



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

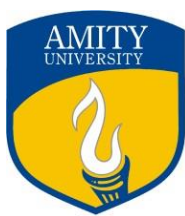
**Bachelor of Design (Fashion Design & Technology)**

**Programme Code: BFD**

**Duration – 4 Years Full Time**

**Programme Structure  
And  
Curriculum & Scheme of Examination**

**2021-25**



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

## AMITY UNIVERSITY MADHYA PRADESH

### PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

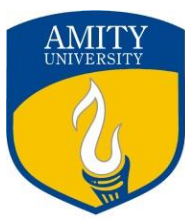
This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

February 2021



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

## **Program Outcome of B.Des Fashion Design Batch 2021-2022**

### **Program Description:**

The B.Des graduate will be spoilt for employment opportunities in the rapidly expanding list of designer and luxury labels, retail companies in the ready-to-wear industry, and the much-needed area of sustainable and ethical apparel products.

This programme develops students' ability to generate unique concepts and ideas, train them with skills to express these ideas, equip them with vocational abilities to create finished products through pattern development trails and garment construction.

Students will also have a well-rounded understanding of roles, opportunities and dimensions within the fashion industry like styling, photography, journalism, visual merchandising, fashion marketing, e-commerce, blogging and runway events.

A strong emphasis is placed on the use of emerging technology and software in design fields, as all students are expected to successfully complete courses in computer applications in the fashion industry.

Students will also participate in an internship, as it forms a vital part of the completion requirements for the B.Des Fashion Design degree. Ultimately, students receive real-world experience to launch them into successful careers.

### **Program Objective:**

Graduates will exhibit competencies in professional engagements and higher education by applying knowledge of design, technology and allied fields. They will exhibit ability to adapt to changing technology as per current trends and apply design as a solution for societal and environmental needs. Students will demonstrate communication and creative skills, client and team management skills, and maintain high professional ethics. Graduates will engage in lifelong learning, career enhancement, pursuing higher education and research.

### **Program Outcome:**

- Integrate knowledge, skill and attitude that will sustain an environment of learning and creativity.
- Develop an understanding of various Trend Analysis & Product Conceptualization.
- Apply critical and contextual solutions on variety of Visual Merchandising and Promotion Strategies subject matter.
- Develop logical and creative thinking for the solutions for Apparel Manufacturing & Merchandising.
- Develop self-confidence and awareness of general issues prevailing in the society.

### **Program Specific Outcome:**

**Design Knowledge** – Apply the knowledge of art, culture, design, textile, and management to solve the design problems pertaining to fashion industry.

**Problem Analysis** – Identify, research, analyze, and design based on the market demand considering environmental factors.

**Design Development** – Developing designs for customized and prêt-à-porter requirements.

**Design Research** – Use research methods for problem identification, collecting and interpreting data, and analysis to propose design solutions.

**Modern Tool Usage** – Identify, select and apply appropriate techniques, resources and digital tools including prediction and design development with an understanding of the limitations.

**The Designer and Society** – Apply reasoning to address health, safety, socio cultural aspects relevant to professional practice and social responsibility.



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

**Environment and Sustainability** – Being sensitive to environment, provide solutions by applying reuse-recycle sustainable concepts.

## Course Outcome Semester wise

Course Code	Course Title	Outcome
<b>BFD 101</b>	<b>Elements of Design – I</b>	<p>The study of different forms, structures and their relationship with each other. Aim is focused to provide manipulation, imagination through different shapes, forms and designs. Course makes the students understand the basic elements of design and creating composition.</p> <p>Use of different patterns, structures, forms and developing them together into a design. Students are encouraged to play with different materials, forms and explore different method of creating design and manipulation. This subject helps the students to get acquainted to the basic terminology of fashion, also the areas that relate to its application. The students understand the elements and principles of design and then apply them practically in the rest of their subjects. A simple preview of customer types is given that would be useful later in the market segmentation and retailing processes.</p>
<b>BFD 102</b>	<b>History of Fashion-I</b>	<p>The students study the social and political life, art and craft, textiles and dyes, prints and colors, costumes and accessories of the earlier centuries beginning right from the pre-historic times so that the design students can refer to the important features for their reference</p>
<b>BFD 104</b>	<b>Introduction To Global Fashion And Textile Industry</b>	<p>This course is an overview of today's global fashion &amp; textile industry. It introduces the process of how the fashion business works from concept to the consumer. It provides an overview of fashion design, production, distribution, and merchandising and will give an understanding of the fashion industry as a whole.</p>
<b>BFD 105</b>	<b>Fundamentals of Textile-I</b>	<p>The first semester of this 3 year program is emphasized on the fundamentals of fibre and yarn as they affect aesthetics and end use performance. The course begins with an introduction and the overview of the textile industry and how it relates and appreciates the close relationship of the fashion and textile industry.</p>
<b>BFD 106</b>	<b>Introduction to Garment Manufacturing Techniques I</b>	<p>The objective of the course is to provide an overview of the apparel manufacturing process. All the processes are discussed briefly to make students acquainted with process of producing garments in industry along with the machineries and technologies involved</p>
<b>BFD 121</b>	<b>Fashion Art Illustration I</b>	<p>The study of this course develops the student's ability to visualize the ideas and putting them in concepts for fashion garments. However the course begins with the introduction to different style features that would help</p>



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

		develop innovative and visually appealing designs. It gives an understanding to different illustration techniques and explores other media for creating concepts through lectures and practical assignments.
<b>BFD 122</b>	<b>Fashion Model Drawing I</b>	The subject is introduced with the concept of drawing normal figures in movement and differing postures. Then the concept of fashion figures – 8 head block and then the 10 head block. This course provides guidelines for fashion drawing and figures with proportions and movements. It focuses on figure movements, figure angles and different poses of male and female croquies.
<b>BFD 123</b>	<b>Flat Pattern Making–I</b>	The student understands the concept of developing patterns by different methods e.g. measuring the body form and referring to a given size chart. This course lays the foundation for developing complex patterns at a later stage.
<b>BFD 124</b>	<b>Computer Applications In Fashion Industry– I</b>	This course introduces students with computer and its importance in the present world. Fundamentals of computers are learnt through lectures and practical assignment to develop an intuitive sense of how computers can be used efficiently.
<b>BFD-201</b>	<b>Elements of Design – II</b>	The students understand the elements and principles of design and then apply them practically in the rest of their subjects Aim of the course is to make students aware of the Principles to arrange the elements of design. As Principles of design can be used to describe and enhance the visual qualities of an artwork.
<b>BFD 202</b>	<b>History of Fashion – II</b>	The students study the social and political life, art and craft, textiles and dyes, prints and colors, costumes and accessories of the earlier centuries beginning right from the pre-historic times so that the design students can refer to the important features for their reference.
<b>BFD-205</b>	<b>Fundamentals Of Textiles – II</b>	The contents of the third semester relates to the enhancement of textile products through the application of colour by dyeing or printing techniques. Finishing methods presents the aesthetic and functional values of textiles and their feasibility with respect to Importance, appearance & performance.
<b>BFD-221</b>	<b>Fashion Art Illustration – II</b>	This course deals with the study of the basic styles and the optical illusion they create is the identification of styles – when, where and how to use. The students need to refer to the fashion styles of the previous years and their retro nature. They must understand the relevance of working drawings and learn to use them appropriately. The students start with market surveys and researches to collect various fabrics and trimmings and learn to draw and use them effectively



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

<b>BFD-222</b>	<b>Fashion Model Drawing II</b>	After the students learn the basic skills of figure drawing and proportions, they now start working on stylized sketches and experimenting with different color mediums to exhibit the desired fabric texture.
<b>BFD-223</b>	<b>Flat Pattern Making- II</b>	The course makes students understand the skills of developing the ideas into real garments by 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
<b>BFD-224</b>	<b>Computer Applications In Fashion Industry – II</b>	This course focuses on the usage of Usage of computers in Fashion & Apparel Industry.
<b>BFD-225</b>	<b>Introduction to Garment Manufacturing Techniques -II</b>	The study of this course develops understanding of sewing techniques in relation to the garment construction
<b>BFD-230</b>	<b>Minor Project</b>	
<b>BFD 301</b>	<b>Fashion Management – I</b>	This subject deals with the basic applications and principles of management in the area of fashion
<b>BFD 302</b>	<b>History of Fashion – III</b>	The students study the ancient civilizations of the Western world
<b>BFD 305</b>	<b>Fundamentals Of Textiles – III</b>	The subject starts with realistic view of the production of the woven & knitted fabrics- their theoretical details and application. The Second semester lays emphasis on the construction of fabric from the Yarn.
<b>BFD 321</b>	<b>Fashion Art Illustration – III</b>	The students are very much aware of the style statements and fashion forecast and now can start experimenting in their very own way. The designing skills of the students now get more polished and they start designing more formal and highly priced garments.
<b>BFD 322</b>	<b>Fashion Model Drawing – III</b>	Advancement of the second semester program. 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.
<b>BFD 323</b>	<b>Pattern Making – III</b>	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 it's variations, kurta, churidar etc. The course also gives an insight into design feature like pleats, seams, cuffs etc.
<b>BFD 324</b>	<b>Computer Applications – III</b>	This module make the student know-how the Computer Applications in the fashion & Apparel Industry.
<b>BFD 326</b>	<b>Garment Construction – II</b>	This part of garment construction helps to give a final shape or form to a fabric according to one's aesthetic sense and creativity.
<b>BFD 327</b>	<b>Traditional Embroideries</b>	The students are introduced to the traditional embroideries of different states and they learn how to use them appropriately for added design effects and





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

		value addition.
<b>BFD 401</b>	<b>Fashion Management – II</b>	The course is an advancement of the previous course. The objective is to impart knowledge about product planning, design development, fashion for global market, fashion brand management, different pricing strategies, logistics management, concept of ethics and professionalism in an organization
<b>BFD 402</b>	<b>History of Fashion – IV</b>	The course aims to introduce the middle ages to the students.
<b>BFD 405</b>	<b>Traditional Textile And Craft Documentation</b>	This course deals with the Traditional textiles and their relevance in the contemporary fashion. This also includes a craft survey and records the country's age-old craft, costumes and accessory tradition. A deep routed research in the craft, its history and evolution to be surveyed by the students that will provide them an opportunity to interact directly with the craftsmen.
<b>BFD 421</b>	<b>Fashion Art Illustration – IV</b>	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.
<b>BFD 422</b>	<b>Fashion Model Drawing - IV</b>	After the students learn the draping of male figure and move to stylized sketching using different color mediums
<b>BFD 423</b>	<b>Pattern Making-IV</b>	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.
<b>BFD 424</b>	<b>Computer Applications - IV</b>	This study will introduce the student the usage of computer softwares in different areas of Fashion Designing & Technology.
<b>BFD 425</b>	<b>Photography</b>	This course deals with the Traditional textiles and their relevance in the contemporary fashion. This also includes a craft survey and records the country's age-old craft, costumes and accessory tradition. A deep routed research in the craft, its history and evolution to be surveyed by the students that will provide them an opportunity to interact directly with the craftsmen.
<b>BFD 426</b>	<b>Garment Construction – III</b>	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.
<b>BFD 502</b>	<b>Apparel Production</b>	The students should be made aware of the working of Garment manufacturing unit.
<b>BFD 506</b>	<b>Quality Control And Production Management</b>	Quality control is an important aspect of garment manufacturing, this subject provides a detailed knowledge to students regarding the quality aspects, production, planning and control, maintenance of equipment, material handling, utilization of resources



