

Bachelor of Design in Fashion Design & Technology

Syllabus – First Semester

COMPUTER APPLICATIONS

Course Code: FST2103

Credit Units: 02

Course Objective:

This course introduces students with computer and its importance in the present world. Fundamentals of computers are learnt through lectures and practical assignments. Different applications of computers are used to make them skilled.

Course Content:

Module I : Overview of the working of a computer

Basic concepts in stored program execution, Input, output, storage devices, RAMS, ROM etc.

Module II : History of computers and its emergence

Module III : Working knowledge of Microsoft Word & Excel

Module III : Working knowledge of PowerPoint and learn making presentation in PPT

Examination Scheme:

Components	A	H	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

Text & References:

Text:

1. Winifred Aldrich, CAD in Clothing and Textiles

References:

1. Triedman and Cullan , Colour Graphic
2. B.B. Publications Introduction to Computers

Syllabus - Second Semester

PATTERN MAKING & DRAFTING-II

Course Code: FST2202

Credit Units: 02

Course Objective:

This study makes students understand the skills of developing the ideas into real garments by draping and pattern making to get the required style, shape and fit. The students now learn to interpret designs and learn to create the patterns for those designs.

Course Content:

Module I : Drafting of Collars

Collars -Introduction, Collar terms and classifications Flat Peter Pan collar, Flat sailor's collar, Roll Peter pan collar, Shawl collar, Mandarin collar Gents shirt collar

Module II : Torso draft

Combined bodice and skirt to produce torso draft; Torso Front and Torso Back

Module III : Dresses without waistline seams

Close fitting dress block (Sheath silhouette), Semi fitted dress block (Shift silhouette); Straight line dress block (Box fitting silhouette)

Module IV : Princess Line foundation

Pattern Plot and development, Princess Line foundation. A-Line princess

Module V : Dart manipulation

Other forms of suppression dart folds, dart tucks, gathers, pleats, flares etc.; Development of styles through dartmanipulation-Connecting darts to create seam lines; Style developments

Module VI : Skirt variations

Partly and fully flared skirts; Low waisted skirts; High waisted skirts; Flared skirts based on basic patterns (dartsconverted into flares); Skirts with gathered waistline; Gored skirts, adding flare to gored skirts; Godet skirt –Basic and variations, Godet to seams and slits; Wrap skirt, Draped skirt with cascade wrap; Pleated skirt – Knife pleats, Inverted pleat

Module VII : Drafting of Capes, Ponchos, Kaftans, Kurta

Submission of practical work records - (Compulsory)

Examination Scheme:

Components	A	H	R	EE
Weightage (%)	05	10	15	70

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

Text & References:**Text:**

- Gillian Holman, Pattern cutting made easy

References:

- Gerry Cooklin, Pattern cutting for women's outerwear
- Armstrong, Pattern making for fashion design
- Zarapkar, Pattern Cutting
- Gloria Mortimer, Pattern designs for children clothes
- Cloake, Cutting & Draping special occasion clothes

GARMENT CONSTRUCTION-I

Course Code: FST2203

Credit Units: 02

Course Objective:

The study of this course develops application of sewing techniques in relation to the garment construction. This course gives the idea of converting two dimensional block figure into a three dimensional garment.

Course Content:

Module I	:	Construction of Gathered Skirt
Module II	:	Construction of Fitted Skirt with a slit and a placket
Module III	:	Construction of fitted Skirt Blouse with collar
Module IV	:	Construction of Resort Wear- Semi fitted or fitted dress
Module V	:	Construction of Cape/ Ponchos/ Kaftans/ Kurta
Module VI	:	Construction of a Formal 2 piece dress

Submission of practical work records - (Compulsory)

Examination Scheme:

Components	A	H	R	EE
Weightage (%)	05	10	15	70

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

Text & References:

Text:

- Reader's Digest, Complete Guide to Sewing

References:

- Leila Aitken, Step by step dress making course
- Zarapkar, Pattern Cutting
- A J Chuter, Introduction to clothing production management
- Armstrong, Pattern making for fashion design
- Dorothy Wood, The Practical Encyclopaedia of Sewing

COMPUTER-AIDED DESIGN

Course Code: FST2204

Credit Units: 01

Course Objective:

This course focuses on the usage of Usage of computers in Fashion & Apparel Industry

Course Content:

Module I	:	Corel Draw - Tool Introduction and usage.
Module II	:	Functions of tools and its usage.
Module III	:	Figure Drawing - Block figure and Flesh figure
Module IV	:	Working with layouts
Module V	:	Creating Prints and textures
Module VI	:	Tutorials

Examination Scheme:

Components	A	H	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

Text & References:

- Winifred Aldrich, CAD in Clothing and Textiles

FABRIC ARTISTRY & EMBROIDERY

Course Code: FST2205

Credit Units: 02

Course Objective

The students will develop a thorough understanding of various techniques used to impart various decorative skills on fabric through practical exercises.

Course Contents:

Module I : Introduction to fabric decoration.

Embroidery - Basic stitches- Running, Back stitch, split stitch, Simple couching, Stem, Satin, Cross, Blanket and Crossed buttonhole Closed buttonhole, Framed, Buttonhole, Chain, Feather, Fly, Herring bone, French knot bullion. **Transferring and Tracing techniques of Designs** - Practical exercise.

Module II : Techniques of thread embroidery

Mirror Work - Mirror work places of India, Types of mirrors, stitches and designs. **Bead Works** – Definition, Bead work places of India, Articles, materials and stitches used for bead work. **Metal thread embroidery** - Definition, Metal thread embroidery places of India, Articles, materials and stitches used for Metal thread embroidery. **Smocking** – Definition, stitches used for smocking – Honey comb smocking.

Module III : Lace Work, Appliqué Work & Quilting

Lace Work – Types of hand and machine made laces, Attaching laces to fabrics; **Appliqué Work** - Definition and Traditional examples- Raw edge appliqué, Satin stitched appliqué, Couched appliqué, Buttonhole appliqué, Chain stitched appliqué, Lined appliqué, Patch Work. **Quilting** – Definition and Traditional examples – Kantha and Sujni – executing various designs using running stitch.

Module IV : Basic Hand Stitches

Hand Stitches - Running stitch, Basting, Gathering, Overcasting, Fagoting, and Hemming.

Module V : Basics of Fabric Embellishment. (Theory)

Constructed Artistry - Yarn design, Weave design, Knitwear design; **Dye & Print Artistry** - Tie & Dye, Batik, Stencil, Screen, Block Printing. **Indian Hand-Painted Artistry** – Pichvai of Rajasthan, Pad of Rajasthan, Kalamkari of Andhra Pradesh, Patachitra of Orissa.

Submission of practical work records - (Compulsory)

Examination Scheme:

Components	A	H	R	V	EE
Weightage (%)	05	05	15	05	70

(A - Attendance; H -Home Assignment; R- Practical work records; V- Viva voce, EE-End Semester Examination)

References:

- Creative Publishing, Miunozota, Colour and Design on Fabric (Singer Design), 2000.
- The Buttrick Co. NY, USA, Buttrick Dressmaking, 1940.
- Janet Maigh, Crazy Patch Work, Collins and Brown, London, 1998.
- Morrel Anna, Techniques of Indian Embroidery, BT Batsford Ltd; London, 1994
- Jacquie Wilson, Handbook of textile design, Woodhead Publishing Limited England, 2001
- Langerford A Kadolpher S, Textiles Printine Hall, N.J. Ohio, 1998.

FASHION- BUSINESS LAWS, ETHICS AND COMMUNICATION

Course Code: FST2208

Credit Units: 03

Course Objective:

This Course intends to make the students aware of legal background relating to fashion business and company law also to develop good business communication skills and a sound understanding of related legal deeds and documents.

