

FASHION COMMUNICATION

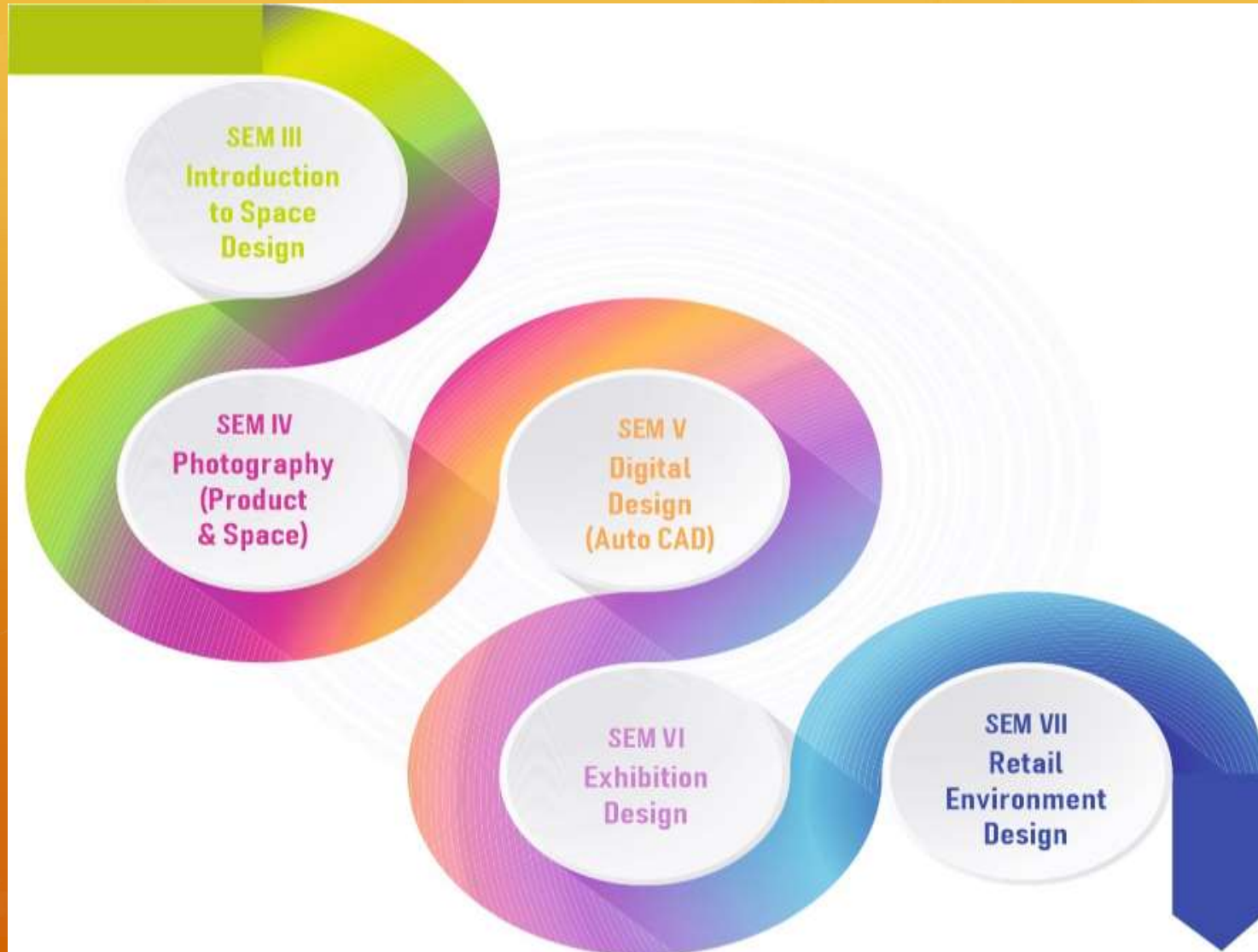
National Institute of Fashion Technology, MUMBAI