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

		etc of a garment so that the quality and cost both are in an equilibrium. The techniques of working and work flow in a garment manufacturing unit form the core of this subject.
<b>BFD 507</b>	<b>Fashion Forecasting</b>	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.
<b>BFD 524</b>	<b>Computer Applications - V</b>	This module will make the student use Fashion studio for compilation of portfolio for Graduation Design Collection undergoing various processes.
<b>BFD526</b>	<b>Garment Construction- IV</b>	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.
<b>BFD527</b>	<b>Contemporary Fashion - I</b>	Fashion being a way of life needs to be understood in context to the environmental issues that are on-going processes of constant change. The Students are made aware of the techniques of studying the acceptability of a design in the market and then guide their designing skills to create fashion products in that very direction. Besides clothing the students also learn how to design accessories.
<b>BFD528</b>	<b>Pattern Draping</b>	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.
<b>BFD529</b>	<b>Pattern Grading</b>	After the knowledge of flat pattern making the students now learn how to increase or decrease any pattern in proportion.
<b>BFD 602</b>	<b>Apparel Merchandising – I</b>	The aim of this subject is to enable students to appreciate the unique aspects and concepts of business management. It focuses attention on apparel business giving a thorough knowledge of merchandising.
<b>BFD 604</b>	<b>Visual Merchandising</b>	The objective of visual merchandising is generating sales by defining, differentiating and enhancing a store's "brand", it's format and the merchandise itself by stimulating product interest, providing product information and ensuring product security.
<b>BFD 624</b>	<b>Computer Applications – VI</b>	This involves the making of Digital Portfolio of Students Graduation Design Portfolio showcasing their final year collection.
<b>BFD 627</b>	<b>Contemporary Fashion – I</b>	Fashion being a way of life needs to be understood in context to the environmental issues that are ongoing processes of constant change. The Students are made aware of the techniques of studying the acceptability of a design in the market and then guide their designing skills to create fashion products in that very direction. Besides clothing the students also learn how to design





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

		accessories.
<b>BFD 630</b>	<b>Range Development</b>	In this course students will develop the range of fashion garment and accessories with a common theme in mind. They start with the conceptualization of a design and end up with the feed back from the general public.
<b>BFD 631</b>	<b>Textile Project</b>	In the final semester the students are given an opportunity to present a Range of Fabrics and Trims & Accessories based on the Garment / Product selected. The students shall be incorporating the skills that they have learnt in the past semesters. Starting from inspiration and conceptualization, design process, weaves, fabric selection, trims & accessories selection. In textile project the student select a garment and then prepare the Fabrics & Trims & Accessories collection based on sourcing, Competitors and Quality as well as pricing. The project has to be submitted in displayable format – materials like a file, folders, catalogues, etc
<b>BFD 723</b>	<b>Creative Pattern Making- Couture Wear</b>	This module will help the student understand the basic concept of creative pattern making. This will also enable them to understand how different types of dart, cowls, gathers, Yokes, flare and other design detail can be used on different garments. And to understand fitting problems and to how to rectify it.
<b>BFD 732</b>	<b>Design Project</b>	To be able to conceptualize and an idea and convert it into final products.
<b>BFD 733</b>	<b>Accessory Designing</b>	
<b>BFD 734</b>	<b>Portfolio Development</b>	The students shall be incorporating the skills that they have learnt in the last five semesters. In portfolio designing the student first has to select a market segment, look out for the most appropriate brand/label for the selected customer category and then target the designs for the particular market.
<b>BFD 832/35</b>	<b>Final Design Collection / Final Design Project (Fashion Show)</b>	The objective of the Design Collection Project is to provide students a real life platform under which they apply their learning and understanding of the previous semesters. During the project the students are expected to develop design collection following the complete design process. The basic aims of the Final Design Project module are to enable you: to draw upon and integrate learning of all the modules across all the levels of your course and to apply this integrative learning to identify, create and solve design problems/opportunities in the apparel industry. This project is the culmination of your personal ideas and investigations towards the realization of an original, creative and innovative body of work.



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

<b>BFD 836</b>	<b>Design Research And Presentation</b>	To be able to conceptualize and an idea and convert it into final products.



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## PROGRAMME STRUCTURE

### B.DES FASHION DESIGNING & TECHNOLOGY

FIRST SEMESTER						
SLNO	Course Code	Course Title	L	T	P	T
1	BFD101	Elements of Design – I	2	0	0	2
2	BFD102	History of Fashion – I	2	0	0	2
3	BFD104	Introduction to Global Fashion and Textile Industry	2	0	0	2
4	BFD105	Fundamentals of Textiles - I	2	0	0	2
5	BFD106	Introduction to Garment Manufacturing Techniques- I	2	1	0	3
6	BFD121	Fashion Art Illustration – I	0	1	2	2
7	BFD122	Fashion Model Drawing – I	0	1	2	2
8	BFD123	Flat Pattern Making – I	0	1	2	2
9	BFD124	Computer Application in Fashion Industry-I	0	1	2	2
10	BCU 141	English Language Usage Essentials	1	0	0	1
11	EVS 142	Environmental Studies – I	2	0	0	2
12	BSU 143	Behavioral Science – I (Understanding Self for Effectiveness)	1	0	0	1
13	Foreign Language – I		2	0	0	2
	FLU 144	French				
	FLU 145	German				
	FLU 146	Spanish				
	FLU 147	Japanese				
	FLU 148	Chinese				
TOTAL						25



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B. Design FD - 14817

**Course Title: Elements of Design – I**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 101**

### Course Objectives:

The study of different forms, structures and their relationship with each other. Aim is focused to provide manipulation, imagination through different shapes, forms and designs. Course makes the students understand the basic elements of design and creating composition.

Use of different patterns, structures, forms and developing them together into a design. Students are encouraged to play with different materials, forms and explore different method of creating design and manipulation. This subject helps the students to get acquainted to the basic terminology of fashion, also the areas that relate to its application. The students understand the elements and principles of design and then apply them practically in the rest of their subjects. A simple preview of customer types is given that would be useful later in the market segmentation and retailing processes.

### Prerequisites:

### Course Contents/Syllabus:

	Weight age %
<b>Module I Elements of Design- Introduction</b>	<b>10</b>
<b>Descriptors/Topics</b> Meaning, applications & Classification of elements of design Line & form, Color, Texture, Silhouette and Details	
<b>Module II Line</b>	<b>15</b>
<b>Descriptors/Topics</b> Types, directions & applications. Relevance of line as an important element of structure to determine visual interest of a design. Optical illusions with Lines	
<b>Module III Silhouettes</b>	<b>20</b>
<b>Descriptors/Topics</b> Shapes & forms. Creation of silhouettes, Optical illusions with Silhouettes	
<b>Module IV Color</b>	<b>20</b>
<b>Descriptors/Topics</b>	



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

Primary, Secondary and Tertiary colors; Process and Pigment color wheels; Color intensity wheel; Color chart; Spectrum colors	
Use of color ring, Monochromatic color scheme; polychromatic color scheme; Analogous color scheme; achromatic color scheme; Complementary color scheme. Optical illusions with Colors	
<b>Module V Texture</b>	<b>20</b>
<b>Descriptors/Topics</b>	
Types of textures, use & Creation of different textures, Optical illusions with Textures	
<b>Module VI Placements of Designs</b>	<b>15</b>
<b>Descriptors/Topics</b> Horizontal, Vertical, Diagonal, All over, Full Drop, Half Drop, Mirror Repeat, Brick Laying, Checks, Twill, Satin, Turn Over, Ogees, Random	

## Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Identify different elements used in any design
- Create art work using their acquired imaginative skills.
- Analyze basic elements and create their own designs

## Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion

Lab/ Practical's details, if applicable: NA

## List of Experiments:

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

## Text

- Jones Sue Jenkyn, Fashion design
- Ellinwood Janice G, Fashion by Design
- Hannah Gail Greet, Elements of design
- Stecker Pamela, The fashion design manual



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

- **Wong Wucius**, Principles of Form and Design
- **Riley Noël, Bayer Patricia**, The *elements of design*..
- **Lidwell William, Holden Kritina, Butler Jill**, **Universal principles of design: 100 ways to enhance usability**

## References:

- 

## Additional Reading:

- 

**Any other Study Material**





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: History of Fashion-I**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 102**

**Course Objectives:** The students study the social and political life, art and craft, textiles and dyes, prints and colors, costumes and accessories of the earlier centuries beginning right from the pre-historic times so that the design students can refer to the important features for their reference

**Prerequisites: NIL**

### Course Contents/Syllabus:

	Weight age (%)
<b>Module I : ORIGIN OF CLOTHING THEORIES</b>	<b>10</b>
<b>Descriptors/Topics</b> Protection, Modesty and Adornment	
<b>Module II: PREHISTORIC ERA</b>	<b>15</b>
<b>Descriptors/Topics</b> Detailed study of , significant developments, art and craft, textiles and dyes, prints and colors, costumes and accessories of Indus valley civilization	
<b>Module III ANCIENT INDIA</b>	<b>25</b>
<b>Descriptors/Topics</b> Detailed study of , significant developments, art and craft, textiles and dyes, prints and colors,, costumes and accessories of Mauryan and kushan period	
<b>Module IV : MEDIVEAL INDIA</b>	<b>25</b>
<b>Descriptors/Topics</b> Detailed study of , significant developments, art and craft, textiles and dyes, prints and colors,, costumes and accessories of Gupta and Mughal	
<b>Module V: : MODERN INDIA</b>	<b>25</b>
<b>Descriptors/Topics</b> Detailed study of , significant developments, art and craft, textiles and dyes, prints and colors,, costumes and accessories during and after British rule .	

**Student Learning Outcomes:**



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

**At the end of the course the students will develop ability to:** Recognize art and craft, textiles and dyes, prints and colors of different periods of Indian history

- Analyze the significant developments of history and its influence on fashion
- Design costume based their acquired knowledge in contemporary context

## **Pedagogy for Course Delivery:**

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- market surge

**Lab/ Practical's details, if applicable: NA**

## **List of Experiments:**

## **Assessment/ Examination Scheme:**

<b>Components</b>	<b>Mid- Term</b>	<b>Assignme nt</b>	<b>Attendance</b>	<b>End Term</b>
Weightage (%)	15	10	05	70

## **Text Reading:**

- Alkazi Roshan, Ancient Indian Costumes

## **References:**

- Peacock John, The chronicle of Western Costumes
- Illustrated Encyclopedia of Costume and Fashion

## **Additional Reading:**

## **Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Introduction To Global Fashion And Textile Industry**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 104**

**Course Objectives:** This course is an overview of today's global fashion & textile industry. It introduces the process of how the fashion business works from concept to the consumer. It provides an overview of fashion design, production, distribution, and merchandising and will give an understanding of the fashion industry as a whole.

**Prerequisites: NIL**

### Course Contents/Syllabus:

Course Contents/Syllabus	Weight age %
<b>Module I Introduction to fashion</b>	20
Descriptors/Topics Meaning and importance of fashion; Terminology; components of fashion; Intangibles of fashion; principles of fashion: misconceptions about fashion	
<b>Module II Fashion Development</b>	10
Descriptors/Topics Fashion life cycle; predicting the movement of fashion; fashion adaptation; fashion consumers; fashion leaders and followers	
<b>Module III The environment of Fashion</b>	30
Descriptors/Topics Demographic and geographic environment; economic environment. Domestic to International Fashion Trends.	
<b>Module IV The Textile Industry</b>	10
Descriptors/Topics Introduction to textiles, major segments of the textile industry, market planning for apparels, Primary and secondary sources of fabric buying and selling of finished fabric	
<b>Module V Global Fashion Markets</b>	20
Descriptors/Topics Markets in USA, European markets, Middle East, South East Asian Markets	
<b>Module VI : Ready – to- wear and custom tailoring;</b>	10
Descriptors/Topics Couture Collection, Global scenario, status, economic importance	

Student Learning Outcomes:

At the end of the course the students will develop ability to:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- Recognize different terminologies used in fashion and identify fashion markets
- Interpret work of national and international fashion designers
- Explain and analyze fashion life cycle of any fashion product...

Pedagogy for Course Delivery:

- Power point presentations
- lectures
- **informed learning**
- **peer-led discussions**

Lab/ Practicals details, if applicable: NA

List of Experiments:

**Assessment/ Examination Scheme:**

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

Text Reading:

- Clodfelter Richard, Retail buying from Basics to Fashion.
- Burns Leslie Davis & Bryant Nancy O, The business of Fashion
- Kelvey Kathryn Mc, Fashion Design Process:Innovation and Practice

*References:*

- M/s AEPC ,Apparel Fortnightly
- Apparel online, Contact Communications, New Delhi.
- M/s Apparel views Pvt. Ltd, Delhi, Apparel views
- M/s EBSCO, Hyderabad , Journal of Fashion Marketing & Mgt,

Additional Reading



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Fundamentals of Textile**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 105**

**Course Objectives:** The first semester of this 3 year program is emphasized on the fundamentals of fiber and yarn as they affect aesthetics and end use performance. The course begins with an introduction and the overview of the textile industry and how it relates and appreciates the close relationship of the fashion and textile industry.

