PG DEPARTMENT OF ENGLISH

Creative Communication for Fashion Professionals

Add on course

Date of Event: 2025-26

Faculty-in Charge: Ms. Annie Sebastian/ Ms. Sreelakshmi K.



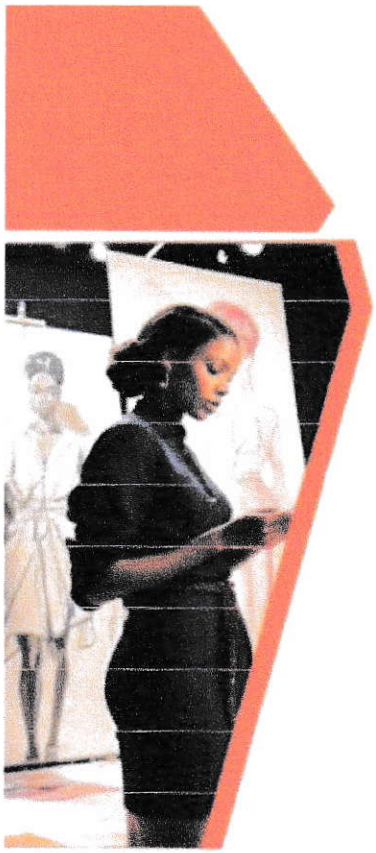
REPORT

Creative Communication for Fashion Professionals

Add-on programmes are additional courses or activities designed to help students develop advanced skills and deeper knowledge, making them better prepared for the professional world. These programmes significantly enhance employability and pave the way for a rewarding career. In addition to improving technical and professional competencies, they also build confidence, which positively reflects in one's overall personality. Such supplementary courses strengthen students' portfolios and equip them with the essential skills required to begin working or even start freelancing soon after graduation. With this objective, the add-on course Creative Communication for Fashion Professionals (NLA 1AOP09) was offered to I Semester Fashion and Costume Designing students during the academic year 2025–26. The offline sessions, held in the respective classrooms from 9 July 2025, included both theory and practical components focusing on the four fundamental communication skills: Reading, Writing, Listening, and Speaking. The course proved highly informative and beneficial for the students.

Prepared by:	Verified by:	Approved by:
Ms. Annie Sebastian	Dr. Purnima.S. Kumar	Rev. Fr. Dr. Paulachan K. J.
Asst. Professor	HOD, English	Principal

BROCHURE



Naipunnya®

PG DEPARTMENT OF ENGLISH
IN ASSOCIATION WITH
NAIPUNNYA INTERNATIONAL

Organises

ADD-ON COURSE ON
CREATIVE COMMUNICATION FOR FASHION PROFESSIONALS

For
BSc. Costume and Fashion Designing Students

Starts on 09-07-2025.

NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY (NIMIT)
(AUTONOMOUS)
(Affiliated to the University of Calicut, Accredited by NAAC with A++, ISO 9001-2015 Certified)
Pongam, Koratty East, Thrissur District, Kerala State, India. Pincode - 680 308

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Syllabus

NLA 1AOP05- Creative Communication for Fashion Professionals
No. of sessions: 30

Programme Outcomes

PO1: Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO2: Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
PO3. Citizenship ethics, and sustainability: Demonstrate empathetic social concern and equity centered national development. Guided by ethics. Promoting social, economic and environment sustainability.
PO4: Use of computer skills: Use the knowledge of computers and information technology for data acquisition and data analysis in experimental investigations and in communication.
PO5: Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Course Outcomes

CO1: Demonstrate effective visual and verbal communication skills for presenting fashion concepts..
CO2: Develop personal styling abilities using colour theory, body types, trends, and garment coordination.
CO3: Apply digital tools to create layouts, look books, and promotional materials.
CO4: Communicate confidently with clients, teams, and audiences through presentations and critiques.

PO / CO	PO1	PO2	PO3	PO4	PO5
CO1	2	3	2	2	3
CO2	3	2	2	1	2
C03	2	2	1	3	3
CO4	3	3	2	2	3

COURSE DESCRIPTION:

A. COURSE SUMMARY:

Module 1: 5 hrs
Module 2: 5 hrs
Module 3: 10 hrs
Module 4: 10 hrs

Total: 30 hrs

COURSE DETAILS:

Module 1 (10 hours): Vocabulary and Grammar for Business

Business vocabulary development, industry-specific terms and expressions, idioms and phrases used in professional contexts, familiarity with jargon and acronyms, grammar for business communication, writing tone and style in business, and advanced grammar for professional writing.

Module 2 (10 hours): Professional Business Communication

Email writing and professional correspondence, politeness strategies and netiquette, structure and formatting of business emails, purpose and organisation of business reports, preparing executive summaries and proposals, and summarising and synthesising information effectively.

Module 3 (7 hours): Presentation & Interpersonal Skills

Principles of effective presentations, designing engaging slides and visual aids, handling Q&A sessions and audience interaction, verbal and non-verbal communication skills, voice modulation and pronunciation essentials, and participating actively in meetings and discussions.

