SRISHTI MANIPAL INSTITUTE OF ART, DESIGN & TECHNOLOGY BENGALURU
(A Constituent Unit of MAHE, Manipal)

MANIPAL ACADEMY of HIGHER EDUCATION
(Institution of Eminence Deemed to be University)

INSTITUTION OF EMINENCE

NAAC A++ GRADE ACCREDITED

3 Years | Undergraduate Skill-Based Vocational Program | Bachelor of Vocation

B.Voc. in Creative Manufacturing

PATHWAYS PRODUCTS AND ACCESSORIES | TEXTILES, APPAREL AND MADE-UPS

FOR FURTHER INFORMATION

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CREATIVE MANUFACTURING

The Creative Manufacturing course equips you with skills to design products and textiles, using traditional & modern production methods for contemporary needs in Indian and international markets. The course is offered in two distinct pathways.

ELIGIBILITY

Published on the admissions page of the Srishti Manipal website.

MEDIUM OF INSTRUCTION

English; all our transactions and transcripts will be in English.

DURATION

6 semesters (3 years); based on the National Skills Qualification Framework (levels 4, 5, 6, 7).

MODES OF DELIVERY

THEORY Master classes, appreciation, lecture-demos, readings

TUTORIALS Learning by working on given tasks, interjected with short periods of instruction/demonstration to learn specific techniques or ideas

MASTER CLASSES Interactions that could be face-to-face, on Skype or as webinars

PRACTICAL Studio settings where students will use techniques and concepts they have learnt to facilitate making, doing and thinking. This learning mode is envisioned as a space for experimenting, synthesizing knowledge and practices through immersive engagement, intuition, contextual learning, design processes and creative methodologies

FOCUSED AREA STUDY Specialized learning in a specific aspect of a discipline that has a direct skill based industrial input. Core skills are amplified based on cutting edge industry trends as crystallized through the round table and the mentor labs

SELF-STUDY SESSIONS Sessions where documentation, online resources and forums are used to learn specific topics- this could include taking short online courses (when such are available) and working on open-source projects

PORTFOLIO Building of a curated collection of work

PRACTICUM Work based learning experience

PROJECTS Punctuations in a semester, requiring students to work individually or collaboratively towards a real or simulated design brief

SEMINAR Students work towards the articulation of a position on the one hand and being sensitive to the position of the other. Seminar is a mode where learners explore a curated - theme, technology, method or innovation through guided interaction with industry experts, professionals or students themselves, in a collaborative mode

ROUND TABLE Brings in experts from the industry as keynote speakers, in addition to students who have come in fresh from industry apprenticeship, to create a reflection on how the industry and institution collaborate in order to produce vocation specific learning

MENTOR LABS Non-prescriptive by nature, mentors labs enable rather than instruct in different areas such as technical knowhow, innovation and design, leadership and motivation, business and entrepreneurship

INDUSTRY EXPOSURE Facilitate building networks and keeping abreast with the developments that are constantly occurring in industry – field visits, trade shows, festivals, symposiums, seminars conferences

APPRENTICESHIP Involves working in a professionally mentored environment under a practitioner from the industry such as a master craftsman, designer or artist

CAPSTONE PROJECT A compulsory industry-based project situated in a real world production pipeline, focusing on developing industry standard solutions. Students will apply their skills and learning in research, design process, ideation, prototyping, making and testing.

CURRICULUM COMPONENTS	SEMESTER
Theory	1, 2, 3, 4, 5
Tutorial	1, 2, 3, 4, 5
Master Class	1, 2, 3, 4, 5
Practical	1, 2, 3, 4, 5, 6
Self-Study	1, 2, 3, 4, 5, 6
Seminar	2, 4
Focused Area Study	5
Projects Mentor Lab	1, 2, 3 5
Portfolio	1, 2, 3, 5
Language Electives Holistic Education	1, 2, 3, 4, 5 1, 2, 3, 4 1, 2, 3, 4
Practicum	1, 2, 3, 4, 5, 6
Industry Exposure Apprenticeship Capstone	2 4 6

COMMON LEARNING UNITS

YEAR 1

SMVPC01	Elective - 1
SMVPC03	Language - 1
SMVPC05	Project - 1
SMVPC07	Industry Exposure - 1
SMVPC09	Holistic Education - 1
SMVPE01	Portfolio - 1
SMVPC02	Elective - 2
SMVPC04	Language - 2
SMVPC06	Project - 2
SMVPC08	Industry Exposure - 2
SMVPC10	Holistic Education - 2
SMVPE02	Portfolio - 2
SMVPS02	Seminar