**Prerequisites: Nil**

**Course Contents/Syllabus:**

Course Contents/Syllabus	Weight age %
<b>Module I The Overview of Textile Industry</b>	<b>20</b>
Introduction to textiles, major segments of the textile industry, market planning for apparels, Primary and secondary sources of fabric buying and selling of finished fabric.	
<b>Module II The Textile Fibers</b>	<b>20</b>
Definitions of fibers, yarns and fabric, sources of fibers, classification of fibers on the basis of origin and length.	
<b>Module III Properties of Textile Fiber</b>	<b>30</b>
Natural Fibers & Manmade fibers – Essential Properties and Performances of Textile Materials like Aesthetic, Durability, Comfort, Safety and Care and Maintenance. End uses and Identification of fibers.	
<b>Module IV Introduction to Yarns</b>	<b>30</b>
<b>Classification of Yarns;</b> Spun Yarn Production Process; Carded and Combed Yarns; Woolen and Worsted Yarns; Mono Filament and Multi Filament Yarns. <b>Yarn Numbering Systems;</b> Cotton Count, Metric Count, Denier, Tex and Deci-Tex. Single and Plied Yarns; Yarn Twist; Amount of Twist and Direction of Twist. <b>Textured Yarns;</b> Core spun yarn; Novelty and Fancy Yarns; Blended Yarns; Sewing threads.	

**Student Learning Outcomes:** By the end of this course, students will be able to

- Define and identify the various products and processes of textile industry
- Identify various types of fibers using different identification techniques
- Classify different types of yarns as per their structure, properties and end uses
- Define and identify the different types of fabric structures Classify and identify basic knitting stitches
- Able to categorize various fabric as per their appearance, properties and end use

**Pedagogy for Course Delivery:**



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

- Power point presentation
- Videos/animated files of various process involved
- Field Based Learning
- Case Based Learning

Lab/ Practicals details, if applicable: NA

List of Experiments:

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

Text Reading:

- Joseph M, Essentials of Textiles.
- Gohl EPG & L D Vilnsky, Textile Science.
- Corbman B P, Fiber to fabric

*References:*

- Gilow J, World Textiles.
- Tortora P, Understanding Textiles.
- Kadolph & Langford, Textiles.

Additional Reading:

Any other Study Material:

- Shoin K, World Textile Collection.
- Thames & Hudsan, Book of Silk.
- Thames & Hudsan, Carpet & textile Pattern.





## Course structure: B.Design FD - 14817

**Course Title: Introduction to Garment Manufacturing Techniques I**  
**Course Level: UG**

**Credit Units: 03**

**Course Code: BFD 106**

**Course Objectives:** The objective of the course is to provide an overview of the apparel manufacturing process. All the processes are discussed briefly to make students acquainted with process of producing garments in industry along with the machineries and technologies involved

**Pre-requisites: NIL**

### Course Contents/Syllabus:

	Weightage (%)
<b>Module I Introduction to Garment manufacturing process</b>	<b>30</b>
<b>Descriptors/Topics</b> Introduction to Different departments, working principles of various departments viz;. Sewing, cutting, finishing department – different machinery used; comparative analysis; (demonstration of machineries in action)	
<b>Module II Introduction to Sewing Technology</b>	<b>20</b>
<b>Descriptors/Topics</b> Basic sewing machine, various parts, types & functions of sewing machines, Understanding the simple problems of sewing machine and its maintenance.	
<b>Module III Sewing machines</b>	<b>20</b>
<b>Descriptors/Topics</b> Different sewing machines used- different bed types, their uses and comparative analysis; different stitch and seam types, Properties & use, Stitch and seam Class Series diagrams, their comparative analyses.	
<b>Module IV Cutting Machines</b>	<b>10</b>
<b>Descriptors/Topics</b> Straight knife, Band knife, End cutter, Auto cutter, Die cutter, Round knife, Drilling machine, Notching machine, Hot drill,	
<b>Module V Fusing &amp; Pressing Technology</b>	<b>20</b>
<b>Descriptors/Topics</b> Machinery, equipment & process	

### Student Learning Outcomes:

By the end of this course, students will be able to

- Identify well the processes involved in manufacturing a garment



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

- Identify machineries and equipments used in various processes of manufacturing a garment
- Identify various parts of a sewing machine

## **Pedagogy for Course Delivery:**

The class will be taught using theory and practical assignments

**Lab/ Practicals details, if applicable: NA**

## **List of Experiments:**

## **Assessment/ Examination Scheme:**

<b>Components</b>	<b>Mid- Term</b>	<b>Assignment</b>	<b>Attendance</b>	<b>End Term</b>
Weightage (%)	15	10	05	70

## **Text & References:**

### **Text:**

- Glock, Grace, Kunj, Apparel Manufacturing
- Wood Dorothy, The Practical Encyclopedia of Sewing
- Cooklin Gerry, Garment Technology for Fashion Designers
- Crawford Amaden, A Guide to Fashion Sewing
- Chuter A J, Introduction to clothing production management

### **References:**

### **Additional Readings:**

### **Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Fashion Art Illustration I**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 121**

### Course Objectives:

The study of this course develops the student's ability to visualize the ideas and putting them in concepts for fashion garments. However the course begins with the introduction to different style features that would help develop innovative and visually appealing designs. It gives an understanding to different illustration techniques and explores other media for creating concepts through lectures and practical assignments.

**Pre-requisites:** Basing drawing skills

### Course Contents/Syllabus:

	Weightage%
<b>Module I Characters of a Good Design</b>	<b>10</b>
<b>Descriptors/Topics</b> Consideration of aesthetic, structural and functional aspects, General principles of fashion illustration, unique selling proposition, concept development, Categories of fashion apparels	
<b>Module II Detailed Drawing of Basic styles</b>	<b>30</b>
<b>Descriptors/Topics</b> Styles of necklines and collars; sleeves, silhouettes; skirts and trousers; yokes & waistlines and its details; tucks, frills and pleats; cuffs and construction; pockets; neckwear; seams, finishes and fastenings.	
<b>Module III Introduction to garment drawing</b>	<b>30</b>
<b>Descriptors/Topics</b> Drawing of basic tops, skirts, dresses, lingerie, coats and waistcoats.	
<b>Module IV Rendering of prints into flat illustration</b>	<b>30</b>
<b>Descriptors/Topics</b> Rendering prints with different color mediums as per the	



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

requirement	
-------------	--

Student Learning Outcomes:

At the end of the course the students will develop the ability to:

- Recognize the basic details of fashion garment apply the same in illustration of garments
- Translate acquired skills into designs
- Design garment sketches with details playing with color mediums to render prints in garments.

Pedagogy for Course Delivery:

- Blended learning
- **Informed learning**
- **PowerPoint presentations and lecture**
- **Demonstrations**
- **Market survey**

Lab/ Practicals details, if applicable:

List of Experiments:

- Drawing of various fashion elements
- Drawing of garments
- Print rendering

**Assessment/ Examination Scheme:**

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

Text Reading:

- Kelvey Kathryn Mc, Fashion Source Book
- Ireland Patrick John, Encyclopedia of fashion detail

References:

- Ireland Patrick John, Introduction to Fashion Design
- Tate Sharon Lee, Inside Fashion Design
- Kelvey Kathryn Mc., Illustrating Fashion
- Femina, Elle, FNL, Apparel views to consult

Additional Reading:



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

•

Any other Study Material:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Fashion Model Drawing I**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 122**

### Course Objectives:

The subject is introduced with the concept of drawing normal figures in movement and differing postures. Then the concept of fashion figures – 8 head block and then the 10 head block. This course provides guidelines for fashion drawing and figures with proportions and movements. It focuses on figure movements, figure angles and different poses of male and female croquies.

**Pre-requisites: Basic aptitude for drawing**

### Course Contents/Syllabus:

	Weightage%
<b>Module I Study of human anatomy in relation to fashion proportions</b>	<b>10</b>
<b>Descriptors/Topics</b> Introduction to the basic 8 head figures and then the 10 Head figures - drawing through observation	
<b>Module II Photo analysis (female)</b>	<b>10</b>
<b>Descriptors/Topics</b> Collection of photographs and then drawing them	
<b>Module III Sketching of block and Flesh Figures (female)</b>	<b>10</b>
<b>Descriptors/Topics</b> Front view, Back view, 3/4 <sup>th</sup> view and Side view	
<b>Module IV Tilted figures (female)</b>	<b>10</b>
<b>Descriptors/Topics</b> The basic block and flesh figures, Sketching of nude figures with pencil- front pose , back pose , one fourth turned , half turned , three- fourth turned etc	
<b>Module V Movement fashion figures (female)</b>	<b>15</b>





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

<b>Descriptors/Topics</b> Concept of movement in figures- Arms and legs	
<b>Module VI: Faces and hairstyles (female)</b>	<b>15</b>
<b>Descriptors/Topics</b> Drawing of various facial features & hairstyles in relation to garments	
<b>Module VII: Draping of garments (female)</b>	<b>15</b>
<b>Descriptors/Topics</b> Draping various categories/ styles of garments on female croquis	
<b>Module VIII: Use of Different Colour Mediums (female)</b>	<b>15</b>
<b>Descriptors/Topics</b> Study in pencil with light and shade of different types of folds and gathers; use of different colour mediums- shading pencils, oil and dry pastels, pencil colours and steadtlers, water and poster colours, charcoal pencil ,water proof inks & innovative color mediums	

Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Translate a three-dimensional body on two dimensional paper.
- Apply knowledge of the human body (life drawing) in order to draw fashion figures.
- Analyse and interpret photo into a fashion croqui
- Provide a complete look to the Fashion figure by draping and incorporating facial features & hairstyles

Pedagogy for Course Delivery:

- Blended learning
- Informed learning'
- PowerPoint presentations and lectures
- Demonstrations

Lab/ Practicals details, if applicable:

List of Experiments:

- Drawing through observation
- Photo analysis (female)



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- Sketching of block and Flesh Figures (female)
- Sketching Movement fashion figures (female)
- Draping of female croqui with various styles of fashion garments
- Sketching Faces and hairstyles (female)
- Use of variety of color mediums

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

Text Reading:

*Text:t*

- Abling Bina , Fashion sketch book
- Ireland . J Partick , Introduction to fashion design
- Allen , Fashion Drawing – The Basic Principles

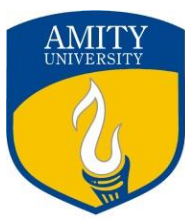
References

•

Additional Reading:

- Basic figure drawing and sketching
- Gersten Rita, Innovative fashion sketching
- Abling Bina, Model drawing
- Pepin Press, Figure Drawing for Fashion Design
- Hudsan Thames, Rendering with Pen & Ink
- Packer, William Fashion Drawing in Vogue
- Abling Bina , Advanced Fashion sketch book

Any other Study Material:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Flat Pattern Making–I

Credit Units: 02

Course Level: UG

Course Code: BFD 123

### Course Objectives:

The student understands the concept of developing patterns by different methods e.g. measuring the body form and referring to a given size chart. This course lays the foundation for developing complex patterns at a later stage.

### Pre-requisites:

Students should have an aptitude for understanding proportions of human body.

