

FASHION DESIGN WORKSHOPS INFRASTRUCTURE



Fashion design is a form of art dedicated to the creation of clothing and other lifestyle accessories. Fashion Design involves designing clothes, accessories according to the styles and trends of the fashion industry.

The pedagogy of design course allows the students to develop a intra-disciplinary and contextual foundation in fashion with strengthening core fashion skillsets with inclusion and prominence on fashion styling, advanced textile expertise, media- make-up, photography, global business practices and social media marketing



RSP RELATED STUDY PROGRAMS AND STUDY TOURS



JAHANGIR MAHAL, ORCHHA, MADHYA PRADESH
The 17th century Jahangir Mahal was built as a symbol of warm reception of Emperor Jahangir by the then ruler of the region Vir Singh Deo.

The idea behind the 5 day study trip to Orchha, was to make the students aware with the aspects of detailed documentation.



CULTURAL EVENTS

Organised by Architecture Student



"Our approach at LJSD is to develop minds, that apply creative thinking and inquisitiveness along with realistic and practical perspective, so as to make them coequal professionals."
- Himanshu Thakker (Director, LJSD)



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LJ University
University with a Difference

L. J. SCHOOL OF DESIGN

Bachelor of Design (B.Des)

Course Overview

B.Des. course aims to develop minds that apply creative thinking & industriousness along with realistic and practical perspective, so as to make co-equal professionals.

This course offers working in collaborative and inter-disciplinary orientation. Students cultivate skills and learn design theories, methods, and processes that help develop and refine their ideas. They craft objects, communicate concepts, and develop complex systems that facilitate meaningful interactions.

This course is offered in various specializations such as **Visual Communication Design, Product Design, Furniture & Interior Design.**

Course Objective

- Course offers to students work in collaborative & interdisciplinary orientation.
- The curriculum should generate the scope for opportunities to integrate experiential and explorative learning in order to understand and achieve their ideas.
- Each programme must provide the opportunity to communicate concepts and develop complex system through an understanding of cultural, social & technological development that facilitate meaningful interaction.

Course Duration

04 Years
Full Time Undergraduate Degree Course

Course Structure

B.Des. syllabus focuses on building holistic learning of design. The course structure is a mix of theoretical knowledge and practical knowledge, including projects, group discussion, research papers, and internships. There's also the advantage of choosing electives. So students can select the subjects they like.

The course structure includes:

- Core and Elective Subjects
- Projects
- Research Papers
- Seminars
- Practical
- Thesis Writing/Graduation Project

Teaching Methodology and Techniques

The teaching methodology can be very different for B.Des. It involves a mix of classroom teaching and teaching through real-world application of that knowledge through case study projects. Through this methodology, students can understand the world of genomics, artificial modelling, etc.

- Studios
- Field trips
- Practical Learnings
- Problem-based Projects
- E-learning
- Co-curricular activities

VISUAL COMMUNICATION DESIGN

Visual Communication is quite a non-conventional course. Visual Communication design is a discipline or process that combines the principles of designing & technology with information development and is aimed at communicating with people through the intervention of media such as print, electronic or presentations. Visual Communication design course gives an opportunity to inspire, motivate, and creates desires in the process of making a favourable impact on the minds of the masses.

The courses develop the skills of students, to create concepts and learn how to use visual mediums to create product or communicate idea with the consumers. They learn to create and use words, symbol and images - to communicate ideas and information in products as diverse as electronic and printed magazines and book, branding/visual identity packages, signages, apps, websites, Maps and exhibition/museum display.

Area of Expertise

UI/UX & Digital Technology
Branding, Publication and Advertising

Career Prospects

- Graphic Designer
- Digital marketing
- Exhibition Design
- Photography
- Journalism
- Advertising Industry

Course Content

Typography /Calligraphy (Design & Application)
Design Ethnography
Concept Writing
Print & Production Methods
Visual Ergonomics
User experience & User Interface Design
Packaging Design
Branding & Advertising
Documentation & Portfolio Design
Digital Methods-Publishing
Semiotics
Photography
Motion Graphics
Animation
Info Graphic & Way finding Systems

PRODUCT DESIGN

Product Design is a course which focuses on the three dimensional product research of existing & new products -innovate or modified design ideas, understand systems & production techniques to create product which is user friendly and sustainable.

It is a balance approach towards creativity, Material exploration, technology, User experience, aesthetics taking consideration of environment needs. Thus, while designing product, it needs to ensure that the product being designed is easy and safe to use. Students are taught in-depth skills on how to tackle complex problems, market research, explore creative solutions, designing skills keeping in mind sustainability & Product user experience.

Area of Expertise

System Design
UX/UI
Material Exploration & Sustainability
Design for Communal Impact

PRODUCT DESIGN LIFECYCLE

Career Prospects

- Product /Industrial Design Researcher
- Interior and Spatial Designer
- Toy & Game Designer
- Exhibition Designer
- Design Consultant
- Furniture Designer
- Service Design

Course Content

Product Form & Rendering
Product Presentation
Ergonomics
Product Semantics
Manufacturing Process & Material Study
Typography

System Design
Workshop skills & Prototype Techniques
Packaging Design
Digital Exposure
Portfolio making
Product Photography

FURNITURE & INTERIOR DESIGN

The program offers the knowledge and experiences that students need to become competitive interior designers including the knowledge of furniture design.

The course offer practical and theoretical knowledge which help to student look at space holistic manner and design the interiors and furniture to enhance space.

Student can learn to evaluate process of design & the application of design within the varied environmental & behavioral aspects of daily human interaction.

Area of Expertise

Sustainable Interior Design | Lighting Design
Sustainable Furniture Design | Interior Products
Exhibition & Set Design

Career Prospects

- Product Designer
- Furniture Designer
- Interior Space Consultant
- Set Designer
- User Experience Designer

Course Content

Space & Form Study
Building Construction
Techniques & Services
Interior Technology
Light Design & Acoustics
Textile & Interiors
Interior Landscape
Heritage Conservation

Craft Study & Technology
Furniture Technology-
Mechanisms, Structure, Joineries
Material Technology
Furniture & Ergonomics
Green Design
UI/UX
Professional Practice & Management