Module I : Fashion - Business Laws

Law of Contract – Concept and its role in society; Consideration and capacity; Free consent and Public Policy; Public & Government Contracts and Quasi Contracts; Discharge of Contracts : Performance & Non Performance; Breach of Contract & Remedies; Representative Contracts; Special Contracts : Indemnity, Guarantee & Bailment, Electronic Contracts. **Industrial Relation Laws** – Industrial Relations and contract of Employment; Trade Union Law; Industry and Industrial Disputes & Resolution Mechanism; Regulation of Managerial Prerogatives; Job Losses and their Regulations; Discipline and Misconduct; Contract Labour, Wages Act, Injury Compensation **Intellectual Property Laws** – Introduction to Intellectual Property; International Conventions on Intellectual Property Protection; Copyrights & Neighboring rights; Patent Act; Design Act; Trademarks Act; Emerging areas of Intellectual Property Protection. **Law relating to Foreign Trade** – Introduction and Carriage of Goods by Sea; Carriage by Air and Multi Modal Transportation of Goods; International Sales & Payments; Settlement of Commercial disputes; The World Trade Organization and India

Module II : Business Ethics

Introduction to Business Ethics - The nature, purpose of ethics and morals for organizational interests; Ethics and Conflicts of Interests; Ethical and Social Implications of business policies and decisions; Corporate Social Responsibility; Ethical issues in Corporate Governance. **Environment issues** - Protecting the Natural Environment; Prevention of Pollution and Depletion of Natural Resources; Conservation of Natural Resources. **Ethics in Workplace** - Individual in the organization, discrimination, harassment, gender equality. **Ethics in Marketing and Consumer Protection** - Healthy competition and protecting consumer's interest. **Ethics in Accounting and Finance** - Importance, issues and common problems.

Module III : Business Communications

Communication in Business Environment – Business Meetings – Notice, Agenda, Minutes, Chairperson's speech; Press releases, Corporate announcements by stock exchanges; Reporting of proceedings of a meeting. **Basic understanding of legal deeds and documents** - Partnership deed, Power of Attorney, Lease deed, Affidavit, Indemnity bond, Gift deed, Memorandum and articles of association of a company, Annual Report of a company.

Examination Scheme:

Components	A	H	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

References:

- S.K Kapoor, Law of Contracts
- P Narayan, Intellectual Property Rights
- B S Jolly, Law, Ethics & Communication- FOR CA-IPCC, Tata McGraw-Hill Education
- Herta A. Murphy, Effective Business Communications, McGraw-Hill Ryerson, Limited, 1990
- B. Rao, Business Ethics & Professional Values, Excel Books India, 2009

Syllabus - Third Semester

FASHION ART ILLUSTRATION AND MODEL DRAWING-III

Course Code: FST2301

Credit Units: 02

Course Objective:

The students are very much aware of fashion forecast and now can start experimenting in their own way. The designing skills of the students now get more polished and they start designing more formal and highly priced garments. Now that students are perfect with female croquis they now start working with male croquis. After their perfection they start working in their own stylized form.

Course Content:

Module I	:	Optical illusions
Module II	:	Designing of casual shirts and T-shirts for adults
Module III	:	Designing of casual blouses and tops for adults
Module IV	:	Designing of casual and formal dresses for adults
Module V	:	Designing of executive wear
Module VI	:	Designing a range of sportswear for adults
Module VII	:	Sketching of male block/flesh figures
Module VIII	:	Use of textures

Submission of practical work records - (Compulsory)

Examination Scheme:

Components	A	H	R	EE
Weightage (%)	05	10	15	70

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

Text &References:

Text:

- Kathryn McKelvey, Fashion Source Book

References:

- BinaAbling, Fashion Model Drawing
- Patrick John Ireland, Introduction to Fashion Design
- Patrick John Ireland, Encyclopaedia of Fashion Detail, Batsford, 1987

ADVANCE PATTERN MAKING-I

Course Code: FST2302

Credit Units: 02

Course Objective:

This part of pattern making course enables students to learn about details of construction of patterns for important and most commonly worn women's garments like saree blouse and its variations, kurta, churidar etc. The course also gives an insight into design feature like pleats, seams, cuffs etc.

Course Content:

Module I	:	Pleats Definition, Purpose, Identification & how to cut patterns, Box, Knife, Inverted, Double, kick etc.
Module II	:	Fitted and non-fitted seams Seams within the silhouette- vertical, Horizontal, Diagonal, Straight, Curved, Angular
Module III	:	Waist bands & Cuffs Straight & Shaped
Module IV	:	Drafting of variations of skirt blouse with collars
Module V	:	Drafting of sari blouse Four dart, Katori, Princesses line, Choli cut, Long blouse
Module VI	:	Designing a range of sportswear for adults
Module VII	:	Drafting of Kurta/ female shirt Semi fitted or fitted with neckline and style line variations
Module VIII	:	Drafting of salwar/chudidar/parallel

Submission of practical work records - (Compulsory)

Examination Scheme:

Components	A	H	R	EE
Weightage (%)	05	10	15	70

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

Text & References:

Text:

- Gillian Holman, Pattern cutting made easy
- Winifred Aldrich, Metric Pattern Cutting

References:

- Gerry Cooklin, Pattern cutting for women's outerwear
- Armstrong, Pattern making for fashion design
- Gloria Mortimer, Pattern designs for children clothes
- Cloake, Cutting & Draping special occasion clothes
- Lark Brooks, Every sewer's guide to perfect fit
- Ann Hagar, Pattern Cutting for Lingerie, Beachwear and Leisurewear

GARMENT CONSTRUCTION-II

Course Code: FST2303

Credit Units: 02

Course Objective:

This part of garment construction helps to give a final shape or form to a fabric according to one's aesthetic sense and creativity.

Course Content:

Module I	:	Construction of fitted Skirt Blouse with collar
Module II	:	Construction of Sari Blouse (Cotton) & Sari blouse with lining (Silk)
Module III	:	Construction of suit with Salwar/ Chudidar
Module IV	:	Construction of Ethnic wears
Module V	:	Construction of Fusion wears

Submission of practical work records - (Compulsory)

Course Evaluation:

Components	A	H	R	EE
Weightage (%)	05	10	15	70

(**A** - Attendance; **H** -Home Assignment; **R**- Practical work records; **EE**-End Semester Examination)

Text & References:

Text:

- Reader's Digest, Complete Guide to Sewing

References:

- Leila Aitkin, Step by step dress making course.
- Zarapkar, Pattern Cutting
- A J Chuter, Introduction to clothing production management
- Armstrong, Pattern making for fashion designs

APPAREL PRODUCTION

Course Code: FST2306

Credit Units: 02

Course Objective:

The students should be made aware of method of apparel production.

Course Contents:

Module I	:	Machinery and Equipment Cutting, sewing, finishing, washing, stain removal, embellishment.
Module II	:	Production methodology Assembly line, individual garment manufacturing, job work, quality checkpoints.
Module III	:	Production planning and control Job batch and mass production, material planning and allocation, process planning and process sheet, production control, inventory control.
Module IV	:	Quality Assurance Understanding quality standards, analyzing test reports, basic fabric and sewing defects.
Module V	:	Labelling and Packaging Labelling, Packing and Packaging
Module V	:	Garment Costing.

Examination Scheme:

Components	A	H	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

Text & References:

Text:

- Giolleo and Berks, fashion Production Terms
- Grig Hazer, Fantastic Fit For Everybody
- Hellen Goworek, Fashion Buying.

References:

- J Chuter, Introduction to Clothing Production Management.
- Apparel Online, Apparel Views, Clothesline, Moda, Vogue, Simplicity etc

COMPUTER-AIDED MANUFACTURING (CAM)

Course Code: FST2309

Credit Units: 03

Course Objective:

This module makes the student know-how the Computer Applications in the Fashion & Apparel Industry.

