



National Institute of Fashion Technology- Kannur

(Ministry of Textiles, Govt. of India)

Guidelines to Conduct General Elective Subjects

1 Introduction

Curriculum of NIFT attempts to give the student a rich repertoire of experience and understanding that will hopefully inculcate a desire and a capability for lifelong learning and will stand him or her in good stead in these disruptive times of change. Critical to this new perspective would be the transaction of the general elective subjects. There are over 30 General Electives that a campus can choose from, most or all of which will be undertaken by external resource persons or resource organizations. The responsibility for the academic administration of the General Electives vests almost exclusively with the campus. The General Electives fall into two categories – Mandatory and Optional. Students of a particular programme would be required to take the General Electives which are listed as mandatory and optional for the concerned programme.

To deliver these General Elective NIFT campus is inviting expression of interest from Individual resource persons and resource organizations.

2 Definitions

Resource Person: a Professional who has acquired knowledge and skills through study and/or practice over the years in a particular field or subject.

Resource Organization: private and public entities including consulting firms, management firms, universities, colleges, institutes of higher learning, research institutions, government bodies/agencies, private agencies, non-governmental organizations (NGOs) who have professional expertise in any of the subjects identified as General Electives

General Electives: General Electives are a basket of subjects, which have been identified by NIFT under the restructured Curriculum as necessary for the overall development of the personality, knowledge and understanding of the student. Through the General Elective, the student will be exposed to a hands-on, applied format of inquiry, which would help the student appreciate the core principles of the particular branch of study and correlate that understanding with the student's environment and work. All the general electives are credited courses, with some of them identified as mandatory for the student to take up. Of the optional courses, the student can choose the courses that he or she would like to take up to complete the requirement of credits. 20% of all credits of any programme (UG/PG degree) would be met from General Electives. Each GE elective (Mandatory and Optional) will be for 28 Hours per Semester and of 2 Credits.

Mandatory General Electives:

Tentative date for GE Mandatory: 27-01-2025 to 31-01-2025

a. For UG Programme

The mandatory subjects under General Electives, which are to be taken by all UG students.

1. Personality Development
2. Critical Thinking
3. Indian History of Art, Architecture and Culture

b. For PG Programme

The mandatory subjects under General Electives, which are to be taken by the PG programme students are,

1. Professional Practices Ethics and Values



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(Ministry of Textiles, Govt. of India)

Guidelines to Conduct General Elective Subjects

Optional General Electives:

Tentative date for GE Optional: 03-03-2025 to 08-03-2025.

a. For UG Programme

The Optional subjects under General Electives, which are to be taken by all UG students are,

1. Cultural Anthropology
2. Nature Walk
3. Making Sense of “Theyyam”
4. Landscaping & Gardening
5. Design Thinking
6. Fitness – Zumba
7. Story Telling
8. Research Methodology
9. Leadership
10. Sports – Fitness
11. Theatre
12. Dance
13. Language/Literature- French
14. Film Appreciation
15. Design Innovation for Sustainable Fashion

b. For PG Programme,

The Optional subjects under General Electives, which are to be taken by the PG students are,

1. Cultural Anthropology
2. Nature Walk
3. Making Sense of “Theyyam”
4. Landscaping & Gardening

The treatment of the subjects, which are offered in both PG and UG, may be different for both, with higher level of complexity and self-study introduced in the PG course. Some of the subjects (like Theatre, Dance, and Leadership etc.) can be taught to UG and PG together. The minimum class size should be 20 students and the maximum class size will be 45 for all GEs.

- **Guest Lectures of 10 hours for UG, Fashion Communication – Sub: Hair & Make-up Workshop (Date: 20 & 21 March 2025)**
- **Guest Lectures of 10 hours for UG, Fashion Communication –Subject: Colour Psychology (Date: 27 & 28 March 2025)**



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Guidelines to Conduct General Elective Subjects

3 Process of selection

- The EOI should indicate
 - Payment norms
 - Timeframe and no. of hours of the course (breakdown of credits)
 - Course description and deliverables including learning outcomes
- The resource organization would be called upon to provide statement of purpose w.r.t offering the course including:
 - Philosophy of approach to the subject,
 - How the organization proposes to deliver the course – content, methodology and evaluation process (to be mapped to the deliverables indicated in the EOI),
 - Details of resource person(s) and his/her/their capabilities and experience of relevance to the course
 - How the learning outcomes will be achieved.
- A committee of faculty members shall assess the soundness of the technical proposal, and select the resource organization(s) to conduct the course.
- On the basis of advertisement all concerned may submit their expression of interest to office.cac.kannur@nift.ac.in
- A work-shop will be conducted for all concern who have submitted their EOI the venue and date of this work-shop will be communicated later through e-mail.
- The short-listing and/or final selection of the consultants/experts/Resource Organizations, assessment of the cost estimates, negotiations, finalizing terms of MOU shall be done by the Campus Director, Joint Director and the CAC.

