

Fashion Creatives

Pathway Mapping

TREND SPOTTING & REPORTING

NEW MEDIA CONTENT

CREATIVE WRITING

ADVERTISING & COPY

STORY TELLING & NARRATIVES

SEM
III

SEM
IV

SEM
V

SEM
VI

SEM
VII

Fashion Creatives refers to the effective communication and presentation of fashion ideas using text, visual, and multimedia content. This programme will equip students with comprehensive abilities in creative writing, content writing, trend reporting, copy writing, and storytelling.

Students progress to effectively and clearly applying content creation techniques that communicate a story to an audience.

FASHION CREATIVES DEEPENING SPECIALIZATION

fashion
communication

This deepening specialization will create innovative thinkers and influencers who can collaborate across design disciplines. They will be able to anticipate trends, challenges, and envision communication solutions in Folk, traditional, social media, and evolving new media channels. While marching forward they would be encouraged to preserve craft and cultural narratives through which they would derive an inventive vision for the future.

LEARNING OUTCOMES

Understanding of different formats of creative writing.
Developing a personal style for writing and creating fashion content for various forms of media including new media.
Knowledge of fashion cycles, change-agents, and short- and long-term fashion trend patterns by researching and analyzing elements such as color, fabric, print, and silhouette
Understanding the role of Culture, Fashion Media, Social Media, Fairs and Trend Agencies.
Knowledge of advertising content writing including print, electronic media and new media.
Interpretation of the fashion forecast and synthesis of the same to present a trend report
Ability to develop narratives for various media inclusive of the folkmedia.

Visual Communication



Pathway Mapping

STUDIO PHOTOGRAPHY

MOVING IMAGES & EDITING
(VIDEOGRAPHY)

SEM
III

SEM
IV

SEM
V

SEM
VI

SEM
VII

2D ANIMATION & MOTION GRAPHICS FASHION PHOTOGRAPHY VISUAL CULTURE STUDY

MOTION GRAPHICS

VISUAL COMMUNICATION DEEPENING SPECIALIZATION

fashion communication

This programme will equip students to produce creative works that communicate conceptual, and/or practical, and aesthetic propositions to their target audience. Cutting across the domains of graphic design, semiotics, image styling and print media design, this stream will create thinkers who can collaborate innovatively across design disciplines.

LEARNING OUTCOMES

Gain knowledge of fundamental concepts for data visualization.
Ability to follow iterative process for visualization and to communicate quantitative information.
Experimental skills to apply different media formats for information communication.
Understanding of key concepts for creative positioning and advertising in fashion industry.
Conceptualization ability and position strategic campaigns.
Capacity to render and express with respect to utility and function (finishes, textures, etc.)
Ability to concept and visualize events as tools of PR along with knowledge of Press Release Brand Release, Company Backgrounders, Embargoed Release and Complete Press Information pack including CD, docket folder.
Develop understanding on clarity, responsibility and ethics of Photo Journalism and different areas of photojournalism.
Ability to address contemporary issues in the domain of fashion and communication and develop design solutions.

Visual Communication refers to the effective communication and presentation of fashion ideas using textual and visual content.

Students progress by acquiring technical skills and specialist knowledge of various aspects of visual communication to realise creative research projects.



राष्ट्रीय फैशन टेक्नालॉजी संस्थान
NATIONAL INSTITUTE OF FASHION TECHNOLOGY
Ministry of Textiles, Govt. of India
A Statutory Institute Governed by the NIFT Act 2006

Communication Design

INTERDISCIPLINARY MINOR FOR UG

Pathway Mapping

SEM III
Basics
of Graphic
Design

SEM IV
Applied
Semiotics

SEM V
Fashion
Styling
(Editorial)

SEM VI
Print &
Media
Design

SEM VII
Digital
Presentation
Skills

Communication Design develops professional competencies in graphic, sign and symbol design, brand identity, styling, image processing and narration through a variety of print, media, and digital formats.