YEAR 2

SMVPC11	Elective - 3
SMVPC13	Language - 3
SMVPC15	Project - 3
SMVPC17	Apprenticeship - 3
SMVPC19	Holistic Education - 3
SMVPE03	Portfolio - 3
SMVPC12	Elective - 4
SMVPC14	Language - 4
SMVPC16	Project - 4
SMVPC18	Apprenticeship - 4
SMVPC20	Holistic Education - 4
SMVPE04	Portfolio - 4
SMVPS04	Seminar

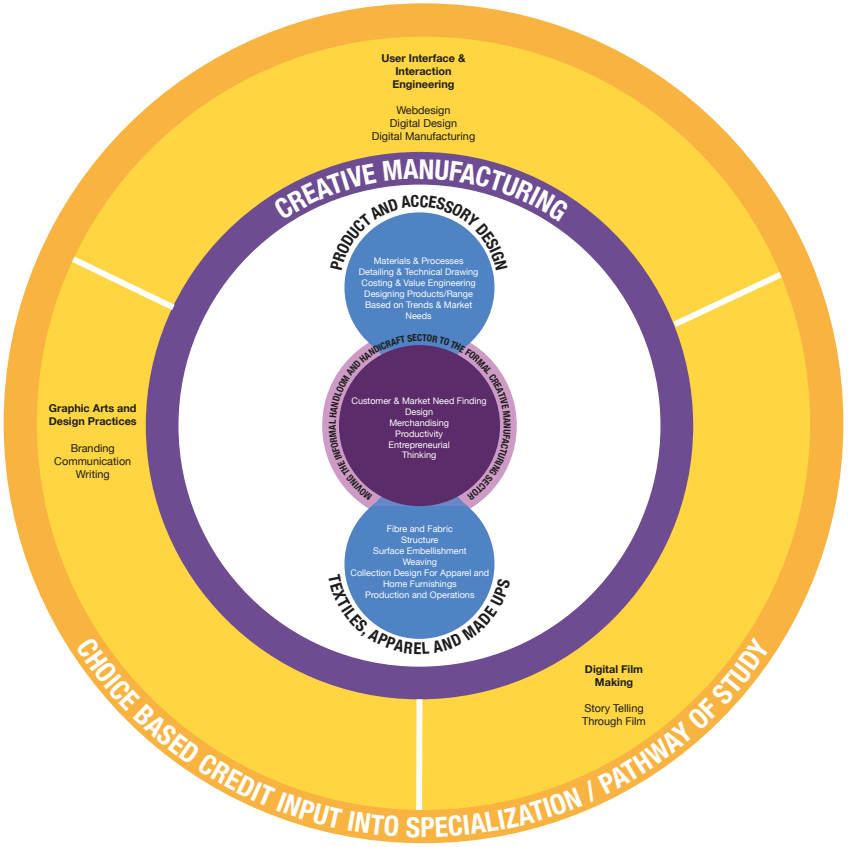
YEAR 3

SMVPC21	Language - 5
SMVPC23	FAS - 5
SMVPC25	Mentor Lab - 5
SMVPE05	Portfolio - 5
SMVCAP6	Capstone

COURSE AIMS AND OBJECTIVES

- The program of Creative Manufacturing is designed to upgrade the traditional handicraft and handlooms sector into formal enterprises that can engage with modern markets and customers profitably catapulting these previously informal enterprises into the formal economy that is growing in double digits globally
- To train students in design, merchandising, productivity and entrepreneurship, to create business-ready design practitioners for the crafts sector
- To train through exposure and immersion in working units to gain real world understanding of issues and reduce the time taken to learn on the job post training.
- To utilize learning centres and mentor labs to reflect, understand, build capability and form models for future personal engagement in this sector
- To apply principles of business and entrepreneurship in the professional interventions they will do in their places of work
- To build a holistic contextual framework from within which their future work will be situated.

PATHWAY 1: PRODUCTS AND ACCESSORIES
PATHWAY 2: TEXTILES, APPAREL AND MADE-UPS



PATHWAY 1

PRODUCTS AND ACCESSORIES

The Products and Accessories pathway prepares you to design products that customers will desire, whilst transforming the earning potential of artisans to the level they deserve as in any other industry sector. You add value to traditional handcrafted products by addressing the needs and aspirations of end users while creating compelling value propositions in the mix of materials, utility and aesthetics employed to create end products profitably.