4 Payment Norms for Resource Organization/Individuals

As per NIFT Guest Faculty Norms,



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5 LIST OF GENERAL ELECTIVES

MANDATORY COURSES (28 Hours each)				
No	Subject	Purpose	Learning outcomes	No of Resource Person Required
1.	Personality Development	<ul style="list-style-type: none"> This course will help deepen the student's understanding of self in relation to others. It will enhance self-confidence, enable dealing with barriers in the way of the social expression of individual personality, and infuse the traits of working in a team towards a common goal. 	<ul style="list-style-type: none"> Improved self-concept and self confidence Demonstration of understanding of group dynamics; ability to work in a team for common goal. Ability to recognize and regulate stress. 	1
2.	Critical Thinking	<ul style="list-style-type: none"> This course aims at improving reasoning ability of participants with skillful analysis, evaluation, assessment and reconstruction by providing the skillsets for organization, correlation, interpretation and evaluation of data, information and arguments. 	<ul style="list-style-type: none"> Ability to collect, analyze and interpret data. Ability to make connections between ideas and arguments and assess comparative merits and relevance. Ability to recognize bias, errors and inconsistencies in arguments and to approach a problem on merits without getting swayed by rhetoric. 	1
3.	Indian History of Art, Architecture and Culture	<ul style="list-style-type: none"> This course will explore facets of Indian art, culture and architecture through the ages through an interdisciplinary approach focusing on the detailed study of representative monument/painting/music/sculpture/artwork/literary work and connecting it to the sociocultural ethos of the time and place. 	<ul style="list-style-type: none"> Ability to recognize and relate to works of art and architecture in their cultural and historical setting, integrating people, places and events. Ability to identify distinctive styles and iconography of various Indian art and architectural forms. The ability to reflect on the diverse influences that have shaped sculpture, painting, music, literary works and architecture in India. 	1
4.	Professional Practices Ethics and Values	<ul style="list-style-type: none"> This course will allow students to identify, imbibe and demonstrate the significance of the moral compass, which sets the standards of personal and corporate behavior. 	<ul style="list-style-type: none"> Appreciation of the guiding principles of ethical professional behavior, and differentiation of ethical and unethical practice Awareness of the legal and social implications of unethical professional behavior. Ability to apply IPR tools to business scenarios. Perspective on Corporate Social Responsibility. 	2



National Institute of Fashion Technology- Kannur

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Guidelines to Conduct General Elective Subjects

OPTIONAL COURSES (28 Hours each)				
No	Subject	Purpose	Learning outcomes	No of Resource Person Required
1.	Design Thinking	<ul style="list-style-type: none"> This course introduces the concept of design thinking which is iterative, synthetic, and convergent and discusses the aspects of creativity, empathy, inspiration, and ambiguity which work at the level of multiple cognitive domains – visual, mathematic, auditory etc. 	<ul style="list-style-type: none"> Working knowledge of design thinking and design methodologies. Ability to appreciate and augment one's own creative and design strengths Ability to understand and apply the diverse methods employed in design thinking including innovative approaches to design and exploratory methodologies to one's own work 	1
2.	Research Methodology	<ul style="list-style-type: none"> To develop a Research Orientation among students <p>To provide students the knowledge and skills required to identify a potential research situation and act on it for business decision making.</p>	<ul style="list-style-type: none"> After the course, the student would become equipped to collect information and act on the indications and cues that are received from collected information to make more informed business decisions. 	1
3.	Leadership	<p>This course will focus on appreciating the various forms of leadership and the qualities that go into the making of a leader - It will also render the meaning that leadership is more than the position one holds.</p>	<ul style="list-style-type: none"> Critical and reflective thinking abilities for socially responsible leadership. Understanding regarding responsible decision-making and personal accountability. Ability to work effectively with those different from oneself, to acknowledge differences of opinion and work towards a common goal. 	1
4	Dance (Bharathanatyam)	<ul style="list-style-type: none"> General introduction of Dance studies in order to identify one's body and self. Developing body flexibility to enjoy the feeling of letting go while still having control over the body. Introduction to the rhythmic syllables used in Dance. 	<ul style="list-style-type: none"> Understanding one's own body dynamics as well as to limitations. Identifying the innate rhythm of body. Students would get to identify the different kinds of gestures used in different styles or form of Dance 	1