The students will be introduced to concepts that connect contemporary and historical contexts of the graphic arts and facilitate a fundamental understanding of the practice of communication design via hands-on exploration of the relationships between type, image, and meaning in communication design.

Make your own creative visual stories

DESIGN THROUGH DIGITAL & SOCIAL MEDIA (EMERGING AREAS)

LEARNING OUTCOMES

Knowledge: Communication Design enables the students to express ideas, brands, and storylines clearly and creatively. The focus is on developing comprehensible design of messages and experiences.

Skill: The students will be strengthened with the concepts that connects contemporary and historical contexts of the graphic design and signage and styling techniques. Ability to practice communication design via hands-on/digital exploration using the relationships between type, image and layouts with suitable media.

Synthesis: This IDM will provide a strong foundation for a creative expression and ways of proceeding with design-based projects with appropriate communication aids.

Display & Presentation Design

INTERDISCIPLINARY MINOR FOR UG

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This course is a perfect melting pot for display design. The students will be exposed to live and hypothetical projects where they create and design for varying target markets and learn about the relationship between concept design and practical realisation. They would be able to create the right image both within and beyond the store's physical structure. To coordinate an image is to find the right balance of elements to obtain a result that makes the product sellable and, as a result, sold. There will be the opportunity to photograph their work, helping to build their portfolio. The course in all would prepare them to the display design industry.

Students can explore how to construct a narrative that acts as 'interpretive bridge' between the client and the audience. The outcome is the creation of interactive spaces that communicate messages in a memorable and innovative manner.

Creating spaces that inspire you



IMAGE AND EXPERIENCE DESIGN FOR VIRTUAL RETAIL AND EXHIBITION SPACES (EMERGING AREAS)

LEARNING OUTCOMES

Knowledge: Conceptualise, execute creative and interactive display environments for effective brand communication and brand experience. Use Product Photography as a tool to communicate a brand story, product concept, and a visual presentation.

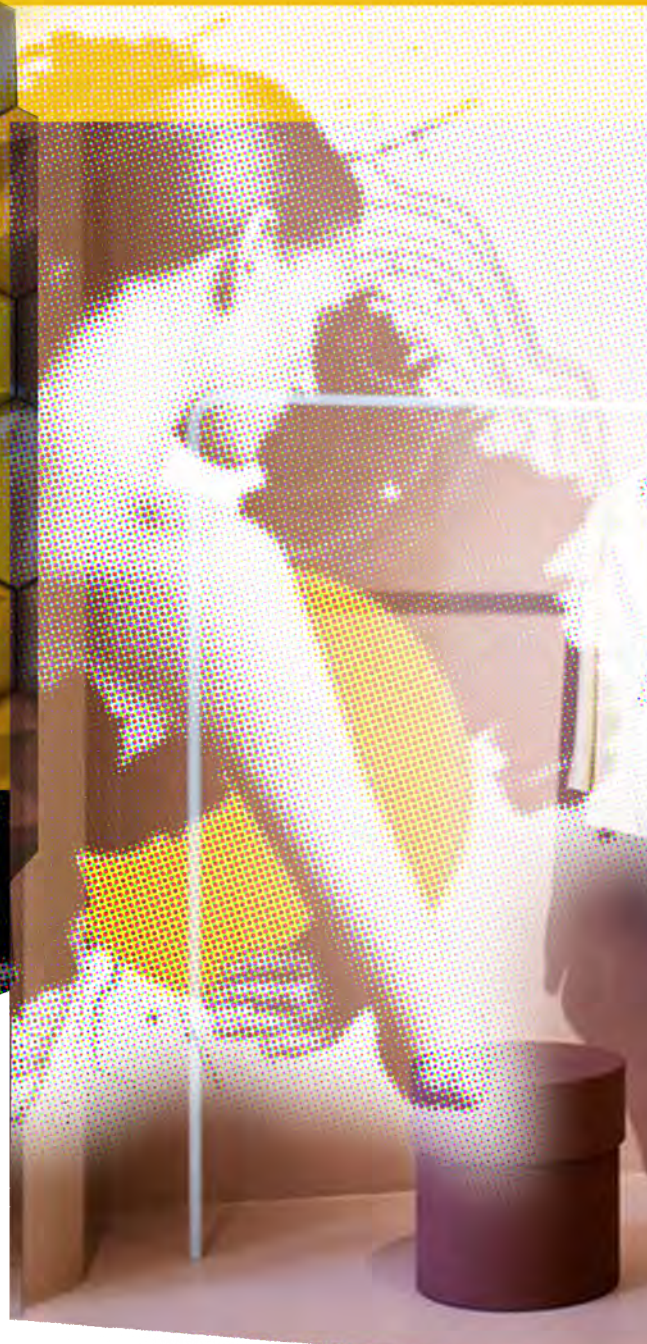
Skill: Digital drawing skill to demonstrate technical know-how for concept visualization and execution of display ideas.