Course Content:

Module I	:	Adobe Photoshop - Functions of Tools & Working on layers
Module II	:	Photo-editing & its usage
Module III	:	Demo on 'TUKA cad' Module
Module IV	:	Mode conversation through editing
Module V	:	Demo on 'Opti Tex'
Module VI	:	Rendering & filter effects along tutorials

Examination Scheme:

Components	A	H	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

Text & References:

Text:

- Corel DRAW 11 for Windows: Visual Quick start Guide
- Jim X. Chen, Guide to Graphics software
- David Huss, Gary W. Priester ,Corel DRAW Studio Techniques, McGraw-Hill Osborne Media, 1998
- CorelDraw 10 for Windows: Visual Quick Start Guide.
- Linnea Dayton, Cristen Gillespie, The Photoshop Cs/Cs2 Wow!

References:

- Illustrated Encyclopedia of Costume and Fashion,
- Jill B. Treadwell, Edited: Donald Treadwell, Public Relations Writing: Principles in Practice, SAGE, 2004

PROJECT PRESENTATION

Course Code: FST2332

Credit Units: 03

Guidelines for the project

The purpose of this project is to help students to learn the procedure of doing research on a subject of their interest related to fashion field and then analyse & evaluate it in a presentable manner. They will have to submit a report and will have to give presentation for the same. This project will be conducted during their summer break.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the project.
- A statement about the extent to which the project has achieved its stated objectives.
- A statement about the outcomes of the evaluation and dissemination process engaged in as part of the project.
- Any problems that have arisen and may be useful to document for future reference.

Project Report

The project report is the final research report that the student prepares on the project he chose. Following components should be included in the project report:

- **Title or Cover Page:** Title Page should contain Project Title; Student's Name; Programme; Year and Semester and Name of the Faculty Guide
- **Acknowledgement(s):** Acknowledgement to any advisory or financial assistance received in the course of work may be given. It is incomplete without student's signature.
- **Abstract:** A good abstract should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project. It should not exceed more than 1000 words.
- Table of Contents
- Introduction
- Materials and Methods
- Result and Discussions
- Conclusions & Recommendations
- Implications for Future Research
- References

The Layout Guidelines for the Project File & Project Report

- A4 Size Paper
- Font: Arial (10 points) or Times New Roman (12 points)
- Line spacing: 1.5
- Top and bottom margins: 1 inch/2.5 cm; left & right margins: 1.25 inches/ 3 cm

Assessment Scheme:

Continuous Evaluation: 40% (Based on punctuality, regularity of work, adherence to plan and methodology, refinements etc.)

Final Evaluation: 60% (Based on the Documentation in the file, Final report, analysis and results, achievement of objectives, presentation/viva)

Syllabus - Fourth Semester

FASHION ART ILLUSTRATION AND MODEL DRAWING-IV

Course Code: FST2401

Credit Units: 02

Course Objective:

The study of this course develops the student's ability to design for different category of people: casual and formal. This focuses on designing of a garment according to requirement of the industry keeping in mind the forecast of the season. After the students learn the draping of male figure and move to stylized sketching using different colour mediums.

Course Contents:

Module I	:	Draping of male figures
Module II	:	Designing of uniforms
Module III	:	Designing of beach wear
Module IV	:	Designing of bridal wear
Module V	:	Ruff and tuff denim wear
Module VI	:	Inspirational and Innovative designing
Module VII	:	Designing of night wear

Submission of practical work records - (Compulsory)

Examination Scheme:

Components	A	H	R	EE
Weightage (%)	05	10	15	70

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

Text & References:

Text:

- Mc Kenzie, Best in sports wear design
- Lisa Light, Destination Bride, F+W Media, 2005

References:

- Patrick John Ireland, Introduction to fashion design
- Sharon Lee Tate, Inside fashion design, Pearson Education India, 2004
- Fashion design and illustrations
- Patrick John Ireland, Encyclopedia of fashion detail, Batsford, 1987

ADVANCE PATTERN MAKING-II

Course Code: FST2402

Credit Units: 01

Course Objective

This part of pattern making course enables students to learn about special ladies wear outfits like bath wear, bridal wear, evening wear and nightwear. Commonly worn men's wear outfits like jeans and trousers have also been included in the course.

Course Contents:

Module I	:	Yokes Shoulder, midriff & hip yokes
Module II	:	Drafting of jeans and trouser
Module III	:	Developing patterns for various styles Dresses with waist seam lines, coordinates, and dresses without seam lines
Module IV	:	Drafting of Evening Gown's variations
Module V	:	Drafting of bath robe
Module VI	:	Drafting of bridal wears
Module VII	:	Drafting of night wears (Male & Female)
Module VIII	:	Drafting of men's shirt

Submission of practical work records - (Compulsory)

Examination Scheme:

Components	A	H	R	EE
Weightage (%)	05	10	15	70

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

Text & References:

Text:

- Gillian Holman, Pattern cutting made easy
- Winifred Aldrich, Metric Pattern Cutting

References:

- Gerry Cooklin, Pattern cutting for women's outerwear
- Armstrong, Pattern making for fashion design
- Gloria Mortimer, Pattern designs for children clothes
- Cloake, Cutting & Draping special occasion clothes
- Lark Brooks, Every sewer's guide to perfect fit
- Ann Hagar, Pattern Cutting for Lingerie, Beachwear and Leisurewear
- Winifred Aldrich, Fabric, form and flat Pattern Cutting

GARMENT CONSTRUCTION-III

Course Code: FST2403

Credit Units: 01

Course Objective

This course is an advancement of the third semester program. The study of this course develops understanding of sewing of more complex garments with further detailing.

Course Contents:

Module I	:	Construction of Evening gown
Module II	:	Construction of Princess line top
Module III	:	Construction of Bathrobe
Module IV	:	Construction of nightwear (Male & Female)
Module V	:	Construction of men's shirt

Submission of practical work records - (Compulsory)

Examination Scheme:

Components	A	H	R	EE
Weightage (%)	05	10	15	70

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

Text & References:

Text:

- Reader's Digest, Complete Guide to Sewing

References:

- Leila Aitken, Step by step dress making course
- Zarapkar, Pattern Cutting
- A J Chuter, Introduction to clothing production management
- Armstrong, Pattern making for fashion design

COMPUTER-AIDED DESIGN (CAD)-III

Course Code: FST2404

Credit Units: 02

Course Objective:

This study will introduce the student the usage of computer software in different areas of Fashion Designing & Technology.

Course Content:

Module I	:	Illustrator: Tool Introduction and usage
Module II	:	Functions of tools & creating objects
Module III	:	Reach ERP
Module IV	:	Setting up artwork: Transparency, Gradients and patterns
Module V	:	Dobby/Jacquard
Module VI	:	Working on Color separation (2 D)

Examination Scheme:

Components	A	H	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

Text & References:

Text:

- Corel Draw 11 for Windows: Visual Quick Start Guide
- From Sue Chastain, your guide to Graphics software
- David Huss, Gary W. Priester, Corel Draw Studio Techniques.
- Corel Draw 10 for Windows: Visual Quick Start Guide.
- Linnea Dayton, Cristen Gillespie, The Photoshop Cs/Cs2 Wow!