National Institute of Fashion Technology- Kannur

(Ministry of Textiles, Govt. of India)

Guidelines to Conduct General Elective Subjects

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5	Film Appreciation	<ul style="list-style-type: none"> This course focuses on helping the students to appreciate cinema by understanding the artistic and practical elements of filmmaking, particularly how narrative and stylistic techniques are used to communicate meaning. It would also provide insight into the nature of research, exploration and technique that go into the making of a film – particularly from the perspective of costume, styling, set design and cinematography. The course would include introduction to some cinematic greats of both Indian and world cinema. 	<ul style="list-style-type: none"> Appreciation of genre, plot structure, creative inputs, character portrayal & progression. Ability to interpret the socio cultural and humanistic or philosophical commentary in cinema Understanding of the interplay of content and form in creating meaning and heightening audiovisual experience Recognition and appreciation of design elements in sets, costumes and cinematography 	1
6.	Sports/Fitness	<ul style="list-style-type: none"> This course will engage students in group sports/fitness activities to enable holistic development. 	<ul style="list-style-type: none"> Holistic development of the body and mind by focusing upon fitness, strength and concentration. Understanding benefits of a good diet to achieve better mental and physical health. Enhanced team spirit, confidence and leadership qualities. Increased alertness, energy, focus and discipline 	1
7.	Yoga/Meditation Techniques	<ul style="list-style-type: none"> This course in Yoga/meditation aims at inculcating rich Indian philosophies guiding individuals to live happier and healthier lives. These techniques empower and strengthen one's body to reduce stress and become more efficient. It also promotes relaxation for clearer minds and better decision-making ability. 	<ul style="list-style-type: none"> Mastery over simple meditation techniques & yoga postures Positive attitude towards learning & peers Increased clarity, peace of mind, focus and discipline <p>Enhanced sense of wellbeing</p>	1



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8	Landscaping and Gardening	<ul style="list-style-type: none"> This course will give a hands-on experience of maintaining functional, aesthetically pleasing outdoor spaces. This course will also engage students in active gardening. 	<ul style="list-style-type: none"> Ability to identify plants (including flowering plants) commonly found in gardens and public spaces Ability to nurture and tend for garden plants Ability to undertake basic landscaping design for outdoor spaces Ability to recognize various landscape modelling designs. 	1
9	Nature Walk	<ul style="list-style-type: none"> The course aims at experiential learning of the socio cultural and historical context of the local environment. Alternatively, it will undertake walk to discover nature – flora and/or fauna in their natural habitat and explore possibilities of symbiotic relationship between humans and natural systems. 	<ul style="list-style-type: none"> Sharpening of observational skills and ability to relate to flora and fauna of any given geographical location. Ability to appreciate heritage in the context of history, architecture, people & places and its relevance in contemporary times. Real time insight into the challenges posed to nature/heritage on account of ongoing human intervention. 	1
10.	Psychology	<ul style="list-style-type: none"> The course aims at studying the various aspects of human cognition and their impact on social behavior. It also seeks to relate psychological theory, concepts and methods to real life problems. 	<ul style="list-style-type: none"> Identification, description and classification of the major theoretical perspectives used in psychology. Application of understanding in interpreting real life problems. 	1
11.	Cultural Anthropology	<ul style="list-style-type: none"> To acquire knowledge on wide variety of human societies and cultures in time and space. To understand the fundamental institutions in human social-cultural life. 	<ul style="list-style-type: none"> To get a holistic perspective on culture and society. To attain basic skills in interpreting customs and institutions from an Anthropological point of view. 	2
12.	Theatre	<ul style="list-style-type: none"> To impart practical knowledge of the art of theatre and its fundamentals. To enable the students to have a first-hand experience of acting and theatre exercise by participatory group activities. 	<ul style="list-style-type: none"> The student may understand the art of theatre in an appreciation level. The students may also attain knowledge of local culture, lore and cross-cultural discourse. 	1



