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National Institute of Fashion
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NATIONAL INSTITUTE OF FASHION TECHNOLOGY

Shillong Campus



TEXTILE DESIGN MASTERY: FROM CONCEPT TO MARKET

06.07.2026 to 11.07.2026

OVERVIEW

This course provides an in-depth journey through the textile design process, from initial concept to product development, leading to final marketing and sales strategies. It is designed for aspiring textile designers, artisans, and professionals who want a holistic understanding of the craft and its process.



LEARNING OUTCOMES

By the end of this course, students will:

1. Have a thorough understanding of the entire design process and textiles.
2. Understand material properties and sustainable practices.
3. Be proficient in weaves and the use of computer aided design (CAD).
4. Be able to develop effective, marketing and branding strategies.

Day 1 Introduction to textile design

Fundamentals of design | History and evolution of Indian textiles | Conservation and design intervention of craft

Day 2 Fashion forecast

Trend forecast | Macro vs micro trends | Intuitive colour forecast, analysis, breakdown, and sustainable choices | Forecasting calendar

Day 3 Material and process knowledge

Fibres, yarns, and fabrics classification | Weaving and dyeing processes | Application of natural dyes for sustainability

Day 4 Weaving design fundamentals

Introduction to weave designs | Advance weaves and CAD

Day 5 Marketing and branding

Introduction to marketing and branding | Introduction to retailing | Triple bottom line | Sustainability practices

Day 6 Fashion forecast

Market ready product development | Sales | Logistics | Developing business model