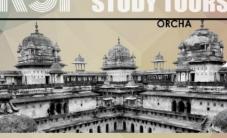


Fashion design is a form of an dedicated to the creation o clothing and other lifestyle accessories. Fashion Design involves designing clothes, acces sories according to the styles and tends of the trablog industry

Potte

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





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.







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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L. J. SCHOOL OF DESIGN

Bachelor of Design (B.Des)



Course Overview

B.Des. course aims to develop minds that apply creative thinking & nousi fiveness 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 affered in various specializations such as Visual Communication Design. Product Design,

Furniture & Interior Design.



Course Objective

· Course offers to students work in collaborative & interdisciplinary crienta-

 The curriculum should generate the scope for apportunities 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

04 Years

Course Duration

Course Structure

Des. syllabus focuses on building halistic 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 nix of classroom teaching and teaching through real-world application of hat knowledge through case study projects. Through this methodology, tudents can understand the world of genomics, artificial modelling, etc. · Studios

- Field trips
- Practical Learnings
 Problem-based Projects • E-learning
- Co-curricular activilies

VISUAL Or PRODUCT COMMUNICATION D E S I G Product Design is a course which focuses on the three dimensional

Visual Communication is quite a non-conventional course. Visual Communication design is a discipline or process that combines the princip 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 cause gives on apportunity to rispires, motivates, and creates desires in the process of making a favourable impact on the minds of the masses.

The opurses develop the skills of students, to create concepts and tions late them using visual mediums to create product or communicate idea with the consumers. They learn to create and use words, Symbol and images to conmunicate ideas and information in products as diverse as electronic and printed magazines and book. Branding/Visual identity packages, signages, opps, websites. Maps and exhibition/museum as-

Area of Expertise

UI/UX & Digital Technology

Branding, Publication and Advertising

Career Prospects

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 lowards creativity. Material exploration, technology, User experience, aesthetics toking consideration of environment needs. Thus, while designing product, it needs to ensure that the product being designed is easy and safe to use.

N

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



Furniture Designe

Typography /Calligraphy(Design & Application) **Design Ethnography** Concept Writing Print & Production Methods Visual Ergonomics User experience & User interface Design **Pockaging Design** Branding & Advertising Documentation & Portfolio Design Digital Methods-Publishing Semiotics Photograph **Motion Graphics** Animation into Graphic & Way finding Systems



Exhibition Desi Design Consultan

Service Design

Course Content

System Design

ype Techniques

ckaging Design

Digital Exposure

ortfolio making

uct Photography

Product Form & Rendering		
Product Presentation	Workshop skills &	Proto
Ergonomics		P
Product Semantics		
Manufacturing Process & Mat	erial Study	
lypography		Prod

FURNITURE &

The program offers the knowledge and experiences that students need to become competitive interior designers including the knowledge of fumiture 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 pro cess of design & the application of design within the varied environmentol & behavioral aspects of daily human interaction





Product Designer Furniture Designer Interior Space Consultant Set Designer **User Experience Designer Course Content**

Space & Form Study **Building Construction** Furniture Technology Techniques & Services Mechanisms, Structure, Joineries Interior Technol Material Technology Light Design & Acc umiture & Ergonomic: Textile & Interiors Green Design Interior Landscape Heritage Conservation Professional Practice & Management

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Exhibition Design Advertising Industry Course Content