### Course Contents/Syllabus:

	Weight age (%)
<b>Module I : Basic elements to make patterns</b>	<b>10</b>
<b>Descriptors/Topics</b> Pattern making tools; workroom terminology- Name of each section- Symbol key, Pattern making term, Fabric terms; Accurate measurements – How to take measurements; Pattern making methods; Types of patterns; Standard body measurements; Completing the pattern.	
<b>Module II: Master patterns</b>	<b>10</b>
<b>Descriptors/Topics</b> Giving details like grain, notches, style marks, dart marks, balance marks, seam allowances, turnings etc	
<b>Module III: Adult Bodice and sleeve block (females)</b>	<b>30</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"><li>• Basic fitted bodice block</li><li>• Dart less bodice block</li><li>• Basic sleeve- sleeve terminology, sleeve lengths, development of sleeve block</li></ul>	
<b>Module IV: Tailored skirt block</b>	<b>20</b>
<b>Descriptors/Topics</b> Skirt with darts and slit	
<b>Module V: Collars</b>	<b>30</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"><li>• Introduction, Collar terms and classifications</li><li>• Flat Peter Pan collar</li><li>• Flat sailor's collar</li><li>• Shawl collar</li></ul>	



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• Gents shirt collar</li></ul> |  |
|--|--|

Student Learning Outcomes:

By the end of this course, students will be able to

- Acquire knowledge and skills to develop basic patterns.
- Define pattern-making tools, terms and processes
- Apply the skill of taking body measurements to develop custom patterns
- Apply pattern making skills to test fit patterns in muslin to standard dress forms

Pedagogy for Course Delivery:

- Tutorial and Practical
- Demonstration

Lab/ Practicals details, if applicable:

List of Experiments:

Developing Patterns using Flat Pattern Technique:

- Adult Bodice and sleeve block
- Tailored skirt block
- Collars

**Assessment/ Examination Scheme:**

Components	Mid- Term	Assignment	Attendance	End Term
Weightage (%)	15	10	05	70

Text Reading:

- Aldrich Winifred, Metric pattern Cutting
- Carolyn Norma, Pattern Making

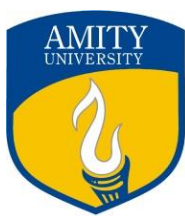
References:

- Cooklin Gerry, Pattern cutting for women's outerwear
- Armstrong, Pattern making for fashion design
- Zarapkar, Pattern Cutting

Additional Reading:

- 

Any other Study Material:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Computer Applications In Fashion Industry– I**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 124**

**Course Objectives:** This course introduces students with computer and its importance in the present world. Fundamentals of computers are learnt through lectures and practical assignment to develop an intuitive sense of how computers can be used efficiently.

**Pre-requisites:**

**Course Contents/Syllabus:**

	Weight age (%)
<b>Module I Overview of the working of a computer</b>	<b>25</b>
<b>Descriptors/Topics</b> Basic concepts in stored program execution, Input, output, storage devices, RAMS, ROM etc	
<b>Module II History of computers and its emergence</b>	<b>25</b>
<b>Descriptors/Topics</b> Includes Emergence of computers, generation of computers, classification of computers etc.	
<b>Module III MS Office: MS Word and Excel</b>	<b>25</b>
<b>Descriptors/Topics</b> Working knowledge of Microsoft Word & Excel	
<b>Module IV MS Office: Microsoft PowerPoint</b>	<b>25</b>
<b>Descriptors/Topics</b> Working knowledge of PowerPoint and learn making presentation in PPT	

**Student Learning Outcomes:**

**At the end of the course the students will be able to:**

- Accomplish creating basic documents, worksheets, presentations and databases
- Apply the learnt skills in developing presentation and documents
- Analyze and compare numerical problems in ms-excel.
- Gain an understanding of the impact and use of technology



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

## Pedagogy for Course Delivery:

- Blended Learning
- Informed Learning
- Demonstrations

## Lab/ Practicals details, if applicable:

### List of Experiments:

- Create and manage files and folder tree
- Entering and editing text in document file.
- Apply formatting features on Text, bullet, numbering, hyperlinks etc.
- Entering and editing data in worksheet
- Apply formula and functions in the sheet
- Basic operations of Power point, Create PPT and insert and delete slides

Create Project presentations, Lecture presentations.

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

## Text & References:

### Texts:

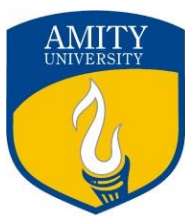
- Introduction to Computers , B.B Publications,

### References:

- Triedman and Cullan ,Colour Graphic

## Additional readings:

## Any other Study Material:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## PROGRAMME STRUCTURE

### B.DES FASHION DESIGNING & TECHNOLOGY

SECOND SEMESTER						
SLNO	Course Code	Course Title	L	T	P	T
1	BFD 201	Elements of Design-II	2	0	0	2
2	BFD 202	History of Fashion- II	2	0	0	2
3	BFD 205	Fundamentals of Textile –II	2	0	0	2
4	BFD 221	Fashion Art Illustration-II	0	1	2	2
5	BFD 222	Fashion Model Drawing-II	0	1	2	2
6	BFD 223	Flat Pattern Making –II	0	1	2	2
7	BFD 224	Computer Application in Fashion Industry-II	0	1	2	2
8	BFD 225	Introduction to Garment Manufacturing Techniques-II	2	1	0	3
9	BFD 230	Minor Project	2	0	0	2
10	BCU241	Introduction to Communication Skills	2	0	0	2
11	EVS 242	Environmental Studies-II	2	0	0	2
12	BSU 243	Individual society & Nation	1	0	0	1
13	Foreign Language – I		2	0	0	2
	FLU 244	French				
	FLU 245	German				
	FLU 246	Spanish				
	FLU 247	Japanese				
	FLU 248	Chinese				
TOTAL			TOTAL			26



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Elements of Design – II

Credit Units: 02

Course Level: UG

Course Code: BFD 201

**Course Objectives:** The students understand the elements and principles of design and then apply them practically in the rest of their subjects. Aim of the course is to make students aware of the Principles to arrange the elements of design. As Principles of design can be used to describe and enhance the visual qualities of an artwork.

### Course Contents/Syllabus:

	Weightage%
<b>Module I Using the elements of Design with Principles of Design</b>	<b>15</b>
<b>Descriptors/Topics</b> Principles of Design - Meaning, Classification & Application.	
<b>Module II Balance</b> symmetrical, asymmetrical, and radial balance	<b>10</b>
<b>Descriptors/Topics</b> Meaning classification and theoretical and practical application of balance	
<b>Module III Proportion</b> good and bad proportion	<b>10</b>
<b>Descriptors/Topics</b> Meaning classification and theoretical and practical application of Proportion	
<b>Module IV Rhythm</b> Three properties of rhythm, regular, flowing and progressive.	<b>15</b>
<b>Descriptors/Topics</b> Meaning classification and theoretical and practical application of Rhythm	
<b>Module V Emphasis</b> (with the help of elements line ,shape, color)	<b>15</b>
<b>Descriptors/Topics</b> Meaning classification and theoretical and practical application of Emphasis	
<b>Module VI: Harmony</b> (unity, variety)	<b>15</b>
Meaning classification and theoretical and practical application of Harmony	
<b>Module VII: Different types of designs</b>	<b>20</b>





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

<b>Descriptors/Topics</b>  Traditional & Contemporary, Stylized & Naturalistic, Floral & Geometrical, Abstract & Replicas.  <b>Meaning , theoretical and practical application of different types of designs .</b>	
--	--

### Student Learning Outcomes:

- Identify different principles of design
- Create art work using their acquired imaginative skills.
- Analyze basic principles and create their own designs
- Ability to apply principles of composition, cropping, the negative space, and effective use of color when drawing.

### Pedagogy for Course Delivery:

- Lecture
- Studio work
- Power Point Presentations

**Lab/ Practicals details, if applicable: NA**

**List of Experiments: NA**

**Assessment/ Examination Scheme:**

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

### Text

- **Jenkyn Jones Sue**, Fashion design
- **Ellinwood Janice G**, Fashion by Design
- **Gail Greet Hannah**, Elements of design
- **Wong Wucius**, Principles of Form and Design
- **Riley Noël, Bayer Patricia**, *The elements of design*..
- **Lidwell William, Holden Kritina, Butler Jill**, **Universal principles of design: 100 ways to enhance usability**

•

### References:

- Anderson Donald M., Elements of design
- Kostellow Rowena Reed, Elements of design
- Oei Loan, Cecile Kegel De, *The elements of design: rediscovering colors, textures, forms, and shapes*
- Wolfe Mary Gorgen, Fashion
- Strazzari Suzanne, Trevallion Deborah, Design and technology
- Tate Sharon Lee, Edwards Mona S., *Inside fashion design*
- Gatto Joseph A. , Elements of design



# AMITY UNIVERSITY

MADHYA PRADESH

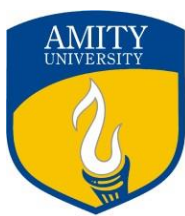
*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

**Additional Reading:**

- 
- 

**Any other Study Material:**

- 
- 
-



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: History of Fashion-II**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 202**

### Course Objective:

The students study the social and political life, art and craft, textiles and dyes, prints and colors, costumes and accessories of the earlier centuries beginning right from the pre-historic times so that the design students can refer to the important features for their reference.

### Course Contents:

	Weightage %
<b>Module I: Gupta period</b>	<b>20</b>
Detailed study of dates, significant developments, Men's and Women's costumes, jewellery, hairstyles and footwear	
<b>Module II: Clothing during the rise of Jainism and Buddhism (500-320 B.C)</b>	<b>20</b>
Detailed study of dates, significant developments, Men's and Women's costumes, jewellery, hairstyles and footwear	
<b>Module III: Mughal period</b>	<b>20</b>
Detailed study of dates, significant developments, Men's and Women's costumes, jewellery, hairstyles and footwear	
<b>Module IV Clothing After British Rule</b>	<b>20</b>
Clothing in India during and immediately after British rule	
<b>Module V Costumes of India</b>	<b>20</b>
Costumes of different states of India	

### Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
------------	-----------	-------------	------------	----------

### Text & References:

#### Text:

- By Roshan Alkazi, Ancient Indian Costumes

#### References:

- By John Peacock, The chronicle of Western Costumes
- Illustrated Encyclopedia of Costume and Fashion



## Course structure: B.Design FD - 14817

Course Title: Fundamentals Of Textiles – II

Credit Units: 02

Course Level: UG

Course Code: BFD 205

### Course Objective:

The contents of the third semester relates to the enhancement of textile products through the application of colour by dyeing or printing techniques. Finishing methods presents the aesthetic and functional values of textiles and their feasibility with respect to Importance, appearance & performance.

### Course Contents:

	Weightage %
<b>Module I: Introduction to Dyes</b>	<b>15</b>
Definition, Classification & properties of dyes. Pre – processes of dyeing.	
<b>Module II: Dyeing</b>	<b>30</b>
Definition & general theory. Different Stages of dyeing & dyeing defects. Application of various dyes. Colorfastness. Dyeing Defect	
<b>Module III: Printing</b>	<b>30</b>
Comparison of Dyeing & Printing, Definition & general theory. Methods and styles of printing along with practical application; Direct & Resist. Printing defects	
<b>Module IV: Finishes</b>	<b>20</b>
Introduction, Definition, Importance, objective and methods employed for imparting finishes; Classification– Permanent & Non- permanent finishes.	
<b>Module V: Identification of Fabrics</b>	<b>05</b>
Preparation of fabric swatch file	

### Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

### Text & References:

#### Text:

- By Kate Walls, Fabric Dyeing & Printing
- Essentials of Textiles by Marjory Joseph

#### References:

- Textile Science by E P G Gohl & L D Vilnsky
- World Textiles by John Gilow
- By Kadolph & Langford, Textiles
- By Koyoto Shoin, World Textile Collection
- By Thames & Hudsan, Book of Silk
- By Pepin Press, Indian Textile Prints
- By Irene Enery, Primary structure of Fabrics
- By Harris, 5000 years of Textiles

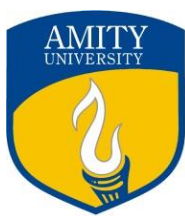


# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

- By Duncal Clarke, Art of African Textiles
- Images and Apparel Online



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Fashion Art Illustration – II

Credit Units: 02

Course Level: UG

Course Code: BFD 221

### Course Objectives:

This course deals with the study of the basic styles and the optical illusion they create is the identification of styles – when, where and how to use. The students need to refer to the fashion styles of the previous years and their retro nature. They must understand the relevance of working drawings and learn to use them appropriately. The students start with market surveys and researches to collect various fabrics and trimmings and learn to draw and use them effectively