References:

- Femina - Magazine.
- Elle – Magazine.
- Donald, Illustrated Encyclopedia of Costume and Fashion Public Relations Writing: Principles Practice

VISUAL MERCHANDISING

Course Code: FST2408

Credit Units: 03

Course Objective:

Skill development in the creation of showroom or retail store window/interior displays that sell merchandise. Study of the basic techniques of store planning, mannequin dressing, alternate form design, and display space conceptualization and implementation

Course Contents:

Module I: Introduction to Visual Merchandising (VM): Introduction, Objectives, Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Scope of visual merchandising in India, Visual Merchandising as a Support for Positioning Strategy, Prospects of Visual Merchandising, Challenges in Visual Merchandising, The common challenges, Ways to overcome the visual merchandising challenges

Module II: The Merchandise Mix: Introduction, Objectives, Concept of Merchandise Mix, Merchandise line, The Assortment of Products, Assortment strategy, Merchandise Mix of Show Off, Role of a merchandiser, Other Atmospherics in Merchandising, Colour scheme, Lighting

Module III: Store Management in Merchandising: Introduction, Objectives, Types of Stores, Location of a Store, Types of retail locations, Planning a Store Layout, Various Types of Store Layouts, Grid layout, Forced-path layout, Free-form layout, Boutique layout, Combined layout, Store Space Allocation, Heads of space allocation in a store, Managing Customer Navigation in a Store, General Rules of Customer Traffic in a Store, The Loop for Guiding the Shoppers through a Store

Module IV: Store Design and Display: Introduction, Objectives, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings, Store Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies, Colour blocking, Other techniques of merchandise placement, Physical materials used to support the display, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, Planogramming

Module V: Store Image & Security: Introduction, Objectives, Concept of Image Mix, Elements of Image Mix, Merchandise, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issues

Module VI: Managing Communication for a Retail Store Offering: Introduction, Objectives, Marketing Communication, Thematic Communication, Methods of Communication, Graphics, Signage

Module VII: The Present and Future of Visual Merchandising: Introduction, Objectives, Visual Merchandising at Different Stores, Apparel store, Furniture store, Gift store, Future Prospects of Visual Merchandising

Examination Scheme:

Components	A	H	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

Text & References:

Text:

- Judith Bell and Kate Ternus , Silent Selling
- Sarah Bailey and Jonathan Baker, Visual Merchandising for Fashion

References:

- Martin M Pegler, Visual Merchandising and Display

TERM PAPER

Course Code: FST2431

Credit Units: 02

Objective:

The objective of this course is to judge the understanding as well as application of the knowledge gained by the students. The aim of the term paper is to provide the students with an opportunity to further enhance their knowledge in a sector of their choice by undertaking a significant practical unit of examining and analyzing various aspects of business management at a level commensurate with the learning outcomes of the various courses taken up them in the ongoing semester.

A term paper is primarily a record of intelligent reading in several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. At least one middle level or senior level person of a company from the chosen sector may be interviewed face to face

Guidelines:

1. The term paper will be related to the contemporary business issue and the topic will be given by the department.
2. The presentation of the term paper is scheduled to be held before the commencement of Semester examinations.
3. The paper will carry 100 marks that will be marked on the basis of understanding and organization of content based on the literature review. The Bibliography shall form an important part of the paper.

Examination Scheme:

Organization and relevance of content	Literature Review	Bibliography	Total
40	40	20	100

WORKSHOP

Course Code: FST2433

Credit Units: 01

OBJECTIVES:

A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two ways. The trainer has to make sure that the aspects covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of the faculties.

GUIDELINES FOR WORKSHOP

The procedure for earning credits from workshop consists of the following steps:

1. Relevant study material and references will be provided by the trainer in advance.
2. The participants are expected to explore the topic in advance and take active part in the discussions held
3. Attending and Participating in all activities of the workshop
4. Group Activities have to be undertaken by students as guided by the trainer.
5. Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
6. Submitting a write up of at least 500 words about the learning outcome from the workshop.

METHODOLOGY

The methodology followed at the workshop could be based on any one or more of the following:

- Case Study
- Business Game
- Simulation
- Group Activity
- Role Play
- Business Planning
- Quiz

Examination Scheme:

Attendance	Active Participation	Multiple Choice Questions / Quiz	Solving the Case Assignment / Write up	Total
10	30	30	30	100

Syllabus - Fifth Semester

FASHION ART ILLUSTRATION AND MODEL DRAWING-V

Course Code: FST2501

Credit Units: 02

Course Objective:

This module makes the students design accessories for different segment of people, along their display and story board.

Course Content:

- Module I** : **Designing a range of scarves, ties and stoles for teenagers**
- Module II** : **Designing a range of Uniforms for Hotel & Airlines employees, Hospital, Industrial apparels.**
- Module III** : **Designing a range of hats and caps for teenagers/adults**
- Module IV** : **Designing a range of contemporary wear for adults**

Submission of practical work records - (Compulsory)

Examination Scheme:

Components	A	H	R	EE
Weightage (%)	05	10	15	70

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

Text & References:

Text:

- Phyllis Tortora, The Fairchild Encyclopedia of Fashion Accessories

Reference:

- Patrick John Ireland, Encyclopedia of fashion detail, Batsford, 1987
- Kathryn McKelvey, Fashion Design Process
- Hamiyn, Key Moments in Fashion
- Gavin Waddell, How Fashion Work

GARMENT CONSTRUCTION-IV

Course Code: FST2502

Credit Units: 01

Course Objective:

This course is further an advancement of fourth semester garment construction course. Every garment has its own features and style of construction. In this particular semester students are exposed to construct some special garments for both male and female.

Course Contents:

Module I	:	Construction of Jeans (Male & Female)
Module II	:	Construction of Trouser with pockets
Module III	:	Construction of Bridal Wear (Indian /western)
Module IV	:	Construction of Pregnancy & Maternity wears
Module V	:	Construction of Executive wear
Module VI	:	Construction of men's formal

Submission of practical work records - (Compulsory)

Examination Scheme:

Components	A	H	R	EE
Weightage (%)	05	10	15	70

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

Text & References:

Text:

- Reader's Digest Complete Guide to Sewing

References:

- Leila Aitken Step by step dress making course
- Ann Haggard, Pattern Cutting for Lingerie, Beachwear and Leisurewear
- Winifred Aldrich, Metric Pattern Cutting
- Armstrong, Pattern making for fashion design
- Winifred Aldrich, Metric Pattern Cutting for Men's wears

COMPUTER AIDED DESIGN (CAD)-IV

Course Code: FST2503

Credit Units: 02

Course Objective:

This module will make the student use Fashion studio for compilation of portfolio for Graduation Design Collection undergoing various processes.

Course Contents:

- Module I : Tools Introduction and usage
- Module II : Cleaning & Selection of fabric
- Module III : Color Reduction
- Module IV : Texture Mapping.
- Module V : Mood board & Color board
- Module VI : Draping

Examination Scheme:

Components	A	H	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

Text & References:

Text:

- Winifred Aldrich, CAD in Clothing and Textiles
- Alison Beazley and Terry Bond, Computer Aided Pattern Design and Product Development

References:

- Bina Abling, Advanced Fashion Sketchbook
- Pepin Press, Ikat Patterns

PATTERN DRAPING

Course Code: FST2504

Credit Units: 01

Course Objective:

After the students have a thorough knowledge of flat pattern-making and its application they are now introduced to the concept of three dimensional process of pattern making by draping the material on to the mannequin.

