

DEPARTMENT OF DIGITAL FASHION AND TEXTILE DESIGN

AUREA

DIGITAL FASHION

& TEXTILE

Design beyond fabric. Create in

PIXELS

01



THE BEAUTY OF DIGITAL FASHION AND TEXTILE

02

The Department of Digital Fashion and Textile Design is an academic unit focused on advancing fashion education through contemporary digital methodologies and interdisciplinary design practices. The department integrates fashion, textile systems, digital technologies, and cultural studies to prepare students for emerging global and local fashion industries.

The curriculum emphasizes research driven design, digital pattern making, 3D garment visualization, textile simulation, virtual prototyping, and technology enabled surface design. Students engage with sustainability, ethical production systems, and evolving fashion ecosystems shaped by digital transformation.

Supported by purpose-built studios, digital labs, and collaborative learning environments, the department promotes innovation, critical inquiry, and cross disciplinary engagement. Graduates are equipped to contribute to future oriented fashion practices where digital processes, cultural awareness, and environmental responsibility are central to professional practice.



03 VISION AND MISSION

Vision

“To become Pakistan’s leading creative institution where art, design, architecture, fashion, textile media, culture, and environmental innovation unite to shape a thoughtful and sustainable future.”

Mission

Our mission is to deliver future oriented education in Digital Fashion and Textile Design through the integration of creativity, research, and digital technologies.

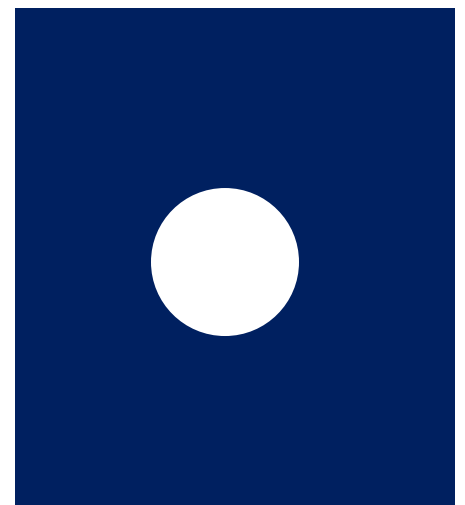
The department prepares professionals who engage with contemporary fashion systems through innovation, cultural awareness, and responsible design practices.



04 SCHEME OF STUDIES

Bachelor of Sustainable Digital Fashion and Textile

The Bachelor of Sustainable Fashion and Textile Design in Digital Environments is a forward-looking undergraduate program that integrates creativity, sustainability, and digital methodologies to prepare students for the evolving global fashion and textile industries. The program combines theoretical knowledge, research, and hands-on practice, emphasizing the design of garments, materials, and surfaces using advanced digital technologies and environmentally responsible practices.



PROGRAMS AIMS AND OBJECTIVES 05

1. Focus on sustainable and responsible fashion and textile practices
2. Strong integration of digital design tools, 3D simulation, and virtual environments
3. Foundation Year providing interdisciplinary collective studies in creative thinking, visual communication, materials, and digital methodologies
4. Exposure to art, design, media, and environmental practices across disciplines
5. Dual specialization tracks in Fashion and Textile Design, allowing focused expertise while maintaining interdisciplinary perspective
6. Industry partnerships, internships, and experiential learning opportunities
7. Graduates prepared to contribute to both local and global fashion and textile sectors with innovative, digitally adept, and sustainability-conscious skills



CAREER PROSPECTS

06

- **DIGITAL FASHION & TEXTILE DESIGNER**
- **SUSTAINABLE FASHION CONSULTANT**
- **3D PATTERN MAKER AND VIRTUAL FITTING SPECIALIST**
- **FASHION TECHNOLOGY DEVELOPER**
- **VISUAL MERCHANDISER AND DIGITAL CONTENT CREATOR**
- **FASHION AND TEXTILE PRODUCT RESERACHER / ACADEMIC**



Program Learning Focus

07

1. Develops a new generation of designers who understand the connection between creativity, technology, sustainability, and cultural awareness.
2. Builds strong foundations in art, design thinking, and textile knowledge while introducing contemporary fashion practices and digital tools.
3. Enhances visual sensitivity, technical confidence, and the ability to transform ideas into meaningful and practical design outcomes.
4. Encourages exploration of fashion and textile evolution through historical, cultural, and social perspectives.
5. Strengthens observation, conceptual clarity, communication skills, and structured design processes.
6. Introduces students to digital platforms, modelling methods, fabrication techniques, and emerging AI assisted creative practices shaping modern fashion and textile production.
7. Promotes sustainability and social responsibility by focusing on ethical materials, conscious production systems, and environmental impact.
8. Encourages purpose driven design that responds to global challenges while remaining connected to local contexts and cultural identity
9. Develops research and analytical skills, enabling students to investigate design problems, document processes, and present ideas with clarity and depth

Foundation Program Overview

08

- The degree begins with a comprehensive foundation year designed to develop core creative abilities, visual understanding, and design awareness across art, fashion, and textile practices
- The foundation phase builds essential skills in observation, concept development, form exploration, and visual communication to prepare students for advanced design learning
- Students are introduced to both traditional and digital creative environments, helping them understand materials, processes, and emerging technologies from the beginning of their academic journey
- The program is structured to create a strong base in creative thinking, problem solving, and design methodology before moving into specialized fashion and textile pathways
- Early exposure to interdisciplinary learning allows students to explore connections between fashion, art, design, digital media, and emerging creative technologies
- The foundation year supports students in discovering their strengths, interests, and design direction through guided studio practice and exploratory projects
- The program is closely integrated with other creative degree programs, creating opportunities for collaboration across visual communication, animation, digital design, and related fields
- Shared learning environments and studio experiences help students understand how different creative disciplines work together in professional settings
- Interdisciplinary projects encourage students to approach fashion and textile design through storytelling, branding, digital visualization, and research-based practices