The program trains you to be skilled in hands-on making as well as machine assisted small scale production methods, so that you are industry ready as soon as you finish the program. You are trained to handle various materials and processes in our state-of-the-art wood and metal workshops and with industry exposure throughout the program.

LEARNING UNITS		EXIT CRITERIA
YEAR 1		**At the end of year 1 students will:**
SMCM125	Drawing for Observation and Communication - 1	» Gain experience in designing simple products and its detailing, production processes and methods. » Ability to organize production flow in a micro or small enterprise. » Gain experience in working with hand tools and power tools, also handling machines in the workshop for specific output under guidance from trained technicians.
SMCM127	Entrepreneurial Design Thinking-1	
SMCM129	Materials and Process - 1 (P&A)	
SMCM131	Design + Make - 1 (P&A)	
SMCM133	Drawing for Observation and Communication - 2	
SMCM135	Entrepreneurial Design Thinking - 2	

YEAR 2		**At the end of year 2 students will:**
SMCM225	Marketing and Merchandising - 1 (P&A)	» Be able to breakdown a product's production processes into its component elements for line production. » Be able to ideate and visualise, design a value proposition, work with multiple materials and processes to add value, and to design product ranges in addition to single products. » Understand costing and value engineering, ability to map complex supply chains, basic measurement and evaluation; understand compliances in the workspace and apply principles of lean manufacturing.
SMCM227	Design + Make - 5 (P&A)	
SMCM229	Material and Process - 2 (P&A)	
SMCM231	3D Visualisation and Presentation	
SMCM233	Design + Make - 6 (P&A)	
SMCM235	Quality Assurance Management	
SMCM226	Entrepreneurial Design Thinking - 4	
SMCM228	Design + Make - 7 (P&A)	
SMCM230	Branding and Communication	

YEAR 3

SMVCAP6	Capstone

At the end of year 3 students will:

» Be able to break a task down, understand and balance a production cell or line, plan and design production facilities, be able to adopt technology appropriately, implement measurement and evaluation systems and understand complex value chains.

» Be able to look to start up their own enterprise or work in a small or medium scale manufacturing enterprise as designer, production co-ordinator or merchandiser.

» Be able to break a task down, understand and balance a production cell or line, plan and design production facilities.

» Be able to adopt technologies appropriately, implement measurement & evaluation systems and understand complex value chains.

» Gain enough expertise to start up their own enterprise or work in a small or medium scale manufacturing enterprise as a designer, production co-ordinator or merchendiser.

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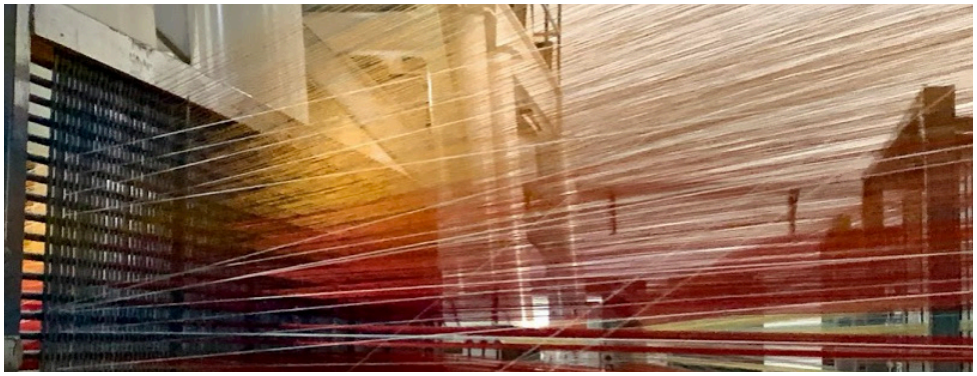
PATHWAY 2

TEXTILES, APPAREL AND MADE-UPS

The course in Textiles, Apparels and Made-ups pathway enables understanding of fibres, fabrics and quality control, textile embellishment techniques, principles of apparel manufacturing and measurement systems and introduction to traditional Indian textile techniques and handloom weaving. The course also sensitizes students to design to fashion trends in a sustainable way.

The sheer variety and craftsmanship extant in Indian textile traditions are unique in the world. Customers today need contemporary expressions of traditional textiles in addition to high quality editions of traditional wear and home textiles.