### Course Contents/Syllabus:

	Weightage (%)
<b>Module I DESIGNING OF CASUAL WEAR</b>	<b>20</b>
<b>Descriptors/Topics</b> It includes casual skirt, casual top, casual trouser and casual dress All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with .The designs should be made in accordance with the Forecast and the selected segment.	
<b>Module II DESIGNING OF FORMAL WEAR</b>	<b>20</b>
<b>Descriptors/Topics</b> It includes formal skirt, formal top, formal trouser and formal dress All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with .The designs should be made in accordance with the Forecast and the selected segment	
<b>Module III DESIGNING OF UNIFORMS</b>	<b>20</b>
<b>Descriptors/Topics</b> All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with .The designs should be made in accordance with the Forecast and the selected segment	
<b>Module IV RUFF &amp; TUFF DENIM WEAR</b>	<b>20</b>
<b>Descriptors/Topics</b> All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with .The designs should be made in accordance with the Forecast and the selected segment	
<b>Module V DESIGNING OF NIGHT WEAR</b>	<b>20</b>
<b>Descriptors/Topics</b> All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with .The designs should be made in accordance with the Forecast and the selected segment	



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Student Learning Outcomes:

At the end of the course the students will develop the ability to:

- Translate idea into design
- Identify customers, their needs and design accordingly
- Design analysis and develop working sketches for the same
- Develop a broad foundation of illustration abilities which includes drawing, rendering and conceptualizing in combination with essential related design skills

## Pedagogy for Course Delivery:

- Blended learning
- Informed learning
- Power point presentations and lecture
- Demonstrations
- Market survey

## Lab/ Practicals details, if applicable:

### List of Experiments:

Students learn to design the following:

- Casual and formal wear
- Uniforms
- Denim wear
- Night wear

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
Weightage (%)	15	10	05	70

## Text Reading:

- Kelvey Kathryn Mc, Fashion Source Book
- Ireland Patrick John, Encyclopedia of fashion detail

## References:

- Ireland Patrick John, Introduction to Fashion Design
- Tate Sharon Lee, Inside Fashion Design
- Bhargava Ritu , Design Ideas and Accessories
- Kelvey Kathryn Mc., Illustrating Fashion
- Tortora Phyllis, The Fairchild Encyclopedia of Fashion
- Femina, Elle, FNL, Apparel views to consult
- Simplicity

## Additional Reading:

- 

## Any other Study Material:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Fashion Model Drawing II**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 222**

### Course Objectives:

After the students learn the basic skills of figure drawing and proportions, they now start working on stylized sketches and experimenting with different color mediums to exhibit the desired fabric texture.

### Course Contents/Syllabus:

	Weightage%
<b>Module I Quick Sketches</b>	<b>15</b>
<b>Descriptors/Topics</b> Quick Sketches of Models in Pencil Shading and Black Ink	
<b>Module II Working with various Postures</b>	<b>15</b>
<b>Descriptors/Topics</b> Drawing of various story postures-S X & T poses and their suitability to the garment	
<b>Module III Draping of different types of Dresses in Varying Silhouettes</b>	<b>15</b>
<b>Descriptors/Topics</b> Draping of casual and formal dresses using various silhouettes like triangular, inverted triangular, bouffant, square or rectangular	
<b>Module IV Use of textures &amp; colour Mediums</b>	<b>15</b>
<b>Descriptors/Topics</b> Use of textures and its use in illustrating different fashion garments .e.g. Silk, Satin, Cottons, Denims, Chiffons, Crepes, Georgettes, Organza, Jute etc. Different dresses using different colour mediums – pencil colours, steadtlers, water and poster colours, dry and oil pastels, water proof inks, colour pens and charcoal pencils	
<b>Module V Sketching of male block/ Flesh figures</b>	<b>15</b>
<b>Descriptors/Topics</b> Front view, Back view, 3/4 <sup>th</sup> view and Side view	
<b>Module VI: Male Tilted figures</b>	<b>10</b>
<b>Descriptors/Topics</b> Basic block and flesh figures, Sketching of male figures with pencil- front pose , back pose , one fourth turned , half turned , three- fourth turned etc	
<b>Module VII: Draping of Male figures</b>	<b>15</b>
<b>Descriptors/Topics</b>	





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Understanding and drawing male fashion figures
- Drape male fashion croqui using various color mediums
- Illustrate and drape fashion croqui of male
- Design stylized fashion croqui.

## Pedagogy for Course Delivery:

- Studio work
- Power Point Presentations

## Lab/ Practicals details, if applicable:

### List of Experiments:

- Drawing Quick Sketches
- Drawing various Postures
- Draping of different types of Dresses in Varying Silhouettes
- Use of textures & colour Mediums on various fashion figures
- Sketching of male block/ Flesh figures
- Sketching of male movement / tilted figures
- Draping of male croqui with various styles of fashion garments

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
------------	-----------	------------	------------	----------

### Text Reading:

#### *Text:*

- Abling Bina , Fashion sketch book
- Ireland . J Partick , Introduction to fashion design
- Allen , Fashion Drawing – The Basic Principles

### References:

•

### Additional Reading:

- Basic figure drawing and sketching
- Gersten Rita, Innovative fashion sketching
- Abling Bina, Model drawing
- Pepin Press, Figure Drawing for Fashion Design
- Hudsan Thames, Rendering with Pen & Ink
- Packer, William Fashion Drawing in Vogue
- Abling Bina , Advanced Fashion sketch book

## Any other Study Material



## Course structure: B.Design FD - 14817

Course Title: Flat Pattern Making–II

Credit Units: 02

Course Level: UG

Course Code: BFD 223

### Course Objectives:

The course makes students understand the skills of developing the ideas into real garments by 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 Contents/Syllabus:

	Weightage
<b>Module I Torso draft</b>	
<b>Descriptors/Topics</b> <ul style="list-style-type: none"><li>• Combined bodice and skirt to produce torso draft</li><li>• Torso Front and Torso Back.</li></ul>	15
<b>Module II Dresses without waistline seams</b>	
<b>Descriptors/Topics :</b> <ul style="list-style-type: none"><li>• Close fitting dress block (Sheath silhouette)</li><li>• Semi fitted dress block (Shift silhouette)</li><li>• Straight line dress block (Box fitting silhouette)</li></ul>	15
<b>Module III: Pattern Making for Children Wear</b>	
<b>Descriptors/Topics</b> <ul style="list-style-type: none"><li>• Dress Blocks</li></ul>	15
<b>Module IV Dart manipulation and yokes</b>	
<b>Descriptors/Topics</b> <ul style="list-style-type: none"><li>• Other forms of suppression dart folds, dart tucks, gathers, pleats, flares etc.</li><li>• Development of styles through dart manipulation</li><li>• Connecting darts to create seam lines e.g. princess line and other style developments</li><li>• Shoulder, midriff &amp; hip yoke</li></ul>	15
<b>Module V Types of skirts :</b>	
<b>Descriptors/Topics</b> <ul style="list-style-type: none"><li>• Low waist skirts; High waist skirts;</li><li>• Flared skirts based on basic patterns (darts converted into flares)</li><li>• Skirts with gathered waistline; Gored skirts; Godet skirt</li><li>• Pleated skirt – Knife and box pleats,</li><li>• Circular skirts – Full circular skirt, half circular skirt</li></ul>	20
<b>Module VI Categories and types of sleeves</b>	
<ul style="list-style-type: none"><li>• Set in sleeves-Puff , Lantern, Bishop, Leg-o- mutton</li></ul>	20



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- Grown on sleeves-Kimono, Dolman ,Raglan

## Student Learning Outcomes:

### By the end of this course, students will be able to:

- Acquire knowledge and skills to develop advance patterns using basic slopers.
- Apply pattern making skills to test fit patterns in muslin to standard dress forms.
- Demonstrate an understanding of creating accurate blocks in line with current industry practice
- Apply the knowledge of basic pattern making to develop creative patterns

## Pedagogy for Course Delivery:

- Tutorial and Practical
- Demonstration

## Lab/ Practicals details, if applicable:

### List of Experiments:

#### Developing Patterns using Flat Pattern Technique:

- Adult Dress without waistline seam
- Child's Dress Block with Sleeve
- Development of styles through dart manipulation
- Patterns of skirts
- Patterns of sleeves

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

## Text Reading:

- Aldrich Winifred, Metric pattern Cutting for Children's Wear and Babywear
- Holman Gillian, Pattern cutting made easy
- Cooklin Gerry, Pattern cutting for women's outerwear
- Armstrong, Pattern making for fashion design

## References:

- Zarapkar, Pattern Cutting
- Carolyn Norma, Pattern- Making
- Mortimer Gloria, Pattern designs for children clothes
- Cloake, Cutting & Draping special occasion clothes
- Brooks Lark, Every sewer's guide to perfect fit

## Additional Readings



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Computer Applications In Fashion Industry– II      Credit Units: 02

Course Level: UG      Course Code: BFD 224

### Course Objectives:

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

### Course Contents/Syllabus:

	Weightage (%)
<b>Module I Design software</b>	<b>20</b>
<b>Descriptors/Topics</b> Introduction to the design software , tool introduction and its usage	
<b>Module II Introduction to tool bar and its usage</b>	<b>16</b>
<b>Descriptors/Topics</b> Functions of tools and its usage	
<b>Module III Figure Drawing</b>	<b>16</b>
<b>Descriptors/Topics</b> Block figure and Flesh figure	
<b>Module IV Working with layouts</b>	<b>16</b>
<b>Descriptors/Topics</b> Creating Backgrounds ,importing images, creating texts etc.	
<b>Module V Creating Prints and textures</b>	<b>20</b>
<b>Descriptors/Topics</b> Creating motifs, mesh with color, using brushes ,fills, outlines etc.	
<b>Module VI Draping and rendering</b>	<b>12</b>
<b>Descriptors/Topics</b> To render the developed prints on draped fashion croqui	

### Student Learning Outcomes:

At the end of the course the students will develop ability to :

- Identify and apply different tools of Vector Based Application software
- Develop fashion croquis using software draw tools
- Create different prints for fabric based on different themes and render the same on developed fashion croquis
- Explore computer aided design techniques and processes and applied them in the creation of design solutions in response to given briefs.

### Pedagogy for Course Delivery:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- Blended Learning
- Informed Learning
- Demonstrations

Lab/ Practicals details, if applicable:

List of Experiments:

- Develop prints for women wear, kids wear and men wear using design software
- Develop Technical Drawings of garments for women ,men and kids using design software
- Develop well-rendered draped fashion croqui using design software

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

Text & References:

Text :

- Aldrich Winifred, CAD in Clothing and Textiles
- Triedman and Cullan ,Colour Graphic

*References:*

- Femina
- Elle

Any other Study Material:

- 
-



## Course structure: B.Design FD - 14817

**Course Title: Introduction to Garment Manufacturing  
Techniques -II**

**Credit Units: 03**

**Course Level: UG**

**Course Code: BFD-225**

### Course Objectives:

The study of this course develops understanding of sewing techniques in relation to the garment construction

### Course Contents/Syllabus:

	Comments(if any)
<b>Module I Introduction to sewing machine and machine practice</b>	<b>10</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>Parts of sewing machine</li> <li>Faults and rectification</li> <li>Machine practice on paper and fabric</li> </ul>	
<b>Module II Basic hand stitches and Seams</b>	<b>10</b>
<ul style="list-style-type: none"> <li>Basic hand stitches</li> </ul> Temporary and Permanent Basting , Hemming -visible and invisible, Running, Buttonhole, Backstitches –full, half, prick , Slip stitch Seams : Superimposed seam, Lapped seam, French seam, Run and fell seam, Bound seam	
<b>Module III Fabric manipulation like gathers, pleats and tucks</b>	<b>10</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>Gathers</li> <li>Pleats – Knife, Box, Kick pleats</li> <li>Tucks- Pin, Space, Cross, Shell and Release</li> </ul>	
<b>Module IV Necklines</b>	<b>20</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>Various kinds of necklines, stitches and trimmings used for various shapes.</li> <li>Use and differences between the basic methods used for finishing necklines</li> <li>Shaped facing, Bias facing and Piping.</li> </ul>	
<b>Module V Plackets &amp; Pockets</b>	<b>25</b>
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li><b>Plackets</b> -Shirt Placket, Wrap and projection placket, Continuous placket,</li> <li><b>Pockets</b>– Construction and size specifications; Flap pocket, Welt pocket, Side seam pocket and cross pockets.</li> </ul>	
<b>Module VI Construction of collars</b>	<b>25</b>
<b>Descriptors/Topics</b> Gents shirt collar, Shawl collar	