Program Learning Outcomes

09

1. To prepare students for global careers in sustainable fashion, digital textiles, and creative design industries.
2. To maintain a strong balance between theory, research, and studio-based practice.
3. To build a solid foundation in art, design thinking, material understanding, and digital technologies.
4. To foster creativity, critical thinking, and innovative problem solving within fashion and textile contexts.
5. To apply design skills to fashion, textiles, branding, production, and contemporary creative industries.
6. To develop expertise in digital design processes, fabrication methods, sustainable practices, and emerging creative tools.
7. To promote teamwork, interdisciplinary collaboration, and independent design inquiry.
8. To integrate AI assisted design, digital production techniques, and advanced technological approaches in fashion and textiles.
9. To encourage innovation, adaptability, ethical awareness, and professional readiness.
10. To align the program with international academic standards and evolving global fashion and textile industry practices.

FOUNDATION YEAR

10

Semester 1 (Foundation Year)

Integrated Foundation Year

	Course Title	Credit Hours	Course Category	Code
1	History of Art, Design & Textiles	3(3+0)	Major	FYD-101
2	Sketching, Space & Form	3(1+2)	Major	FYD-102
3	Foundational Theory Elective – I	3(3+0)	General Education	GEN-103
4	Technical Writing	3(3+0)	General Education	GEN-161
5	Digital Studio: Tools & Techniques - I	3(0+3)	Interdisciplinary	IDS-105
6	Foundational Studio Elective – I	3(1+2)	Interdisciplinary	IDS-106
Total Credit Hours		11(Theory)+7(Studio) = 18		

Semester 2 (Foundation Year)

	Course Title	Credit Hours	Course Category	Code
1	Contemporary fashion and textile Practices	3(3+0)	Major	FYD-107
2	Pattern Making & Draping (DIGITAL)	3(0+3)	Major	FYD-108
3	Foundational Theory Elective - II	3(3+0)	General Education	GEN-109
4	AI & Prompting in Creative Practices	3(1+2)	General Education	GEN-110
5	Pakistan Studies	2(2+0)	General Education	GEN-111
6	Fehm-e-Quran – I	1(1+0)	General Education	GEN-112
7	Foundational Studio Elective – II	3(1+2)	Interdisciplinary	IDS-113
Total Credit Hours		11(Theory)+7(Studio) = 18		





Semester 3 - 2nd Year

	Course Title	Credit Hours	Course Category	Code
1	Theory Elective – I	3(3+0)	Major	
2	Digital Fabrication & Prototyping	3(0+3)	Major	
3	Animation Studio: Principles & Practice	3(1+2)	Major	
4	Islamiyat	2(2+0)	General Education	
5	Sustainability & Social Impact in Fashion	3(3+0)	General Education	
6	Fehm-e-Quran – II	1(1+0)	General Education	
7	Design, Modelling & Prototyping	3(1+2)	Interdisciplinary	
Total Credit Hours		11(Theory)+7(Studio) = 18		

Semester 4 – 2nd Year

	Course Title	Credit Hours	Course Category	Code
1	Introduction to Research Methodologies	3(3+0)	Major	
2	Editorial & Publication Design	3(1+2)	Major	
3	Studio Elective – I	3(1+2)	General Education	
4	Ethics & AI in Creative Practice	3(0+3)	General Education	
5	Theory Elective - II	3(3+0)	General Education	
6	Interdisciplinary Studio	3(1+2)	Interdisciplinary	
Total Credit Hours		9(Theory)+9(Studio) = 18		

11

Semester 5 – 3rd Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design - I	3(3+0)	Major	
2	Global Internship Studio	3(0+3)	Major/Internship	
3	Market Driven Certificate – I	1(0+1)	Major	
4	Market Driven Certificate – II	1(0+1)	Major	
5	Market Driven Certificate – III	1(0+1)	Major	
6	Political Fashion Design	3(3+0)	Major	
7	Specialization Studio – I	3(0+3)	Major	
8	Emerging Technologies in Fashion & Textiles	3(0+3)	Interdisciplinary	
Total Credit Hours		6(Theory) +12(Studio) = 18		

Semester 6 – 3rd Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design - II	3(3+0)	Major	
2	Specialization Studio – II	3(0+3)	Major	
3	Design Exploration Project (Mini Thesis)	6(2+4)	Major	
4	Fashion Entrepreneurship & Brand Strategy	3(0+3)	General Education	
5	Studio Elective - II	3(1+2)	Interdisciplinary	
Total Credit Hours		6(Theory) +12(Studio) = 18		

12

Semester 7 – 4th Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design – III	6(6+0)	Major	
2	Designing Displays: Curatorial Thinking	3(0+3)	Major	
3	Specialization Studio - III	6(2+4)	Major	
Total Credit Hours		8(Theory) +7(Studio) = 15		

Semester 8 – 4th Year

	Course Title	Credit Hours	Course Category	
1	Research Display and Integration	3(3+0)	Major	
2	Capstone Project – Fashion Track Capstone Project – Textile Track	12(0+12)	Major	
Total Credit Hours		3(Theory) +12(Studio) = 15		