Course Contents:

Module I	:	Introduction Equipments needed, grain, seam allowances, preparation of fabric, dress form.
Module II	:	Basic patterns Basic bodice (front & back), Basic skirt (front & back), Basic sleeve
Module III	:	Variations in necklines, armholes, waistlines, princess bodice and boned bodice
Module IV	:	Creating patterns by dart manipulations Multiple darts, Dart tucks, Gathers, Pleats, Flare, Style lines and control seams
Module V	:	Style lines and control seams Use of style lines, Cowls and twists in bodice, Midriff & yoke styles
Module VI	:	Variations in skirts Variation of the basic skirt, flared, pegged, paneled, gathered, gored and pleated, Peplums- flared and gathered
Module VII	:	Collars The Mandarin collar, Convertible Collar, Peter Pan collar, Shawl collar, Notched Collar
Module VIII	:	Sleeves - The Dolman sleeve, Raglan and Kimono sleeve
Module IX	:	The Shift A Line, Tent, Blouson, Use of Facings, Closures and Pockets
Module X	:	Final Presentation

Submission of practical work records - (Compulsory)

Examination Scheme:

Components	A	P	R	EE
Weightage (%)	05	10	15	70

(A - Attendance; P - Presentation; R- Practical work records; EE-End Semester Examination)

Text & References:

Text:

- Jaffe and Rellis, Draping for Fashion Design
- Connie Amaden- Crawford, The Art of Fashion Draping

References:

- Natalie Bray, Dress Fitting

PATTERN GRADING

Course Code: FST2505

Credit Units: 01

Course Objective:

After the knowledge of flat pattern making the students now learn how to increase or decrease any pattern in proportion.

Course Contents:

- Module I** : **Introduction to Grading**
History, Sizes & Measurement Sizes & Development, Importance of grading, Methods of grading- Stack and Track methods, Different types of grading- horizontal, vertical and diagonal
- Module II** : **The Master Grades**
Grading of adult bodice block- front and back, Inset and grown on sleeves
- Module III** : **Grading of collar s and lapels**
Tailored lapel, Tailored Collar, Shawl Collar
- Module IV** : **Grading of skirts**
Fitted skirt block-front and back, flared skirts, skirt variations, Grading of Sheeth Block
- Module V** : **Grading of Trouser Block**
Basic Block; Trouser variation
- Module VI** : **Grading of Jacket**
Paneled, Box and double breasted jackets
- Module VII** : **Computerized Grading Technology**

Examination Scheme:

Components	A	H	R	EE
Weightage (%)	05	10	15	70

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

Text & References:

Text:

- Gerry Cooklin, Pattern Grading for Women's Clothes
- Gerry Cooklin, Pattern Grading for Men's Clothes
- Gerry Cooklin, Garment Technology for Fashion Designers

References:

- Natalis Bray, More Dress Pattern Designing

FASHION MERCHANDIZING-II

Course Code: FST2506

Credit Units: 03

Course Objective:

After the students have understood the relevance and functions of merchandising process, they are taught the skills related to sourcing, developing and presenting product lines, vendor and customer relationship and export documentation.

Course Contents:

Module I	:	Developing & Presenting Product Lines Traditional Line Planning, Contemporary Line Planning, Fundamental methods of product line planning, Concept of merchandise presentation
Module II	:	Strategies and Decisions Pricing strategies, Promotional strategies, sourcing of raw materials.
Module III	:	Time Flow Management Maintaining time schedule chart, Current Indian exports and India's position
Module IV	:	Global sourcing
Module V	:	Customer / Vendor Relationship Concept of Customer Service, Role of Personal Selling purposes.
Module VI	:	Financial aspect of merchandising Merchandise accounting, Inventory Valuation, Retail pricing
Module VII	:	Merchandise Control & Presentation Merchandise Control & report Analysis
Module VIII	:	Merchandising and related careers

Examination Scheme:

Components	A	H	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

Text & References:

Text:

- John Donnellan, Merchandise Buying and Management
- Grace I kunz, Merchandising: Theory, Practice and Principles

References:

- Mike Easey, Fashion Marketing
- Maria Constantino, Fashion Marketing and PR
- Nicholas Alexander, international Retailing
- V. D Dudeja, Professional Management of Fashion Industry
- Lynda Gamans, Retailing Principles

QUALITY CONTROL & PRODUCTION MANAGEMENT-II

Course Code: FST2507

Credit Units: 03

Course Objective:

This subject provides a detailed knowledge to students regarding the quality aspects, production, planning and control, maintenance of equipment, material handling, utilization of resources etc of a garment so that the quality and cost both are in an equilibrium.

Course Contents:

Module I	:	Production Management Meaning and need for production management; Types of production-Job, Batch and mass production
Module II	:	Material Planning & Allocation Material planning and allocation; Process planning and process sheet; Production control
Module III	:	Workroom management Marker planning and placement of markers; Line and sample development
Module IV	:	Inventory control and Cost estimation Need and advantages of inventory control; introduction and functions of cost estimation, estimation procedure, elements of cost and ladder of costs, method of calculating depreciation, overhead expenses and distribution of overhead expenses
Module V	:	Various Production Systems Study various production system with respect to quality. Eg. Lean, Sigma, 5S etc.

Examination Scheme:

Components	A	H	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

Text & References:

Text:

- A.J. Chuter , Introduction to clothing production management
- Giolleo and Berks , Fashion Production Terms

References:

Philips Kotler, Marketing management

FASHION FORECASTING

Course Code: FST2508

Credit Units: 03

Course Objective:

The students are made to start their work with the collection of data regarding fashion forecasting, trend analysis and presentations. They are then made to forecast the fashion trend and dictate fashion in their very own way.

Course Contents:

Module-I : Concept of fashion forecasting (Theory)

Awareness of fashion fairs and fashion centers, Knowledge of creative writing, Reading of fashion forecast magazine, Sources of information, Role of Exhibitions and Fashion shows

Module-II : Fashion Forecasting Process (Theory)

Market Research- Consumer research, Shopping, Sales records; **Evaluating the collections-** Similar Ideas indicate fashion trends, Trends for target market; **Fashion services** – Collection reports, Trend books, consulting, Color services, Television/Video services , News letter services, Web sites, Directories and reference books, Fashion Magazines and news papers, Catalogs. **Design Sources-** Historic inspirations, Folk influences, Vintage clothing shops, Museums, Libraries and bookstores, Arts, Fabrics/Textiles, Travel, Form follows function, The street scene, The turn of the century, innovations and technologies.

Module-III : Applied Learning Assignments. (Practical)

- | | | |
|------------------------------------|---|---|
| Market Research | - | On site visits to fashion retailers and cloth markets and study the market trends and collect various cloth samples, catalogs etc. |
| Forecasting Exploration | - | Students will explore a variety of sources like Magazines, News papers, Internet sites and in-site, their market research reports etc. to become familiar with apparel, textile, color, style, and general culture and consumer forecasting resources. Each student will identify and report trends found to class. |
| Preparation of story boards | - | Students will prepare story boards for specific target. |
| Presentation of designs | - | Students will prepare fashion forecast for different seasons. |
| Final Presentation | - | Each student have to submit their Research file in a standard format guided by the faculty for the final evaluation. |

Examination Scheme:

Components	A	CD	A & F	P	Viva	Total
Weightage (%)	10	20	20	25	25	100

(**A** - Attendance, **CD** - Concept Development, **A & F** - Analysis & Findings, **P** – Presentation)

References:

- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Tracy Diane and Tom Cassidy, Colour Forecasting
- Kathryn Mc Kelvey, Fashion Design Process, Innovation and Practice

List of Magazines

Apparel online, Fiber 2 Fashion, Cosmopolitan. Marie Claire, Elle, Vogue, Harper's Bazaar, In Style, Glamour, Lucky, Allure, W Magazine.

CRAFT DOCUMENTATION (ORGANIZATIONAL PROJECTS)

Course Code: FST2535

Credit Units: 06

Objective

The objective of this programme is to bring about the transformational change from a practical application of the learned knowledge in real time corporate world and industry towards laying a focused and insightful planning for a strong foundation towards understanding and contributing towards Indian crafts.