Module 4 (5 hours): Cross-Cultural Communication & Workplace Dynamics

Cultural differences in business communication, adapting communication styles for global audiences, sensitivity and diversity in workplace settings, negotiation strategies and diplomatic language, conflict resolution in multicultural teams, and basics of virtual and remote communication etiquette.

Reference Books

1. *Effective Business Communication* – Asha Kaul / Murphy et al.
2. *Business Vocabulary in Use* – Bill Mascull
3. *Cross-Cultural Business Behavior* – Richard R. Gesteland
4. *(Optional additional reference) Business Communication Today* – Courtland L. Bovee & John Thill

Time Table

Monday – 2: 15 p.m. – 3:15 p.m.

Class	Faculty
I Sem FD	Ms.Annie Sebastian

Tuesday- 2: 15 p.m. – 3:15 p.m.

Class	Faculty
I Sem FD	Ms.Annie Sebastian

Wednesday- 2: 15 p.m. – 3:15 p.m.

Class	Faculty
I Sem FD	Ms.Annie Sebastian

Thursday- 2: 15 p.m. – 3:15 p.m.

Class	Faculty
I Sem FD	Ms.Annie Sebastian

Friday- 2: 15 p.m. – 3:15 p.m.

Class	Faculty
I Sem FD	Ms.Annie Sebastian

Geo-tagged Photos





Namelist

Sl.No	Name of the student	Class
1.	AKASH P. J.	1 CFD
2	ANEETA A. P.	1 CFD
3	ANITTA VARGHESE	1 CFD
4	GAIDUANGAMLIU DANGMEI	1 CFD
5	KALUANGAILIU KAMSUAN	1 CFD
6	LEENA P.P.	1 CFD
7	MUHAMMED ASLAM	1 CFD
8	NIVEDHYA LAKSHMANAN K.	1 CFD
9	ROSEMARY JOY	1 CFD
10	SHAMNAD N.S.	1CFD

CERTIFICATES

CERTIFICATE
—OF COMPLETION—

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Pongam, Koratty East, Thrissur District, Kerala State, India. Pincode - 680 308

This is to certify that

AKASH P. J.

has successfully completed
an Add-on programme of 30 hours
on Creative Communication for Fashion Professionals
during the academic year 2025-26
organised by the P G. Department of English, NIMIT
in collaboration with Naipunnya International.

Director
Naipunnya International

Principal
NIMIT

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Thrissur District
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Pongam, Koratty East, Thrissur District, Kerala State, India. Pincode - 680 308

This is to certify that

ANITTA VARGHESE

has successfully completed
an Add-on programme of 30 hours
on **Creative Communication for Fashion Professionals**
during the academic year 2025-26
organised by the P.G. Department of English, NIMIT
in collaboration with Naipunnya International

Director
Naipunnya International

Principal
NIMIT

NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY
Naipunnya
Pongam, Koratty East
Thrissur District
Kerala-680 308

Add on course Feedback form

Creative Communication for Fashion Professionals 25-26

Name : Leena. P.P

Programme: Bsc. C & FD
1'st year.

1. How has the course helped you to improve your communication skills?

It helped me improve my communication skill's in several important ways to provide structured learning and practical activity's that made communi eation effective and confident.

2. Were the instructional materials useful to you?

Yes' the instructional materials used were very helpful to me they were well structured and easy to understand which made learning more effective the materials include example's activities and exercises that helped me practi ce communication skill real situation.

3. Do you think the course will help you to develop professionally?

Yes' I belive the course will help me develop professionally. It has improve my communication skill. which are very inprotant in any career. I have learned how to speak confidently present my ideas clearly intract effectively with course.

4. Has it helped you to solidify the concepts of English grammar?

Yes' it has helped to solidify my understanding of english grammer. The course explained grammer rule's in a simple clear way. making them easier to understand through regular pratice exercises. I was able to apply this rule correctly in speaking and writing.

5. Rate your overall experience of the course.

I would rate my overall experience of the course as very good. The course was well organized informative and interactive

6. Suggestions

- include more intractive activities like group discussion & role plays.
- use audio & video materials to make classes more interesting.

Date: 23/9/25

Signature

Add on course Feedback form

Creative Communication for Fashion Professionals 25-26

Name : Gaichangamliu Dangmei Programme: 1 BSc CFD

1. How has the course helped you to improve your communication skills?
   We got confidence to speak through correct gramatical. and give me to express.