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13	Language/Literature - French	<p>*To equip the students with a basic knowledge about the French language and Culture.</p> <p>*To comprehend the potential of French language in the global scenario and to be thus motivated.</p>	<ul style="list-style-type: none"> • Would able to understand the most often used lexis, syntax, phonology, pragmatics and semantics of the French language (beginners' level) in comprehension, analysis and response formation. 	1
14.	Design Innovation for Sustainable Fashion	<ul style="list-style-type: none"> • To build awareness/ sensitization about fashion and sustainability in a broader sense, terminologies and how innovation can play a pivotal role. • To be able to apply sustainable methods in their domain of design, technology and management. 	<ul style="list-style-type: none"> • To enable students to understand the deep-rooted relation between fashion, sustainability and innovations. • To shape an environmentally conscious, receptive, adaptive individual by facilitating rediscovery of age-old indigenous sustainable practices and everyday innovation. • To ideate creative solutions by bringing to use sustainable design principles for problem solving and 'closing the loop' 	1
15.	Making sense of "Theyyam" (Ritual Performance of North Kerala)	<ul style="list-style-type: none"> • Studying 'Theyyam' will develop an understanding of the artistic and technical elements of physical expression that lead to performance artistry, and will attain and or maintain a technical proficiency based on sound kinesiological principles at the high intermediate level 	<ul style="list-style-type: none"> • Student would be able to identify & personalize the art forms, its basic principles, costumes and 'Theyyam'. • Performance techniques- body movement, flexibility, artistic skills of makeup, costumes making and preparation of traditional paints and costumes. 	1
16	Fitness - Zumba	<ul style="list-style-type: none"> • To promote the awareness of need and importance of physical activity and exercise on individual. • To promote awareness of your body and develop a passion towards fitness 	<ul style="list-style-type: none"> • Improve once physical fitness level such as balance, flexibility, strength and endurances. • Improves once psychological level such as heart rate, BP, oxygen consumption level etc. 	1
17	Sports - Kalaripayattu (Martial Arts of Kerala)	<ul style="list-style-type: none"> • To inculcate the knowledge to identify, appreciate & synthesize at personal level the ancient techniques of "Kalaripayattu" • To anticipate & seek the traditional knowledge & importance of vital spots of human body 	<ul style="list-style-type: none"> • Students would be able to identify & personalize the knowledge and certain preliminary skills of body movements, weapons and cultural aspects of Kalaripayattu. • Body, mind relaxation – body movement, flexibility, stamina, strength- body leaps, twists & jump- basic weapon operation – holding a sense of ancient kalaripayattu techniques 	1



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18	Story Telling	<ul style="list-style-type: none"> To enhance the creativity and aesthetic of students. To enable students to appreciate literature from different genres To enhance creative writing skills and presentation skills of the learners 	<ul style="list-style-type: none"> The students would understand different possibilities of self-expression. Student would attain knowledge of various forms(limited) and genres of creative writing. 	1

Subject Experts for Department:

19	<p>COLOUR PSYCHOLOGY (Fashion Communication Department)</p> <p>Total 10 hrs.</p>	<ul style="list-style-type: none"> To sensitize the students to the areas of Colour Psychology and Colour management. Understand the importance of Colour Psychology and its use for various communication design applications 	<ul style="list-style-type: none"> How different personality type respond to colour. Help Students create appealing commercial colour pallets. Use colour for Branding & Marketing purposes. Creative usage of colour in various forms of communication designs. 	1
20	<p>HAIR & MAKE-UP WORKSHOP (Fashion Communication Department)</p> <p>Total 10 hrs.</p>	<ul style="list-style-type: none"> Students develop a creative imagination and a strong visual sense in Hair and make-up Understand the shades of hair styling and make-up Gain confidence to work closely with other people, like models, actors, photographers and clients or customers Study and understand the trending looks for different fashion themes and outcomes <ul style="list-style-type: none"> To use different techniques to achieve creative looks for styling 	<ul style="list-style-type: none"> The course is designed to give to students an overview of basic makeup techniques and to develop their skill in using those techniques. The student will learn the basics of makeup application The student will learn the basics of contouring, blending and color selection as it applies to theatrical makeup The student will apply the techniques learned in class to modify their appearance through a series of projects Student will experiment with a variety of technical effects 	1

*For further inquiry, you may contact:

Campus Academic Coordinator, NIFT Kannur,

office.cac.kannur@nift.ac.in,

Contact No: 04972 784 784.



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