Methodology

- Market Visit
- Field Trip
- Documentation and Presentation
- Scope and Final Presentation

Guidelines

- The Craft Documentation is scheduled between 4th and 5th semester.
- CD is a complete practical training programme with study of each and every aspects of the organization, and the training experience should be submitted as Organizational Project Report.
- There are two guides will be associate with CD. Faculty Guide for overall guidance and Company Guide for monitoring the SIP students in respective departments of the allocated company.
- Every student should attend the company allocated to him/her regularly and complete the project on given time lines. Disciplinary action will be initiated if any student is found to be absenting himself/herself without the permission from company guide / Faculty guide / HOS.
- Student in organizational Project (OP) / CD are the role ambassadors of Amity University Haryana (AUH). They carry the brand image of AUH and should always show high level of dignity at the work place.
- Every student is expected to carry a pen, notepad daily to the company where he/she assigned the project and should always note down the progress of him/her along with daily dosage of work schedule.
- The students in the OP/CD can be meeting the faculty guide in between the programme with prior permission from the company guide. Such cases the company guide should be inform to faculty guide/HOS
- The students by virtue of his/her carelessness fail to do the project, will not be awarded the graduation certificate and also kept out-of-placement services.

FINAL RECORD PREPARATION FORMAT

(Summery of Organizational Project Report content)

1. Cover Page
2. Inner cover page
3. Company Certificate
4. Amity University Haryana Certificate
5. Table of contents / Index
6. Acknowledgement
7. Declaration
8. Executive Summery
9. Introduction

- Brief on the Industry
 - Brief on the Company
10. Project Objective
 - Primary and Secondary
 11. Methodology
 12. Scope of the study
 13. Significance of the study
 14. Project Analysis
 - Work Done Analysis
 - Research Methodology analysis
 15. Tabulation and Graphical Representation
 16. Inference from Study
 17. Contributions
 18. Learning's
 19. Suggestions
 20. Conclusions
 21. Achievements (In case of any appreciation letter, stipend achievement letter, Photographs on the significant occasions or any others)
 22. Reference
 23. Annexure.
- Language of Project Report and Viva-Voce Examination may be English. There will be an evaluation by a jury comprising of external experts and internal faculty guide from the department.
 - Failure to submit the Project Report in proper manner / without company certificate / AUH certificate or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination.

Examination Scheme:

Evaluation Components	OPR				A	P	V	Total Weightage (%)
	Internal Evaluation		External Evaluation					
Project Analysis	10	20	15	30	10	20	20	100
Conclusion & Recommendations	10		15					

(OPR - Organizational Project Report, A - Attendance, P – Presentation, V – Viva voce)

FASHION PROMOTION (CONCENTRATION ELECTIVES - GROUP-II)

Course Code: FST2512

Credit Units: 01

Course objective:

This course describes various types of fashion promotion with procedures and its relation to store needs and target customers.

Course Contents:

Module I : Fashion- Sales Promotion.

Sales promotion – Objectives, Fast sales boost, Encourage Trial, Encourage repeat purchases, Simulate purchase of large stocks, Gain distribution and shelf space. **Promotion Techniques- Consumer Promotion-** Money off, Bonus packs, Premiums, Free samples, Coupons, Competitions, Draws; **Trade Promotions** – Price discounts, Free goods, Competitions, Allowances. **Evaluating sales promotion** – Pretesting research, Post testing research. **Promotional Aids** – Personal appearances, Designer Trunk shows, In-store clinics, Merchandise representatives, Videos, Image books, Display fixtures, Radio scripts and TV commercials, Glossy photographs, Hangtags. Fashions promote associations, Fashion awards.

Module II : Fashion -Advertising.

Define advertising objectives –Position the offering, Create awareness, Stimulate trail, Remind the rain force, Provide support for sales force, correcting misconceptions. **Advertising Strategy** – Identify and understand the target audience, Establish advertising spend, Massage decisions. **Advertising Media** – The term ‘Media’, Print Media - Types, Methods of advertising, advantages and disadvantages; Electronic Media - Types, Methods of advertising, advantages and disadvantages. **Kinds of advertising-** Image advertising, Item advertising, Promotional advertising. **Advertising Department** – Art, Copy, Production, traffic. **Advertising Agencies.**

Module III : Fashion – Public Relations.

Public relations – Introduction; **Functions of public relations** – Facilitates company’s overall operations, Aids promotion, Helps tracking social and environmental issues, Ensure customer’s satisfaction, Attracting and retaining talented employees, Give benefits to stake holders , Develop reputation of the organization, Responds effectively to negative publicity. **Publicity** – Task of publicity department, **Characteristics of publicity** – Credible message, No media cost, Loss of control of publication, Loss of control of content, Loss of control of timing. **Publicity Campaigns** – Press package, Individual approaches. **Special events** - Fashion shows – Formal fashion shows, Designer trunk shows, Department fashion shows, Informal fashion shows.

Module IV : Applied Learning Assignments.

1. Visit any department store and observe the various techniques of sales promotion activities and make a report.
2. Search through various news papers and magazines and analyze the coverage of advertising campaigns of different large chain store / fashion brand. Clip the stores advertisements and find the, name, trade mark, manufacturer and store specialties and locations.

Examination Scheme:

Components	A	L	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; L- Learning Assignments; CT-Class Test; EE-End Semester Examination)

Text & References:

- Jay Diamond, Ellen Diamond, Fashion Advertising and Promotion, Fairchild Books, 1999
- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Kotler Philip & Armstrong, Gary, Marketing: An Introduction, Pearson Education.
- Stanton, William J. et al, Fundamentals of Marketing, McGraw-Hill Publishing Co. Ltd.
- Phyllis Tortora, The Fairchild's Dictionary of Fashion
- S. A Hussain, Variety- Fashion for Freedom
- Belch, Advertising And Promotion, Tata McGraw-Hill Education, 2003

THE BUSINESS OF LUXURY FASHION (CONCENTRATION ELECTIVES - GROUP-III)

Course Code: FST2513

Credit Units: 01

Course objective:

This course aims to give students a deeper understanding of the luxury sector & reveal the importance of the profession in the contemporary world.

Course Contents:

Module I : Introduction to Luxury Fashion.

Luxury- Concept, Definition in economics, Origins of luxury fashion, Market characteristics
Conspicuous consumption – Definition and theory, **Socio-economic significance** - Status symbol, Consumerism, Life style and culture. **Luxury and Ethics** - Accessible luxury, Intangible luxury. Sustainable luxury: social luxury guilt-free, luxury, sweatshop-free clothing.

Module II : The Luxury Fashion Consumer & Buying Behavior

Consumer Behavior – Introduction, Models of Consumer Behavior; **Buying Behavior** - Introduction, The consumer purchase-decision process; **Cross-Cultural Behavior** - Economic, demographic and socio-cultural trends and consumer; Globalization of consumer markets and international marketing implications. Luxury consumer market indicators.

Module III : Luxury Retail Design and Atmosphere

Luxury retail - Location, Store concept, Retail extension, Product merchandizing design, New selling techniques, Designer outlet shopping. **Store planning and Design** – Store Image, Target consumers, Seasonal Visual Merchandising, Windows, Interiors, **Shopping as entertainment.**

Module IV : The Art of Creating and Managing Luxury Fashion Brands

Branding – Defining a luxury brand, Branding benefits, **Luxury fashion branding strategy development** - Brand concept, Brand identity, Brand awareness, Brand positioning, Brand loyalty, Brand equity, Brand value; **The luxury fashion marketing strategy** - The product, Pricing, The place of distribution, Promotion, The celebrity connection, People, Positioning. **Building a Brand or Designer Name** –Multi products – Secondary lines, New product divisions, Size ranges, Accessory collections; Licensing, Joint ventures, Exporters, Manufacturers as Retailers – Factory outlet stores, In-store boutiques, Catalogs, Televisions, and Internet sales. Franchising, Leased Departments, Consignment stores Jobbers.

Module V : Global Nature of Fashion Business.

