterns for fashion fabrics through a thorough understanding of variety of traditional crafts, contemporary embroidery and embellishment processes.
8. Students will be able to generate employment for others and thus rather being job seekers they will be job providers by running their own ventures.



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