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Student Learning Outcomes:

By the end of this course, students will be able to:

- Execute and choose various seams according to the nature of fabric and design
- Demonstrate better skills at controlling sewing machine.
- Acquire better knowledge and manual dexterity at hand stitches
- Acquire knowledge of sewing terminology and its application to garment construction

## Pedagogy for Course Delivery:

Demonstrations

Informed learning

Blended learning

**Lab/ Practicals details, if applicable:**

**List of Experiments:**

- To prepare paper practice samples on sewing machine
- To prepare samples of Basic Hand Stitches
- To construct sample with Gathers, Pleats and Tucks
- To construct necklines with different finishing methods
- To construct various types of plackets & pockets
- To construct different types of collars

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

## Text & References:

*Text:*

- Complete Guide to Sewing , Reader's Digest
- Wood Dorothy, The Practical Encyclopedia of Sewing

*References:*

- Aitken Leila, Step by step dress making course
- Crawford Amaden, - A Guide to Fashion Sewing
- Gordan, Ultimate sewing book

Additional Readings:

- 
- 

**Any other Study Material:**



## PROGRAMME STRUCTURE

### B.DES FASHION DESIGNING & TECHNOLOGY

<b>THIRD SEMESTER</b>						
SLNO	Course Code	Course Title	L	T	P	T
1	BFD 301	Fashion Management-I	2	1	-	3
2	BFD302	History of Fashion-III	1	1	-	2
3	BFD305	Fundamentals of Textiles – III	1	1	2	3
4	BFD321	Fashion Art Illustration-III	1	1	2	3
5	BFD322	Fashion Model Drawing-III	1	1	-	2
6	BFD 323	Pattern making-III	1	1	2	3
7	BFD 324	Computer Applications – III	1	-	2	2
8	BFD327	Traditional Embroidery	1	-	2	2
9	BFD326	Garment Construction– III	1	1	2	3
10	BCU341	Effective Written Communication	1	-	-	1
11	BSU343	Behavioral Science – III	1	-	-	1
12	Foreign Language – III		2	-	-	2
13	FLU 344	French				
	FLU 345	German				
	FLU 346	Spanish				
	FLU 347	Japanese				
	FLU 348	Chinese				
	TOTAL				27	





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Fashion Management – I**

**Course Level: UG**

**Credit Units: 03**

**Course Code: BFD 301**

### Course Objective:

This subject deals with the basic applications and principles of management in the area of fashion

### Course Contents:

	Weight age %
<b>Module I: Meaning &amp; Principles of management</b>	20
Professional management of the fashion industry, Relevance of fashion management	
<b>Module II: Structure of an organization</b>	15
Function of different departments, Relationship between individual departments	
<b>Module III: Leadership</b>	15
Need for leadership, functions of a leader, and manager as a leader	
<b>Module IV: Communication</b>	20
Importance of communications, communication process, barriers of communication, making communication effective	
<b>Module V: Authority</b>	15
Types and features, relevance of authority in management	
<b>Module VI: Motivation</b>	15
Characteristics of motivation, methods of improving motivation, incentives, pay promotion, rewards, job satisfaction and job enrichment	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Understanding of fashion industry
- Identify the organizational structure of the fashion industry
- Know-how of Leadership & Communication skills.

### Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- Case Studies
- Fashion Industry Visits

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

**Text & References:**

**Text:**

- By Koontz and Heinz, Principles of Management

**References:**

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

**Additional Reading:**

- 

**Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: History of Fashion-III

Credit Units: 02

Course Level: UG

Course Code: BFD 302

The students study the ancient civilizations of the Western world.

### Course Contents:

	Weight age %
<b>Module I: Egyptian costumes</b>	20
Detailed study of dates, significant developments, mummification; Women's costumes-dresses, jewellery, hairstyles, footwear; Men's costumes- dresses, jewellery, hairstyles, footwear	
<b>Module II: Greek costumes</b>	15
Detailed study of dates, significant developments, mummification; Women's costumes-dresses, jewellery, hairstyles, footwear; Men's costumes- dresses, jewellery, hairstyles, footwear	
<b>Module III: Roman Period</b>	15
Detailed study of dates, significant developments, mummification; Women's costumes-dresses, jewellery, hairstyles, footwear; Men's costumes- dresses, jewellery, hairstyles, footwear	
<b>Module IV: Byzantine Period</b>	15
Detailed study of dates, significant developments, mummification; Women's costumes-dresses, jewellery, hairstyles, footwear; Men's costumes- dresses, jewellery, hairstyles, footwear	
<b>Module V: Cretans &amp; Etrurians</b>	15
Detailed study of dates, significant developments, mummification; Women's costumes-dresses, jewellery, hairstyles, footwear; Men's costumes- dresses, jewellery, hairstyles, footwear	
<b>Module VI: Chinese &amp; Japanese</b>	20
Detailed study of dates significant developmentsn Women's costumes-dresses, jewelry, hairstyles, footwere; Men'scostumes-dresses jewelry, hairstyles, footwere.	

### Student Learning Outcomes:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

At the end of the course the students will develop ability to:

- Know-how of different traditional costumes which includes –Egyptian, Greek,Roman,Byzantine, Cretans and etrurians.
- Understanding of Costumes detailing like hairstyles, footwear, dresses for Men;s& women’s, jewelry etc.
- Help to enhance creativity to develop own creations.
- **Pedagogy for Course Delivery:**
  - **Power point presentations**
  - **lectures**
  - **informed learning**
  - **Museum Visits**
  - **History Books**

Lab/ Practical’s details, if applicable: NA

**List of Experiments:**

**Assessment/ Examination Scheme:**

Components	Mid- Term	Assignme nt	Attendance	End Term	
Weightage (%)	15	10	05	70	
<b>Weight age (%)</b>	-	10	15	5	70

**Text & References:**

**Text:**

- By Mules, Timeline of World Costumes
- By John Paacock, Fashion Source Book, The 1960’s, The 1970’s The 1980’s

**References:**

- By John Peacock, The chronicle of Western Costumes
- Illustrated Encyclopedia of Costume and Fashion
- By Lucy Johnston, 19<sup>th</sup> century Fashion in Detail
- By Pepin Press, Pictorial History of Costumes
- By John Peacock, Complete sourcebook of men’s fashion

**Additional Reading:**

- 

**Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Fundamentals of Textile III

Credit Units: 03

Course Level: UG

Course Code: BFD 305

### Course Objective:

The subject starts with realistic view of the production of the woven & knitted fabrics- their theoretical details and application. The Second semester lays emphasis on the construction of fabric from the Yarn.

### Course Contents:

	Weight age %
<b>Module I: Weaving process</b>	
Definition, Loom – Types, parts & various motions of loom. Types of weaves – Basic and Decorative, Preparation of samples of different weaves Selvedge, Identifying warp and weft; face and back of a fabric, defects	30
<b>Module II: Knitting process</b>	30
Knitting –Types of knits & knitting, Properties, Types of knitting stitches. Identify and classify knitted fabrics under warp & weft knits, Comparison of knits & weave, Knitting Defects, Use and Care of Knits	
<b>Module III: Other types of textiles</b>	20
Bonded and Foam laminated fabrics, Film fabrics: Coated fabrics, Metallic plated, flocked fabrics, quilted fabrics, Lace and Nets	
<b>Module IV: Identification of Fabrics</b>	10
<b>Module V: Industry Visit</b>	10

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Identify different types of fabrics
- Understanding of textile machinery for weaving process
- Understanding of knitting machinery for weaving process
- Know-how of novelty textiles

### Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Mill/Fabric manufacturing unit visits



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

**Text & References:**

**Text:**

- By Marjory Joseph, Essentials of Textiles

**References:**

- By E P G Gohl& L D Vilnsky, Textile Science
- By Gokerneshan, Fabric structure & Design
- By John Gilow, World Textiles
- By Kadolph& Langford, Textiles
- By KoyotoShoin, World Textile Collection
- By Thames &Hudsan, Book of Silk
- By Thames &Hudsan, Carpet & textile Pattern
- By Pepin Press, Indian Textile Prints
- By Irene Enery, Primary structure of Fabrics
- Images and Apparel Onli

•

**Additional Reading:**

•

**Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Fashion Art Illustration II**

**Credit Units: 03**

**Course Level: UG**

**Course Code: BFD 321**

### Course Objective:

The students are very much aware of the style statements and fashion forecast and now can start experimenting in their very own way. The designing skills of the students now get more polished and they start designing more formal and highly priced garments.

### Course Contents:

	Weight age %
<b>Module I: Optical Illusions</b>	15
Optical illusions with color, silhouette, texture, style lines, prints and details	
<b>Module II: Designing of Casual Shirts and T-Shirts for Adults (Female)</b>	15
All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with .The designs should be made in accordance with the Forecast and the selected segment	
<b>Module III: Designing of Casual Blouses and Tops for Adults (Female)</b>	10
All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with .The designs should be made in accordance with the Forecast and the selected segment	
<b>Module IV: Designing of casual and formal dresses for adults (Female)</b>	10
Indian Traditional and western, All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with .The designs should be made in accordance with the Forecast and the selected segment	
<b>Module V: Designing of Executive Wear (Female)</b>	10
All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with .The designs should be made in accordance with the Forecast and the selected segment	
<b>Module VI: Designing a range of sportswear for adults</b>	10
All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with .The designs should be made in accordance with the Forecast and the selected segment	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Identify optical illusion of different Element and principle of design
- Designing of various styled garments includes: Casual Shirts, T-Shirts, formals, executive styles.
- Creation of sketch accordance to fabric type.

### Pedagogy for Course Delivery:

- Power point presentations
- lectures



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- informed learning
- Video's of reputed designers

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

**Text:**

- By Kathryn Mc Kelvey, Fashion Source Book

**References:**

- By Patrick John Ireland, Introduction to fashion design
- By BinaAbling, Fashion Sketchbook
- By BinaAbling, Fashion Model Drawing
- Inside fashion design
- Simplicity
- Encyclopedia of fashion detail
- Femina, Elle, FNL, Apparel views to consult

•

**Additional Reading:**

•

**Any other Study Material:**





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Fashion Model Drawing III**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 322**

### Course Objective:

Advancement of the second semester program. 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 Contents:

	Weight age %
<b>Module I</b>	10
Revision Exercises with Female Croquis	
<b>Module II: Sketching of male block/ Flesh figures</b>	20
Front view, Back view, 3/4 <sup>th</sup> view and Side view	
<b>Module III: Male Tilted figures</b>	25
Basic block and flesh figures, Sketching of male figures with pencil- front pose , back pose , one fourth turned , half turned , three- fourth turned etc	
<b>Module IV: Male Movement fashion figures</b>	25
Arms and legs movements, Faces and hairstyles	
<b>Module V: Use of textures</b>	20
Use of textures and its use in illustrating different fashion garments. e.g. Silk, Satin, Cottons, Denims, Chiffons, Crepes, Georgettes, Organza, Jute etc.	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Sketching of Basic croquis
- Drawing of Male, female different poses with arm movements to shoe fit of the garment.
- Analysis of different type of textures of fabric & interpretation of same on sketch.