2. Were the instructional materials useful to you?
   Yes, it is useful, relevant to my learning.

3. Do you think the course will help you to develop professionally?
   Yes, because communication skills is very important and improving my communication abilities

4. Has it helped you to solidify the concepts of English grammar?
   Yes, the course help me strengthen then my understanding of English grammar concept

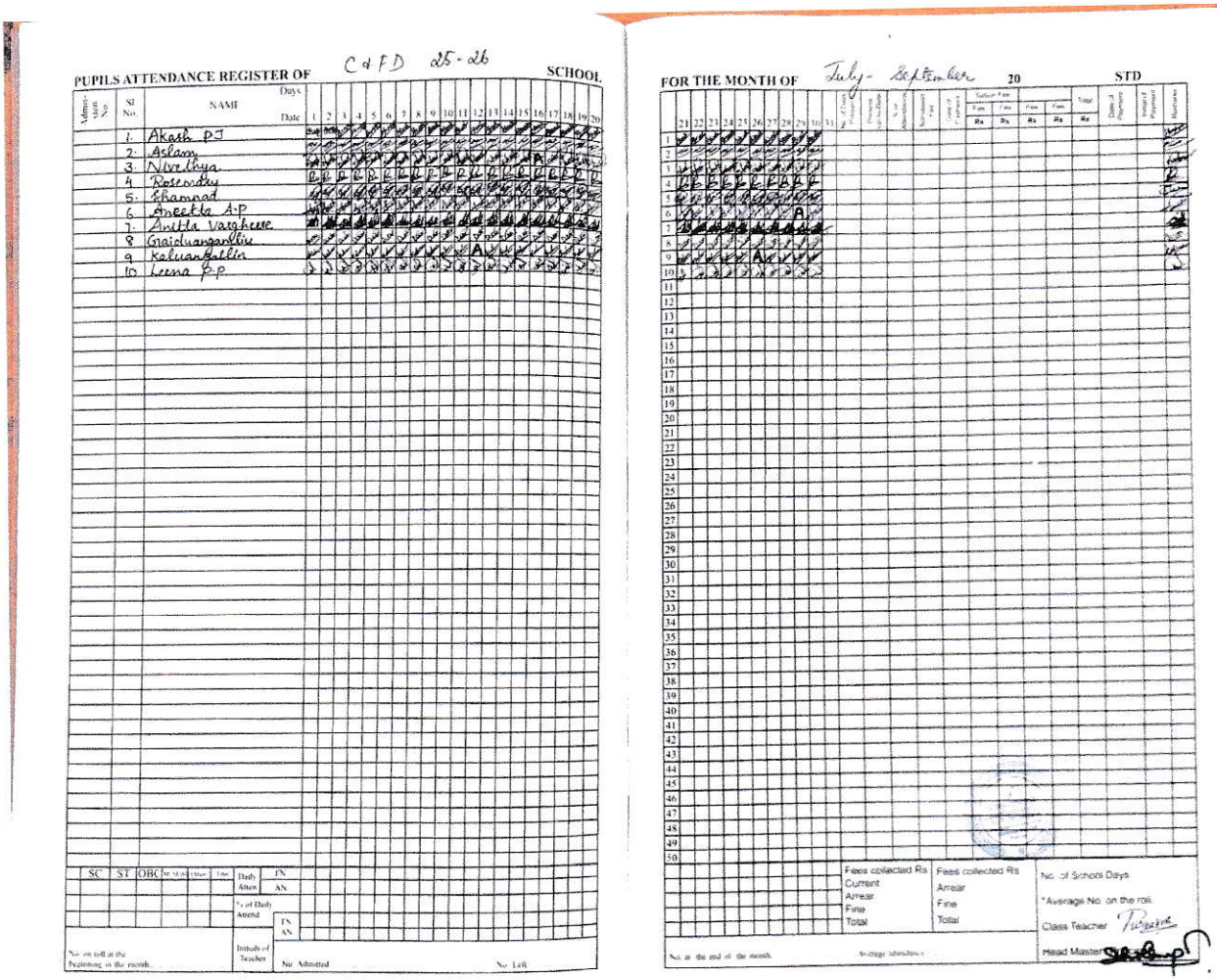
5. Rate your overall experience of the course.
   It gains confidence and knowledge by learning gramm an. my overall experience was excellent.

6. Suggestions
   Include more pratical speaking exercise for better application of skills.

Date: 23/9/25

Signature

ATTENDANCE



PUPILS ATTENDANCE REGISTER OF C&FD 25-26 SCHOOL

Admission No.	Sl No.	NAME	Days / Date	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
	1.	Akash PJ																					
	2.	Aslam																					
	3.	Nivethya																	A				
	4	Rosemary																					
	5.	Shamnad																					
	6	Aneetta A.P																					
	7.	Anitta Varghese																					
	8	Gaiduangamliu																					
	9	Keluangallin													A								
	10	Leena P.P																					

SC	ST	OBC	Sl Sl	Other	Fine	Daily Attn	FN / AN
						% of Daily Attend	FN / AN

No. on roll at the beginning in the month.

Initials of Teacher

No. Admitted

No. Left

FOR THE MONTH OF July - September 20 STD

	21	22	23	24	25	26	27	28	29	30	31	No. of Days Present	Present Days to Date	No. of Attendance	Attendance Fee	Date of Payment	Tuition Fee Fine Rs	Tuition Fee Fine Rs	Fine Rs	Fine Rs	Total Rs	Date of Payment	Initials of Payment	Remarks
1																								
2																								
3																								
4																								
5																								
6										A														
7																								
8																								
9										A														
10																								

Fees collected Rs Current Arrear Fine Total	Fees collected Rs Arrear Fine Total	No. of School Days *Average No. on the roll Class Teacher Head Master

No. at the end of the month

Average Attendance

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