MATRIX

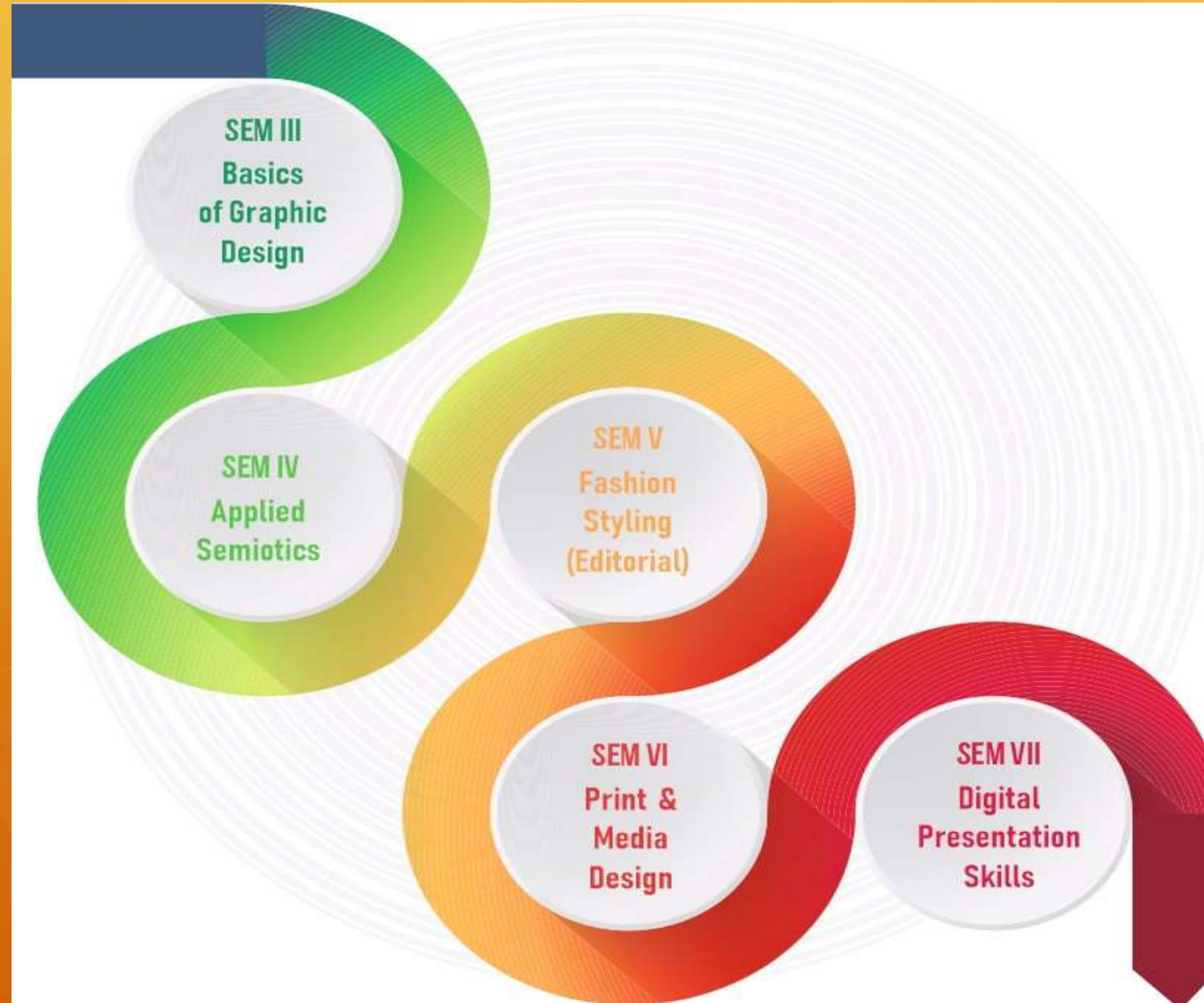
(INTERDISCIPLINARY MINOR – UG)

ANY ONE PATHWAY		
SEMESTER	DISPLAY & PRESENTATION DESIGN	COMMUNICATION DESIGN
III	Introduction to Space Design	Basics of Graphic Design
IV	Photography (Product & Space)	Applied Semiotics
V	Digital Design (AUTOCAD)	Fashion Styling
VI	Exhibition Design	Print & Media Design
VII	Retail Environment Design	Digital presentation Skills

DISPLAY & PRESENTATION DESIGN



COMMUNICATION DESIGN



FASHION COMMUNICATION

National Institute of Fashion Technology, MUMBAI

STYLING & DISPLAY DESIGN

“The creative edge to visual promotion!”