Ability to execute creative display ideas, a capability to handle various materials and demonstrate 3-D model making skills and technical drawing skills for final fabrication. Handling and usage of camera, and appropriate photography tool/techniques.

Synthesis: Design solution to communicate suitable visual experience at human-designed environments.

Styling & Display Design

INTERDISCIPLINARY MINOR FOR PG



ffc

This course is a perfect mixed bag for styling design to produce students who are creative, with specific skills in trend forecasting, analysis, and interpretation of style and brands.

They 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 and 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.

3D/4D VISUAL EXPERIENCE & PROMOTION DESIGN (EMERGING AREAS)

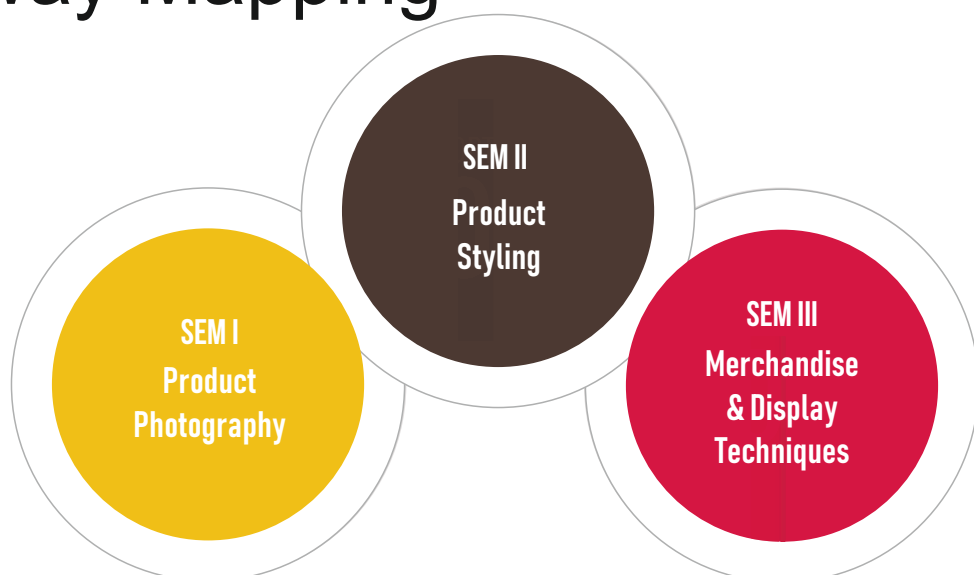
LEARNING OUTCOMES

Knowledge: Ability to communicate the concept of the product collection, experience attached to the product environment and space, and brand identity with an application of creative product photography.

Skill: 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, set design for advertising and events. Use of camera and lights for product, studio and outdoor photography.

Synthesis: Design solution for enhanced visual experience in product styling and fashion spaces.

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The creative edge to visual promotion