LEARNING UNITS		EXIT CRITERIA
YEAR 1		**At the end of year 1 students will:**
SMCM101	Drawing for Observation and Communication - 1	» Training to use hand tools and power tools following all safety protocols » Learn various forms of drawing including free hand sketching, orthographic, technical drawing. » Ability to choose appropriate material for a project and able to use various hand and power tools to shape it to a product » Use 2D and 3D software's to create visualisations and technical drawings » Gain experience in designing simple products and its detailing, production processes and methods » Ability to organize production flow in a micro or small enterprise. » To interact with customer and understand the market needs to create products accordingly & to communicate with small scale industries to produce the design created.
SMCM103	Entrepreneurial Design Thinking-1	
SMCM105	Materials and Process - 1 (Dyeing and Fabric Science)	
SMCM107	Design + Make - 1 (TAM)	
SMCM109	Repeat and Patterns	
SMCM111	Surface Decoration (Color, Hand Embroidery and Painting)	



YEAR 2		At the end of year 2 students will:
SMCM201	Basic Fashion Design - 2	» Be able to breakdown a product's production processes into its component elements for line production. » Be able to ideate and visualise, design a value proposition, work with multiple materials and processes to add value, and to design product ranges in addition to single products. » Understand costing and value engineering, ability to map complex supply chains, basic measurement and evaluation; understand compliances in the workspace and apply principles of lean manufacturing.
SMCM203	Design + Make - 4 (Shirt Methods)	
SMCM205	Sustainability and Circular Economy	
SMCM207	Marketing and Merchandising	
SMCM202	Design + Make - 5 (Necklines and Pockets)	
SMCM204	CAD for Textiles	
SMCM206	Quality Assurance Management	

YEAR 3	
SMVPC23	FAS - 5
SMVPC25	Mentor Lab - 5
SMVCAP6	Capstone

At the end of year 3 students will:

» Be able to break a task down, understand and balance a production cell or line, plan and design production facilities, be able to adopt technology appropriately, implement measurement and evaluation systems and understand complex value chains.

» Be able to look to start up their own enterprise or work in a small or medium scale manufacturing enterprise as designer, production co-ordinator or merchandiser.

» Be able to break a task down, understand and balance a production cell or line, plan and design production facilities.

» Be able to adopt technologies appropriately, implement measurement & evaluation systems and understand complex value chains.

» Gain enough expertise to start up their own enterprise or work in a small or medium scale manufacturing enterprise as a designer, production co-ordinator or merchendiser.

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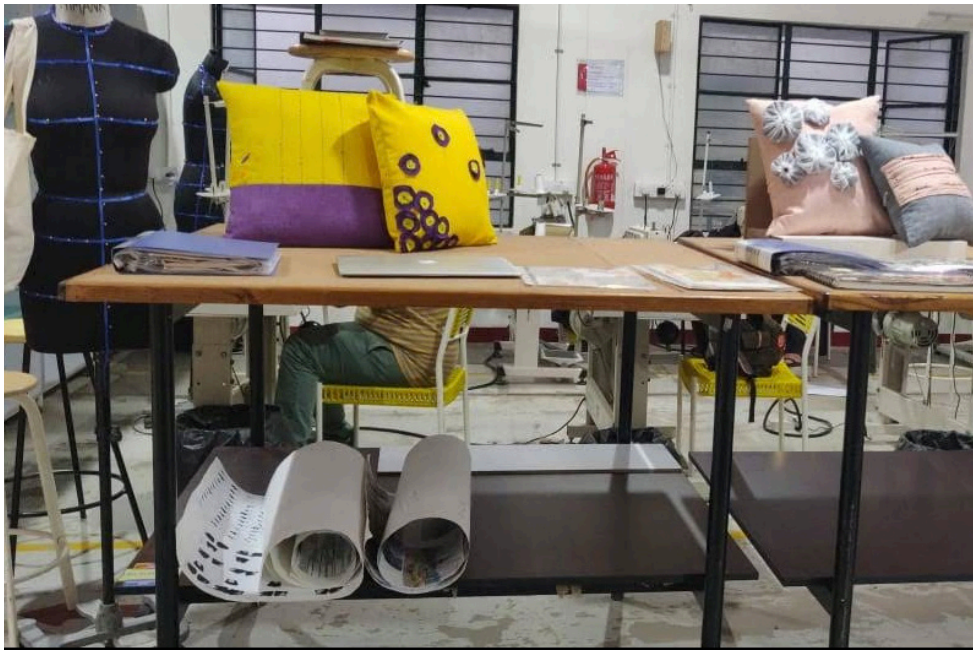

For more information on the programs and courses

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