3D/4D visual experience & promotion design

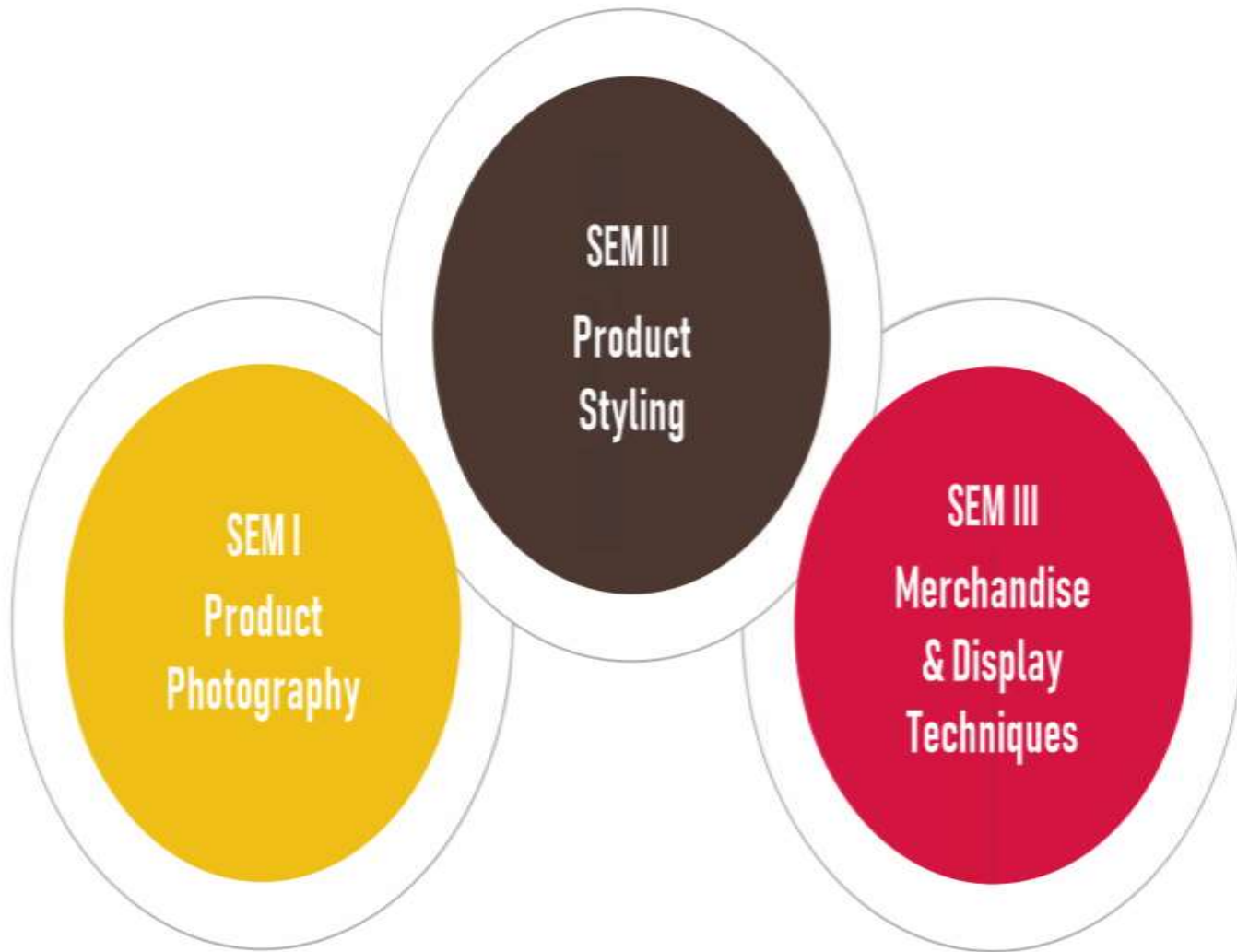
This course is a perfect mixed bag for styling & design.

students can apply these skills to the present and emerging technologies in the global fashion industry with the inputs of the **image capturing through photography.**

With a passion for style, and a creative mind full of visual ideas, participants learn how to **style and create sets for fashion shows.**

They will be equipped as **Fashion Creative for Editorial Features, Advertising Campaigns, Brand Image And Restyling Proposals**, in social media and visual display, as well as in music videos, TV, and movies.

Pathway Mapping



Programme Matrix

Sl. No.	INTER-DISCIPLINARY MINOR:	Sem- I			Sem- II			Sem- III		
		Subject	Hours	Credit	Subject	Hours	Credit	Subject	Hours	Credit
1	STYLING & DISPLAY DESIGN	Product Photography	3 (D)	3	Product Styling	3 (D)	3	Merchandise Display Techniques	3 (D)	3
	Total Hours/credit		3 (D)	3		3 (D)	3		3 (D)	3

Proposed Transaction: Lectures/talks, demos, visits, peer group interaction, presentations

Semester I

Photography (Product)

Ability to use **creative ideas** to generate photography related content through sufficient mastery of Skill and Technique.

To be able to clearly **communicate the idea**, content and their context through **digital photography**.

Handling of **camera and lights** for **product, studio and outdoor** photography.

Ability to work independently towards **product styling** and fashion spaces for enhanced **visual experience**

Semester II Product Styling

Understand styling concepts, compositions & principles.

Ability to use lighting techniques.

Use of props to create visual stories.

Create visual themes and concepts for fashion products and merchandise.

Semester III

Merchandise and Display Techniques

Ability to communicate the concept of the product collection, experience attached to the **product environment, space** and **brand identity**

Capability to handle various **materials**, demonstrate **3-D prop** making skills, acquire **technical drawing skills** and demonstrate an ability to execute creative merchandise and display design ideas for **window display** and **set design**.

Application of **tools and technique** for **display space design**
Design solution for enhanced **visual experience** in fashion spaces.