CURRICULUM: DESIGN AND PRODUCT DEVELOPMENT

Brief Description: The designer needs to create a design using imagination or as per motifs received from customers or references from designing books on graph paper manually or on computers using different designing software. The created design is then scanned and edited manually or using the software. After the design procedure, it is used for product making/development.

Minimum Educational Qualifications : 10th Standard pass, preferably
Maximum Educational Qualifications : NA
Experience : NA

Personal Attributes: Needs to be creative, physically active, patient, extrovert, and computer savvy, as well as needs to have an eye for detail, firm drawing hand, alert mind and good aesthetic sense. The designer also needs to understand the psychology of the end user.

Task: Working as a designer in the handloom/handicraft sector

Description: Creates design manually and then scans and edits with the help of CAD software or manually as per the requirements from the clients and quality standards

A) TECHNICAL KNOWLEDGE
- Identify the part on which the design will be made, e.g. border, body, side, etc.
- Study different designs according to the market trend and customer needs
- Create various designs from imagination and creativity
- Identify motifs inspired by nature, e.g. temple, forest, animals, birds, etc.
- Analyze various trends of designs based on past reviews
- Refer to design books for new and innovative designs
- Draw motifs on the graph paper as per the specifications and design
- Draw the outlines of the design in the specified area of the graph paper
- Identify and draw different designs types, like basic geometric patterns, butta dots, etc
- Calculate the number of hooks and cards required as per the design and fabric specifications
- Colour the design as per the shape of the design and imagination of oneself or the client's specification
- Scan and digitize the manual design using a scanner
- Work on commercial design software as per specifications.
- Adjust the size of the design so that it does not get distorted, e.g., 240 ×330 pixel
- The artwork image data transformation (e.g. The grid system) into weaving using the software for fabric designing
- Create an appropriate weave structure or choose one (from a weave library) to match the desired colour, shape or texture in the artwork using software for fabric designing
- Taking printouts of the design and understanding the specification

B) KNOWLEDGE AND UNDERSTANDING (Organizational Context)
The individual on the job needs to know and understand the following:
- Guidelines and standards for quality

- Safe working practices and procedures
- Job role and responsibilities
- Documenting procedure in case of faults in processes
- Guidelines for storage of materials
- Potential hazards associated with machines and safety precautions that must be taken
- Documentation formats

C) Soft Skills
- Verbal/ Non-verbal communication
- Interview skills
- Professional/social etiquettes
- Professional correspondence/ English