Introduction to international Fashion business – Importance, Nature and scope, Modes of entry into International Business Internationalization process and managerial implications, Multinational Corporations and their involvement, Agreement on Textiles and Clothing (ATC) ; **The luxury fashion business strategy model**- Definition, The business strategy modeling process.

Examination Scheme:

Components	A	H	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

Text & References:

- Uche Okonkwo, *Luxury Fashion Branding: Trends, Tactics, Techniques*, Palgrave Macmillan, 2007,
- Bennet, Roger, *International Business*, Financial Times, Pitman Publishing, London, 1999.
- Gini Stephens Frings, *Fashion: From concept to consumer*, Prentice-Hill Inc. 1999
- Berry, C.J. *The idea of luxury –A conceptual and historical investigation*, Cambridge University Press.
- Kotler Philip & Armstrong, Gary, *Marketing: An Introduction*, Pearson Education.
- Stanton, William J. et al, *Fundamentals of Marketing*, McGraw-Hill Publishing Co. Ltd.
- Phyllis Tortora, *The Fairchild's Dictionary of Fashion*

COUTURE DESIGN (CONCENTRATION ELECTIVES - GROUP-III)

Course Code: FST2514

Credit Units: 01

Course Objective:

This course offers students the opportunity to enhance their skills to the segment of the fashion industry known as the Couture /High fashion / Designer label market. This is an applied learning course and students need to experience this with concerned faculty experts.

Course Contents:

Module I : Introduction to Couture Design. (Theory)

Couture – Definition, Origin of Couture, Function of couture, Chambre Syndicale de la Haute Couture, **Couture Design Concept** - High-End Luxury, Luxury Sociology and Ceremonies, Concept of ‘made-to-measure’ clothing; **Designer Clothing** - Definition, Concept, Designer Label, Designer Brands. Key Concept Innovation & Development of couture design. Study of Indian couture designers and International couture designers

Module II : Couture Decorative Techniques & Embellishments. (Practical)

Expands knowledge of the couture by exploring various decorative techniques, Apply glass seed beads, sequins, pearls, and faux gems on different types of fabrics. Create embellishments such as flowers and frog closures from fabric and ribbons, hand embroider original designs, and learn the arts of quilting, cartridge pleating, and quilting

Module III : Couture Apparel Design - Advanced Illustration Techniques. (Practical)

Study the muscular and skeletal functions of the human body and their relationships to the design and creation of haute couture apparel, visualizing how anatomy and aesthetics form the basis of designing a haute couture collection. Become proficient in the translation of ideas via the fashion design sketch and further develop a personal drawing style and various apparel silhouettes.

Module IV : Couture Apparel Design - Advanced pattern Making & Sewing Techniques (Practical)

Skill development in taking body measurements; Developing custom fittings for customized patterns; In depth coverage of the process of transferring a custom body fitted canvas to a couture or designer dress form and padding it for custom sizing; The sewing techniques practiced in the finest haute couture ateliers around the world.; Learn couture techniques in couture fabric selection, proper cutting procedures, hand stitching, seam and hem finishes, pocket construction, inner construction methods pressing, and finishing.

Module V : Haute Couture Portfolio - Applied Learning Assignments.

Write a short description of a person, which include age, build, job, place of residence, interests, and lifestyle. Consider that, this person will be the typical customer. Determine the price range and style range according to the customer life style. Designing a personal collection based on a theme: determine and carry out all the stages of product development from the design to the completed prototype. Apply knowledge of the couture to design, drape, fit, and construct. Develop styles and images through fabric sourcing, market research, and inspirational research for the project.

Examination Scheme:

Components	A	L	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; L- Learning Assignments; CT-Class Test; EE-End Semester Examination)

References:

- Caroline Rennolds Milbank, Couture, the great designers, Stewart, Tabori & Chang, 1985
- Claire B. Shaeffer, Couture Sewing Techniques, Taunton Press, 2011
- Berry, C.J; The idea of luxury – a conceptual and historical investigation, Cambridge University Press.
- Phyllis Tortora, The Fairchild's Dictionary of Fashion
- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.

Syllabus - Sixth Semester

RETAIL MERCHANDISING AND MANAGEMENT

Course Code: FST2601

Credit Units: 03

Course Objective: The objective of the course is providing insights on retail operations. This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change

Module I: Introduction to retail: retail in India; retail models and theories of retail development; understanding the retail consumers; ethical issues in retailing

Module II: Retail marketing strategy; retail franchising; retail store location and site selection; retail store design and visual merchandising; customer relationship management in retailing

Module III: Basics of retail merchandising; the process of retail merchandising; the method of merchandise, Procurement; retail pricing and evaluating merchandise performance; retail communication mix

Module IV: Retail store operations; servicing the retail customers; retail human resource management; financial aspects of retail management; retail information system; supply chain management in retailing

Module V: Evolution of E-commerce industry and role of e-commerce in fashion retail

Examination Scheme:

Components	A	CS	CT	EE
Weightage (%)	05	10	15	70

References:

- Pradhan, Swapna; **Retailing Management**; Tata McGraw Hill; New Delhi
- Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; **Retail Management**; OUP; New Delhi
- Berman, Barry & Evans, Joel R.; **Retail Management – A strategic approach**; Pearson Education/Prentice Hall of India; New Delhi
- Levy, Michael & Weitz, Barton A.; **Retailing Management**; Tata McGraw Hill; New Delhi
- Newman, Andrew J. & Cullen, Peter; **Retailing – Environment and Operations**; Thomson Asia Pvt. Ltd.; New Delhi
- Dunne, Patrick M., Lusch, Robert F & Griffith, David A.; **Retailing**; Thomson Asia Pvt. Ltd; ND
- Lamba, A.J.; **The Art of Retailing**; Tata McGraw Hill; New Delhi

ENTREPRENEURSHIP

Course Code: FST2604

Credit Units: 03

Course Objective:

Identify and apply the elements of entrepreneurship and to entrepreneurial processes. Recognize the importance of entrepreneurship and identify the profile of entrepreneurs and their role in economic growth. Use the entrepreneurial mind-set and behave responsibly and ethically in their roles as entrepreneurs. To enable them to identify the opportunities in apparel, textile and Accessories

Course Contents:

Module I : Introduction to Entrepreneurship: What is Entrepreneurship, Why Entrepreneurship, Characteristics of Entrepreneur & Entrepreneurship

Module II : Importance of Entrepreneurship: Importance of Entrepreneurship, Common Myths about Entrepreneurship

Module III : Entrepreneurial Opportunities and Enterprise Creation

Sensing Entrepreneurial Opportunities, Environment Scanning, Market Assessment, Identification of Entrepreneurial Opportunities

Module IV: Enterprise Planning and Resourcing: Business Planning - Preparation of a Project Report, Resource Assessment -Financial and Non – Financial, Fixed and Working Capital Requirement, Funds, Flows, Profit Ratios, Break Even Analysis etc., Mobilising Resources - Sources and Means of Fund, Facilities and Technologies for starting an Enterprise. Organising/Production of goods and services- quality, quantity and flow of inputs.