### Pedagogy for Course Delivery:

- Power point presentations
- lectures



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- informed learning
- small-group work/discussion
- Sketching techniques videos

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term	
Weightage (%)	15	10	05	70	
Weight age (%)	-	10	15	5	70

Text & References:

*Text:*

- Introduction to fashion design by Patrick John Ireland
- By Pepin Press, Figure Drawing for Fashion Design

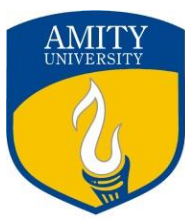
*References:*

- By BinaAbling, Fashion sketch book
- Basic figure drawing and sketching
- By Rita Gersten, Innovative fashion sketching
- By BinaAbling, Model drawing
- By ModezcichnenMitMarkern, The use of markers in fashion illustrations
  - Catalogues-New Look, Moda, Simplicity, Couture Asia

Additional Reading:

- 

Any other Study Material:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Flat Pattern Making–III**

**Credit Units: 03**

**Course Level: UG**

**Course Code: BFD 323**

### 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 Contents:

	Weight age %
<b>Module I: Pleats</b>	20
Definition, purpose, identification & how to cut patterns, box, knife, inverted, double, kick etc.	
<b>Module II: Fitted and non-fitted seams</b>	10
Seams with in the silhouette- vertical, horizontal, diagonal, straight, curved, angular	
<b>Module III: Waist bands &amp; Cuffs</b>	10
Straight & shaped	
<b>Module IV</b>	10
Drafting of variations of skirt blouse with collars	
<b>Module V: Drafting of sari blouse</b>	10
Four dart, katori, princesses line, choli cut, long blouse	
<b>Module VI: Drafting of Kurta/ female shirt</b>	15
Semi fitted or fitted with neckline and style line variations	
<b>Module VII</b>	10
Drafting of six gore petticoat	
<b>Module VIII</b>	15
Drafting of salwar/chudidar/parallel	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Identify and creation of different seams, stitches and pleats
- Modifications in basic silhouettes of skirts, sari blouse, kurta etc.
- Pattern construction of various garment styles.

### Pedagogy for Course Delivery:

- Power point presentations



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- lectures
- informed learning
- small-group work/discussion
- Visit of professional tailor boutiques

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

**Text & References:**

**Text:**

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

**References:**

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

**Additional Reading:**

- 

**Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Computer Applications –III

Credit Units: 02

Course Level: UG

Course Code: BFD 324

### Course Objective:

(This module make the student know-how the Computer Applications in the fashion & Apparel Industry.)

### Course Contents:

	Weight age %
<b>Module I: Adobe Photoshop</b>	20
Functions of Tools & Working on layers	
<b>Module II: Photo-editing &amp; its usage</b>	10
<b>Module III: Demo on Tuka Cad Module</b>	10
<b>Module IV: Mode conversation through editing</b>	20
<b>Module V: Demo on OptiTex</b>	20
<b>Module VI: Rendering &amp; filter effects along tutorials</b>	20

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Know-how of various software's includes Adobe Photoshop, Tuka Cad and Opti-Tex etc.
- Using Software's, creation of various design patterns.
- Understanding of Rendering & filter techniques

### Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Rendering & filter tutorials
- Videos for software tools understanding.

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

## **Text & References:**

### ***Text:***

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

### ***References:***

- Femina, Elle, Illustrated Encyclopedia of Costume and Fashion Public Relations Writing: Principles in Practice by Donald

### **Additional Reading:**

- 

### **Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Garment Construction – I

Credit Units: 03

Course Level: UG

Course Code: BFD 326

**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 Contents:

	Weight age %
<b>Module I: Construction of Sari Blouse (Cotton)</b>	20
Construction of Sari blouse with lining (Silk)	
<b>Module II</b>	20
Construction of suit with salwar/ chudidar	
<b>Module III</b>	20
Construction of Ethnic wear	
<b>Module IV</b>	20
Construction of six Gore Petticoat	
<b>Module V</b>	20
Construction of Fusion wear	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Construction of ethnic dresses i.e- sari.
- Construction of fusion wear.
- Construction of six gores Petticoat.

### Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Visit of professional tailor boutique- specifically Indian dresses.

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

## Text & References:

### *Text:*

- By Reader's Digest, Complete Guide to Sewing

### *References:*

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

## Additional Reading:

- 

## Any other Study Material:





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Traditional Embroideries - I

Credit Units: 02

Course Level: UG

Course Code: BFD 327

### Course Objective:

The students are introduced to the traditional embroideries of different states and they learn how to use them appropriately for added design effects and value addition.

### Course Contents:

	Weight age %
<b>Module I</b>	10
Introduction & History of Traditional Embroidery	
<b>Module II</b>	10
Basic & Decorative Stitch	
<b>Module III</b>	10
Kantha of West Bengal	
<b>Module IV</b>	10
Kasheeda of Bihar	
<b>Module V</b>	10
Kashida of Kashmir	
<b>Module VI</b>	10
Phulkari of Punjab	
<b>Module VII</b>	10
Chikankari of Uttar Pradesh	
<b>Module VIII</b>	5
Kasuti of Karnataka	
<b>Module IX</b>	10
Rajasthani embroidery	
<b>Module X</b>	5
Kutch embroidery	
<b>Module XI</b>	5
Manipuri embroidery	
<b>Module XII</b>	5
Zardozi of U.P	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Identification of various embroidery types region wise.
- Usage of embroideries in noval designs.
- Usage as an inspiration.

### Pedagogy for Course Delivery:

- Power point presentations



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- lectures
- informed learning
- small-group work/discussion
- Visits of Embroidery units

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

**Text & References:**

*Text:*

- By Kamla Devi Chatopadhyay, Embroideries of India
- By Jan Beane, A complete guide to Creative Embroidery designs

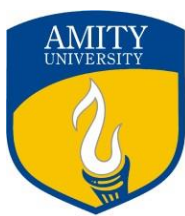
*References:*

- By Cassell, Contemporary Embroidery
- By Rosemary Gill, Indian Embroidery
- Bible of Cross Stitch
- By Ritukumar, Costumes & Textiles of Royal India

**Additional Reading:**

- 

**Any other Study Material:**



## PROGRAMME STRUCTURE

### B.DES FASHION DESIGNING & TECHNOLOGY

FOURTH SEMESTER						
SLNO	Course Code	Course Title	L	T	P	T
1	BFD 401	Fashion Management-II	1	1	2	3
2	BFD 402	History of Fashion-IV	1	1	2	3
3	BFD 405	Traditional Textile & Craft Documentation	1	2	-	3
4	BFD 421	Fashion Art Illustration-IV	1	1	-	2
5	BFD 422	Fashion Model Drawing-IV	1	1	-	2
6	BFD 423	Pattern making-IV	1	1	2	3
7	BFD 424	Computer Applications – IV	1	-	2	2
8	BFD 425	Photography	1	-	2	2
9	BFD 426	Garment Construction – II	1	1	2	3
10	BCU 441	Professional Communication for Recruitment & Employability	1	-	-	1
11	BSU 443	Behavioral Science – IV	1	-	-	1
12	French		2	-	-	2
	FLU 444					
	FLU 445	German				
	FLU 446	Spanish				
	FLU447	Japanese				
	FLU 448	Chinese				
TOTAL						27



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: FASHION MANAGEMENT –II

Credit Units: 03

Course Level: UG

Course Code: BFD 401

### Course Objective:

The course is an advancement of the previous course. The objective is to impart knowledge about product planning, design development, fashion for global market, fashion brand management, different pricing strategies, logistics management, concept of ethics and professionalism in an organization

### Prerequisites:

### Course Contents/Syllabus:

	Weight age %
<b>Module I : Fashion &amp; Life style</b>	10
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>Principles of Fashion-Style,trend,taste, change</li> <li>Role of fashion in daily lifestyle</li> </ul>	
<b>Module II : Design Development and Style Selection</b>	15
<b>Descriptors/Topics</b> <ul style="list-style-type: none"> <li>Elements of Design</li> </ul>	
<b>Module III</b>	15
<b>Descriptors/Topics</b> Product Planning & Development	
<b>Module IV: Fashion for global market</b>	10
<b>Descriptors/Topics</b> Social, Cultural, Economic, Demographic factors relating to branded and licensed products Analyzing potential or global market, identify target consumers and competition, market research and testing, customization	
<b>Module V: Fashion Brand Management:</b>	15
<b>Descriptors/Topics</b> Types and relevance of branding, Fashion & brand positioning, launching strategies, distribution, marketing campaigns for brand introduction	
<b>Module VI: Pricing strategies &amp; Decisions</b>	10
<b>Descriptors/Topics</b> Concept and importance of pricing, Factors affecting pricing decisions, Methods of pricing	
<b>Module VII: Fundamentals of Logistics</b>	10
<b>Module VIII: Professional Ethics</b>	15
<b>Descriptors/Topics</b> Concept of ethics and professionalism need and code of professional ethics, professional bodies and its role	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Make planning about a product,



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- Do design development,
- Analyze fashion for global market,
- Understand fashion brand management,
- Use different pricing strategies, logistics management, concept of ethics and professionalism in an organization

## Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion

Lab/ Practical's details, if applicable: NA

## List of Experiments:

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
Weightage (%)	15	10	05	70

## Text & References:

### Text:

- Professional Management of Fashion Industry by V. D Dudeja

### References:

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



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: History of Fashion-IV

Credit Units: 03

Course Level: UG

Course Code: BFD 402

### Course Objective:

The course aims to introduce the middle ages to the students.

### Course Contents:

	Weight age%
<b>Module I: Renaissance Period</b>	<b>10</b>
Detailed study of dates, significant developments, mummification; Women's costumes-dresses, jewellery, hairstyles, footwear; Men's costumes- dresses, jewellery, hairstyles, footwear	
<b>Module II: Victorian Period</b>	<b>10</b>
Detailed study of dates, significant developments, Women's costumes-dresses, jewellery, hairstyles, footwear; Men's costumes- dresses, jewellery, hairstyles, footwear	
<b>Module III: French Revolution</b>	<b>10</b>
Detailed study of dates, significant developments, Women's costumes-dresses, jewellery, hairstyles, footwear; Men's costumes- dresses, jewellery, hairstyles, footwear	
<b>Module IV: 17<sup>th</sup> Century</b>	<b>10</b>
Detailed study of dates, significant developments, Women's costumes-dresses, jewellery, hairstyles, footwear; Men's costumes- dresses, jewellery, hairstyles, footwear	
<b>Module V: 18<sup>th</sup> Century</b>	<b>10</b>
Detailed study of dates, significant developments, Women's costumes-dresses, jewellery, hairstyles, footwear; Men's costumes- dresses, jewellery, hairstyles, footwear	
<b>Module VI: 19<sup>th</sup> Century</b>	<b>10</b>
Detailed study of dates, significant developments, Women's costumes-dresses, jewellery, hairstyles, footwear; Men's costumes- dresses, jewellery, hairstyles, footwear	
<b>Module VII: 20<sup>th</sup> Century</b>	<b>15</b>
Detailed study of dates, significant developments, Women's costumes-dresses, jewellery, hairstyles, footwear; Men's costumes- dresses, jewellery, hairstyles, footwear	
<b>Module VIII: Modern Indian Costumes</b>	<b>15</b>
Influence of the tradition on contemporary emerging styles; Influx of western influence against the background of globalization; Role of export industry.	

### Student Learning Outcomes:

At the end of the course the students will

- Develop understanding about culture and lifestyle of people during ancient times



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- Able to differentiate eras, lifestyle and trends around the time
- Knowledge about different clothing and jewelry

Understand the variation and development in garments and their manufacturing.

### **Pedagogy for Course Delivery:**

- **Power point presentations**
- **lectures**
- **informed learning**
- **small-group work/discussion**
- **Visit to various states to acquire better understanding**
- **Visit to exhibitions, trade fairs etc.**

Lab/ Practical's details, if applicable: NA

### **List of Experiments:**

**Assessment/ Examination Scheme:**

<b>Components</b>	<b>Mid- Term</b>	<b>Assignme nt</b>	<b>Attendance</b>	<b>End Term</b>
Weightage (%)	15	10	05	70

### **Text & References:**

#### **Text:**

- By Mules, Timeline of World Costumes
- By John Paacock, Fashion Source Book, The 1960's, The 1970's The 1980's

#### **References:**

- By John Peacock , The chronicle of Western Costumes
- Illustrated Encyclopedia of Costume and Fashion
- By Lucy Johnston, 19<sup>th</sup> century Fashion in Detail
- By Pepin Press, Pictorial History of Costumes
- By John Peacock, Complete sourcebook of men's fashion



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Traditional Textile And Craft Documentation**

**Credit Units: 03**

**Course Level: UG**

**Course Code: BFD 405**

### Course Objective:

This course deals with the Traditional textiles and their relevance in the contemporary fashion. This also includes a craft survey and records the country's age-old craft, costumes and accessory tradition. A deep rooted research in the craft, its history and evolution to be surveyed by the students that will provide them an opportunity to interact directly with the craftsmen.

