

**SYLLABUS
BA IN FASHION MARKETING AND PROMOTION
SEMESTER – I**

DRAWING TECHNIQUES AND APPROACHES

Sub. Code: BFMP 101

Credits: 04

Total Marks: 100

Minimum Pass Marks: 40%

Internal Assessment: 40 Marks

University Examination: 60 Marks

Unit 1: Designing of Documents

Media Techniques; Introduction to Mediums; Tools Required.

Unit 1: Colours

Colour; Categories of Colour; Colour Wheel; Attributes and Dimensions of Colours; Colour Harmony and Colour Combinations; Colour Schemes; Qualities of Colour.

Unit 3: Drawing Croquis

Block Figure: Front View, 3/4th View (Less), 3/4th View (Full), Back View, Side View, Sitting; Fleshed Croquis: Front View; Fleshed Croquis: Side View, 3/4th View, Back View, Weight Distribution

Unit 4: Sketching

Heads; Various Face and Head Types; Face and Head Positions; Hair Types; Finished Sketches of Faces; Arms and Hands; Arm Positioning; Hands; Foot and Feet Drawing; Stick Figures.

Unit 5: Experimental Drawing

Fine Lines; Pencil Drawings; Drawing on a Xeroxed Base with Pencil and Ink Pen; Using Ruler and Colored Markers; Pen Technique.

Unit 6: Illustration of Accessories

Hats; Shoulder Bags; Ladies Shoes.

Unit 7: Draping in Illustrations

Necklines; Collars; Sleeves and Cuffs; Skirts; Pants; Tops; Jackets; Dresses; Waist Tightners; Neck Pieces.

Unit 8: Color Rendering

Fabric Representation; Skin Rendering; Color Rendering; Various Mediums; Technological Media.