



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Diploma Engineering

Level: Diploma

Branch: Fashion and Design

Subject Code : DI01069011

Subject Name: Elements of Art & Design

w. e. f. Academic Year:	2026-27
Semester:	1 st
Category of the Course:	PCC

Prerequisite:	NA
Rationale:	This subject provides the fundamental understanding of the elements and principles of art and design that form the basis of fashion design. It helps students develop visual awareness.

Course Outcome:

After Completion of the Course, Student will able to:

No.	No. Course Outcomes	RBT Level
1	Identify various drawing tools, materials, and substrates.	U
2	Identify the fundamental elements of art and design, including line, shape, form, color, texture, space, and value.	U
3	Identify the dimensions of color such as hue, value, and intensity.	A
4	Analyze spatial relationships between design elements in 2D and 3D layouts.	U
5	Practical execution of basic free-hand perspective drawing.	A

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA(M)	PA(I)	ESE (V)	
3	0	2	4	70	30	20	30	150



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Fundamentals of Drawing, Sketching, and Mediums 1.1 Introduction to sketching tools, materials, and substrates. Understanding the mechanics of graphite grades, charcoal, pastels, sketch pens, and markers. 1.2 Techniques: Mechanical rendering methods including Stippling, Scribbling, Circling, Smooth Shading, and Blending . Learning rules for establishing accurate highlights and surface rendering.	5	10
2.	The Core Elements & Psychological Effects 2.1 Point & Line: Horizontal, Vertical, Diagonal, Curved, and Zigzag. Analysis of the physical and psychological impact of line directions on human perception (e.g., stability vs. dynamic movement). 2.2 Planar & Volumetric Elements: Primary regular shapes (squares, triangles, hexagons) vs. irregular shapes. Transitioning from flat 2D planes to 3D volumetric forms: <i>Equal-sided forms:</i> Spheres and Cubes. <i>Unequal-sided forms:</i> Cylinders, Cones, Pyramids, Boxes, Domes, and Ovoids.	11	25
3.	Dimension of Color & Tactile Texture 3.1 Color Theory: Scientific classification of color. Primary, secondary, tertiary, and neutral colors. Dimensions of color: Hue, Value (Tints and Shades), and Intensity (Saturation) . 3.2 Color Harmonies: Application of precise color schemes: Monochromatic, Analogous, Complementary, Split-Complementary, Double-Split Complementary, and Triadic systems. Exploring the psychological effects and emotional appeal of color palettes in physical spaces. 3.3 Texture: Defining tactile (actual physical properties) vs. visual (implied simulated texture).	11	25
4.	Space Activation & Principles of Ordering 4.1 Space Management: Definition of positive and negative space. Spatial cues influencing the human perception of depth, shape, size, and perspective.	11	25



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	4.2 Ordering Principles: Introducing structural layout rules to organize elements: Axis, Symmetry, Hierarchy, Balance, Dominance, and Unity. 4.3 Advanced Transitions: Manual application of rhythmic modifiers: <i>Parallelism and Sequence, Alternation and Gradation</i> (Gradation in line weight, space, shape, and pattern), <i>Radiation and Transition</i>		
5.	Live Observation & Memory Mapping 5.1 Architectural & Object Study: Practical execution of basic free-hand perspective drawing. Live outdoor/indoor drawing focusing on structural details like doors, windows, gates, arches, and built environments. 5.2 Memory Sketching: Translating mental models and past observations onto paper with accurate volumetric proportions without a reference.	7	15
	Total	45	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20	30	30	5	5	10

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. "Art Fundamentals: Theory and Practice" – Ocvirk, Stinson, Wigg
2. "Design Principles and Practices" – Paul Zelanski & Mary Pat Fisher
3. Rendering with Pen & Ink by *Frank Allison Hays* (Architecture Book Publishing Co.)
4. Elementary Engineering Drawing / Engineering Graphics by *N.D. Bhatt* (Charotar Publishing House, Anand)
5. Fashion design illustration Men by *Patrick John Ireland* Published by B.T. Batsford Ltd. London in 1996
6. Art in Everyday Life by *Harriet Goldstein* Published by The Macmillan Company in 1929

(b) Open source software and website:

1. **Krita**-Best for digital painting, fashion illustration, sketching, and concept art. Supports layers, brushes, and pressure-sensitive tablets.
2. **GIMP**- Used for image editing, mood boards, collage making, and texture editing.



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Suggested Course Practical List:

- 1: Freehand observational live-object sketching (studio furniture and industrial components).
- 2: Mastery of line work and shading techniques (graded value scales using 3+ mediums).
- 3: Tessellation layouts showing forms that fit snugly together (e.g., hexagons, ogives, diamonds, paisleys) vs. negative spaces created by mismatched shapes.
- 4: 3D Form generation displaying light, core shadow, and cast shadow across geometric solids.
- 5: Standard 12-step Color Wheel with adjacent charts demonstrating tint/shade variations.
- 6: Creative layout utilizing 2 distinct color schemes to show emotional contrast on identical geometric patterns.
- 7: 2D geometric compositions demonstrating structural grids (Vertical, Horizontal, Diagonal, Round arrangements).
- 8: 1-point and 2-point perspective renderings of indoor studio spaces.

Learning Resources Required:

1. Studio Space: Minimum 1,500 to 3,000 sq. ft. of clear, well-lit studio workspace with ample natural north-light distribution to ensure accurate colour perception and shadow study.
2. Studio Furniture: Ergonomic, height-adjustable Drawing/Drafting Boards (A1/A2 size capability) fitted with clean parallel motions or drafting arms for every student. Tall studio stools to allow comfortable movement between manual sheet rendering and standing observations.

Suggested Project List:

Sr. No.	Practical outcomes	No. of Hours	% of Weightage
1.	Shape and Form Study Sheets	4	10
2.	Color Wheel and Color Harmony Charts	4	10
3.	Color Psychology Based Composition	2	10
4.	Texture Study (Visual & Tactile)	4	15
5.	Space Activation Composition	4	10
6.	Principles of Design Abstract Compositions	2	10
7.	Live Object Observation Drawing	4	15
8.	Memory Drawing Exercise	4	10
9.	Fashion Illustration (Basic Figures)	2	10
	Total	30	100

Suggested Activities for Students:

1. Power point presentation
2. Internet based assignments
3. Teacher guided self-learning activities
4. Library/internet/lab based mini-project etc.

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