Module V: Supply Chain and Logistics: What is supply chain? What is the role and importance of Supply chain and logistics in fashion industry? Various challenges faced by fashion industry due to constraints in infrastructure of India

Examination Scheme:

Components	A	CS	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; CS-Case Study; CT-Class Test; EE-End Semester Examination)

References:

- Steve Mariotti, Entrepreneurship
- Peter F Drucker, Innovation and Entrepreneurship
- Bruce R. Barringer & R. Duane, Entrepreneurship: Successfully launching New Ventures Ireland, Pearson publication, 2008

DESIGNING AND DEVELOPMENT OF FASHION ACCESSORIES

Course Code: FST2606

Credit Units: 03

Course Objective: Students will be able to learn about different types of accessories that are relevant to fashion industry

Module I: Introduction to fashion accessories, Types of accessories

Module II: Functional and decorative importance of accessories

Module III: Designing and developing accessories: Sketching and rendering of headgear, hand wear, foot wear and hand bags (3 each) (Construction of any one)

Module IV: Sketching and rendering of belts, gloves and (construction of any one), Sketching of Indian jewellery- Mughal Jewellery, Thewa, Kundan Jewellery, Temple Jewellery, Sketching of accessories on women and men's croqui (2 each) Jewellery designing based on theme. (with Concept Board)

Examination Scheme:

Components	A	CS	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; CS-Case Study; CT-Class Test; EE-End Semester Examination)

References:

- John Peacock, Fashion Accessories: The Complete 20th Century Sourcebook
- Julia Kuo, 20 Ways to Draw a Dress and 44 Other Fabulous Fashions and Accessories

PROJECT (CONCENTRATION ELECTIVES)

Objectives

1. To understand the relationship of forecasting to product development and the need for forecasting knowledge for all aspects of apparel and textile businesses.
2. Integrate consumer, aesthetic and quantitative trend information into the product development process.
3. Engineer new value into an existing product or line while holding costs.

This course is a ‘team project’ integrated with Concentration Electives -1. The team size should be minimum of two. The team has to be choosing any one of the project from the following:

Course Code:	Concentration Electives -2	Credit Units:
FST2607	Sportswear Design and Development	03
FST2608	Costume Design pertaining to performing arts.	03
FST2609	Functions of Indian Buying Houses/Agents – A study	03

Project Guideline

- Students’ team has to complete the project through various research methods.
- **Research Project Idea Generation:** current (or perennial) problems and controversies in the apparel field with relevant chosen topic. This method allows historians the opportunity to explain how the current situation came about and to analyze contributing factors to the problem. To find perennial problems in the apparel industry, search through apparel-related journals. Based on this analysis, formulate the purpose of a potential research study. Think about WHY this topic is important to study (the “so what” question). Summarize the points (research question/purpose; why significant; brief literature review) in a one page outline – Design Brief. Critically think about the purpose of your research study.
- **The Final Research Paper:** This will include the updated sections: introduction, literature review/background, methods, and results with discussion, conclusion and ideas for future research. Students should include images as well as a complete reference list. All citations should comply with requirements for submitting a paper.
- **Professional Presentation:** Students will prepare a PowerPoint presentation for a maximum of 15 minutes (about 15-20 slides) including: introduction, brief literature review, methods, results and discussion, and conclusion. Images should be embedded within the PPT.

Project Evaluation

- There will be an evaluation by a jury comprising of external experts and a committee of internal faculties from the department. Failure to submit the portfolio with final products or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination.

Evaluation Components	R A				A	P	V	Total Weightage (%)
	Internal Evaluation		External Evaluation					
Portfolio Presentation	10	20	15	30	10	20	20	100
Products Presentation	10		15					

(R A– Research & Analysis, A - Attendance, P – Presentation, V – Viva voce)

Syllabus - Seventh Semester

FABRIC MANUFACTURING TECHNOLOGY: CROCHET & NON-WOVEN

FIELD TRIP/VISIT DOCUMENT EVALUATION

Course Code: FST2702

Credit Units: 04

Course Objective: Students will get the practical exposure by visiting the field/market and need to submit a report on basis of that.

Course Content: Self study and practical observation by student in the industry.

Teaching Tools:

Self Study, Observation

Learning outcome: Students are exposed to practical aspects of the functional areas of fashion industry and expected to learn the work-flow of fashion business

COMPUTER-AIDED DESIGN (CAD) - V

Course Code: FST2703

Credit Units: 03

Course Objective: Student will learn to present their learning during graduation project via help of coral draw

Module: Application of Coral Draw to enhance the learning in the industry and use of computer systems to assist in the creation, modification, analysis, or optimization of those designs

Examination Scheme:

Components	A	H	CT	EE
Weightage (%)	05	10	15	70

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

Text & References:

- Winifred Aldrich, CAD in Clothing and Textiles

GRADUATION DESIGN COLLECTION

Course Code: FST2704

Credit Units: 10

Course Objective:

This programme focuses on the design and construction of the fashion garments for the partial fulfillment of the degree of B.Sc. in Fashion Design & Technology.

This course is practical application of creativity, Innovation, discovery, and expression in aesthetic or artistic design through the development of innovative garments that employ unique and sculptural shapes. The course will be assessed through critique and evaluation of design project in each topic area. Project components include inspirational research and development of aesthetic direction, ideation and sketching, garment construction and project presentation of the collection at a fashion show before and invited trade audience.

Course Methodology : Research Project & Product Development

Aim : To developing ideas from paper to object, theory to practice, and fabric to garment.

The projects taken up and have to develop through the following stages:

- 1. Fashion Market Study** - Fashion market research information helps the students to understand what, where, and why consumers are buying across all retail channels. It combines point-of-sale (POS) market tracking with consumer panel insights so students can stay on top of fashion industry trends and effectively connect with the fashion consumer.
- 2. Field trip / Visit** - The students will have the opportunity to create or styles a collection of designs based on various design inspirations and trends, and learn how to put together presentation boards and portfolio pages.
- 3. Portfolio Development** - A portfolio is a collection of work that shows an applicant's skills and knowledge across a number of projects or studies. It is a visual representation of interests, exploration, experimentation, development and final pieces. So fashion portfolio is a critically important tool for successfully applying for additional education opportunities or landing your first internship or entry level job. It reflects your professional skills and best work.
- 4. Digital Design Techniques & Presentation** - Include Computer-generated (CAD) mood, color, textile, fashion plate, and flat drawing pages as separate pages or in combinations, these demonstrate the designer's skills with CAD programs. Pages should be all portraits or all landscape orientation, with a few exceptions if needed, to allow for easy viewing by interviewers.
- 5. Range Development** – The students will explore what makes a good range, taking into account customers, competitors, price points, fabrics, core items and seasonal specials.
- 6. Final presentation** - Fashion show.

Project Evaluation

- There will be an evaluation by a jury comprising of external experts and a committee of internal faculties from the department. Failure to submit the portfolio with final products or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination.

Evaluation Components	R A				A	P	V	Total Weightage (%)
	Internal Evaluation		External Evaluation					
Portfolio Presentation	10	20	15	30	10	20	20	100
Products Presentation	10		15					

(R A– Research & Analysis, A - Attendance, P – Presentation, V – Viva voce)

Syllabus - Eighth Semester

GRADUATION PROJECT

Course Code: FST2837

Credit Units: 16

Course objective: To provide an opportunity to students to apply and relate the concepts and theoretical inputs from various contextual studies offered in Fashion Design programme. To involve the students in the day to day activities of the functional areas of fashion industry and familiarize the practical aspects of the same.

Course Content:

Week 1 – Week 16: Self study and practical observation by student in the industry.

Week 17: Internal Jury

Week 18: External Jury

Teaching Tools:

Self Study, Observation

Learning outcome: Students are exposed to practical aspects of the functional areas of fashion industry and expected to learn the operational methodology of exploring business opportunities, solving problems and making decisions

Parameters to be considered in External Jury:

- Title of the Project
- Objective
- Research Methodology and Design
- Appropriateness of data
- Scope and coverage of the survey
- Comprehension and analysis
- Findings and recommendations
- Innovative approach to the industrial problems

Parameters to be considered in internal Jury:

- Title page
- Objective
- Report framework and methodology
- Context and analysis
- Comprehension and interpretation
- Findings and recommendations
- Report presentation
- Meeting the time requirements of DP schedule

Examination Scheme:

Evaluation Components	PA		Total Weightage (%)
	Internal Evaluation	External Evaluation	
Project Evaluation	50	50	100

(PA – Project & Analysis)