### Course Contents:

	Weight age %
<b>Module I</b>	10
Ikat of Orissa & Andhra Pradesh	
<b>Module II</b>	10
Block Printing of Rajasthan & Gujrat	
<b>Module III</b>	10
Jamdani and Baluchar	
<b>Module IV</b>	10
Benaras Brocades	
<b>Module V</b>	10
Kalamkari from Andhra Pradesh	
<b>Module VI</b>	10
Kanjeevaram, Pochampally	
<b>Module VII</b>	10
Madhubani Painting from Bihar	
<b>Module VIII</b>	10
Jamavaar from Kashmir	
<b>Module IX</b>	10
Bandhani /Tie &dye	
<b>Module X</b>	10
Craft Documentation	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Know-how of various states textiles and crafts.
- Craft documentation

### Pedagogy for Course Delivery:

- Power point presentations
- lectures





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- informed learning
- small-group work/discussion
- Visit to various states to acquire better understanding
- Visit to exhibitions, trade fairs etc.

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

**Text & References:**

*Text:*

- By Pepin Press, Indian Textile Prints
- By Pepin Press ,Weaving Patterns
- By John Gillow, World Textiles

*References:*

- By Pepin Press, Ikat Patterns
- By Pepin Press , Embroidery
- By Pepin Press ,Chinese Patterns
- By Pepin Press ,Persian Designs
- By Pepin Press ,Geometric Patterns

**Additional Reading:**

- 

**Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Fashion Art Illustration IV**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 421**

### 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.

### Course Contents:

	Weight age %
<b>Module I: Designing of Uniforms</b>	15
All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with. The designs should be made in accordance with the Forecast and the selected segment	
<b>Module II: Designing of beachwear</b>	15
All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with. The designs should be made in accordance with the Forecast and the selected segment	
<b>Module III: Designing of bridal Wear</b>	10
All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with. The designs should be made in accordance with the Forecast and the selected segment	
<b>Module IV: Ruff and tuff denim wear</b>	10
All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with. The designs should be made in accordance with the Forecast and the selected segment	
<b>Module V: Inspirational and Innovative designing</b>	20
All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with. The designs should be made in accordance with the Forecast and the selected segment	
<b>Module VI: Mix and match designing</b>	15



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with. The designs should be made in accordance with the Forecast and the selected segment	
<b>Module VII: Designing of night Wear</b>	15
All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with. The designs should be made in accordance with the Forecast and the selected segment	

## Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Drawing of working sketches for beach wear, uniforms, denims, bridal wear etc.
- Inspirational and Innovative designing
- Mix and match designing.

## Pedagogy for Course Delivery:

- **Practical illustrations**
- **Working sketch videos**
- **Power point presentations**
- **lectures**
- **informed learning**
- **small-group work/discussion**

Lab/ Practical's details, if applicable: NA

## List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

## Text & References:

### Text:

- By Mc Kenzie, Best in sportswear designs
- By Mc Kenzie, Best in Lingerie Design
- Destination Bride

### References:

- Introduction to fashion design by Patrick John Ireland
- Fashion designs and illustrations
- Inside fashion design
- Simplicity
- Encyclopedia of fashion detail
- Femina, Elle, FNL, Apparel views to consult

## Additional Reading:

•

## Any other Study Material:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Fashion Model Drawing IV**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 422**

### Course Objective:

After the students learn the draping of male figure and move to stylized sketching using different color mediums

### Course Contents:

	Weight age %
<b>Module I</b>	30
Revision Exercises with Male and Female Croquis	
<b>Module II: Use of different colour mediums</b>	30
Shading pencils, oil and dry pastels, pencil colours and steadtlers, water and poster colours, charcoal pencil and water proof inks	
<b>Module III</b>	20
Draping of Male figures	
<b>Module IV</b>	20
Stylized sketching	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

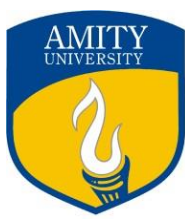
- Male & Female Croquis
- Use of different color mediums: Pencil, Steadtlers, water, poster colors etc.
- **Pedagogy for Course Delivery:**
  - **Practical illustrations**
  - **Color filling videos**
  - **Power point presentations**
  - **lectures**
  - **informed learning**
  - **small-group work/discussion**

Lab/ Practical's details, if applicable: NA

List of Experiments:

### Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
------------	-----------	-------------	------------	----------



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

Weightage (%)	15	10	05	70
---------------	----	----	----	----

## **Text & References:**

### ***Text:***

- Introduction to fashion design by Patrick John Ireland

### ***References:***

- Fashion sketch book by Bina Abling
- Basic figure drawing and sketching
- Innovative fashion sketching by Rita Gersten
- Model drawing by Bina Abling
- The use of markers in fashion illustrations by Modezcichnen Mit Markern
- Catalogues-New Look, Moda, Simplicity, Couture Asia

### **Additional Reading:**

- 

### **Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Flat Pattern Making–IV**

**Credit Units: 03**

**Course Level: UG**

**Course Code: BFD 423**

### 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:

	Weight age %
<b>Module I: Yokes</b>	10
Shoulder, midriff & hip yokes	
<b>Module II</b>	20
Drafting of jeans and trouser	
<b>Module III: Developing patterns for various styles</b>	20
Dresses with waist seam lines, coordinates, and dresses without seam lines	
<b>Module IV</b>	10
Drafting of Evening Gown's variations	
<b>Module V</b>	10
Drafting of bath robe	
<b>Module VI</b>	10
Drafting of bridal wears	
<b>Module VII</b>	10
Drafting of night wears (Male & Female)	
<b>Module VIII</b>	10
Drafting of men's shirt	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Development of Yokes
- Drafting of jeans
- Development of patterns for various styles



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Pedagogy for Course Delivery:

- Practical illustrations
- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Show case of Industrial pattern cutting

Lab/ Practical's details, if applicable: NA

List of Experiments:

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

## Text & References:

### *Text:*

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

### *References:*

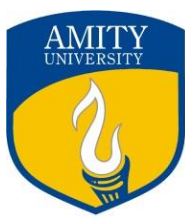
- By Gerry Cooklin, Pattern cutting for women's outerwear
- By Armstrong, Pattern making for fashion design
- By Gloria Mortimer, Pattern designs for children clothes
- By Cloake, Cutting & Draping special occasion clothes
- By Lark Brooks, Every sewer's guide to perfect fit
- By Ann Hagar, Pattern Cutting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

•

## Additional Reading:

•

## Any other Study Material:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Computer Applications – IV

Credit Units: 02

Course Level: UG

Course Code: BFD 424

### Course Objective:

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

### Course Contents:

<b>Module I</b>	15
Illustrator: Tool Introduction and usage	
<b>Module II</b>	20
Functions of tools & creating objects	
<b>Module III</b>	10
Reach ERP	
<b>Module IV</b>	20
Setting up artwork: Transparency, Gradients and patterns	
<b>Module V</b>	20
Dobby/Jacquard	
<b>Module VI</b>	15
Working on Color separation (2 D)	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Usage of computer software's for designing purpose

### Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Practical illustrations

Lab/ Practical's details, if applicable: NA

List of Experiments:





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

## Text & References:

### *Text:*

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

### *References:*

- Femina, Elle, Illustrated Encyclopedia of Costume and Fashion Public Relations Writing: Principles in Practice by Donald

•

## Additional Reading:

•

## Any other Study Material:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Photography**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 425**

### Course Objective:

This course deals with the Traditional textiles and their relevance in the contemporary fashion. This also includes a craft survey and records the country's age-old craft, costumes and accessory tradition. A deep rooted research in the craft, its history and evolution to be surveyed by the students that will provide them an opportunity to interact directly with the craftsmen.

### Course Contents:

<b>Module I:</b>	<b>20</b>
Fashion photography: - principles, types, application, history.	
<b>Module II:</b>	<b>20</b>
Light and light sensitive materials, films, techniques of recordings.	
<b>Module III:</b>	<b>20</b>
Camera: - types, accessories, uses and essential parts of camera.	
<b>Module IV</b>	<b>20</b>
Assignment on indoor and outdoor shoots.	
<b>Module V</b>	<b>20</b>
Visit to a studio	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

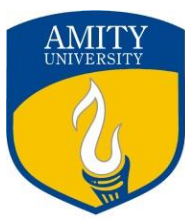
- Know-how of Fashion Photography: principles, types, application, history
- Usage of camera
- Indoor and outdoor shoot.
- 

### Pedagogy for Course Delivery:

- Studio visit
- Practical illustrations
- Power point presentations
- lectures
- informed learning
- small-group work/discussion

Lab/ Practical's details, if applicable: NA

List of Experiments:



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

## REFERENCES

### Text books:

- Billy Pegram. Fashion Model Photography by
- Cathy Joseph. Outdoor Lightning-Fashion and Glamour. AVA Publishing, 2003.
- Catwalking, Harriot Quick.
- Catwalk, Snadra Moir, Supermodel.
- Fruits, Phaidon.

•

### Additional Reading:

•

### Any other Study Material:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Garment Construction – II

Credit Units: 02

Course Level: UG

Course Code: BFD 426

### 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:

<b>Module I</b>	20
Construction of Evening gown	
<b>Module II</b>	20
Construction of Princess line top	
<b>Module III</b>	20
Construction of Bathrobe	
<b>Module IV</b>	20
Construction of nightwear (Male & Female)	
<b>Module V</b>	20
Construction of men's shirt	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Garment construction: Evening gown, princess line top, Bathrobe, nightwear etc.

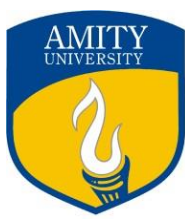
### Pedagogy for Course Delivery:

- Practical illustrations
- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Garment industry visit

Lab/ Practical's details, if applicable: NA

### List of Experiments:

Assessment/ Examination Scheme:



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

## **Text & References:**

### ***Text:***

- Complete Guide to Sewing by Reader's Digest

### ***References:***

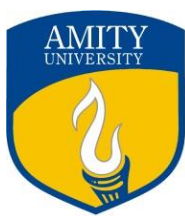
- Step by step dress making course by Leila Aitken
- Pattern Cutting by Zarapkar
- Introduction to clothing production management by A J Chuter
  - Pattern making for fashion design by Armstrong

### **Additional Reading:**

- 

### **Any other Study Material:**

-



## PROGRAMME STRUCTURE

### B.DES FASHION DESIGNING & TECHNOLOGY

FIFTH SEMESTER						
SLNO	Course Code	Course Title	L	T	P	T
1	BFD 502	Apparel Production	1	1	2	3
2	BFD 506	Quality Control & Production Management	1	1	2	3
3	BFD 507	Fashion Forecasting	1	-	2	2
4	BFD 524	Computer Applications –V	1	-	2	2
5	BFD 526	Garment Construction – III	1	-	2	2
6	BFD 527	Contemporary Fashion- I	1	-	2	2
7	BFD 528	Pattern Draping	1	-	2	2
8	BFD 529	Pattern Grading	1	-	2	2
9	BCU 541	Receptive and Expressive Communication Skills	1	-	-	1
10	BSU 543	Behavioural Science -V	1	-	-	1
11	Foreign Language –V		2	-	-	2
	FLU544	French				
	FLU 545	German				
	FLU 546	Spanish				
	FLU 547	Japanese				
	FLU 548	Chinese				
12	BFD 550	Summer Assignment (Evaluation)	-	-	-	4
TOTAL						26



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Apparel Production-I**

**Credit Units: 03**

**Course Level: UG**

**Course Code: BFD 502**

### Course Objective:

The students should be made aware of the working of Garment manufacturing unit.

### Course Contents:

	Weight age %
<b>Module I: Machinery and Equipment</b>	20
Cutting, sewing, finishing, washing, stain removal, embellishment.	
<b>Module II: Production methodology</b>	20
Assembly line, individual garment manufacturing, job work, quality checkpoints.	
<b>Module III: Production planning and control</b>	20
Job batch and mass production, material planning and allocation, process planning and process sheet, production control, inventory control.	
<b>Module IV: Quality Assurance</b>	20
Understanding quality standards, analyzing test reports, basic fabric and sewing defects.	
<b>Module V: Labeling and Packaging</b>	20
Care labeling, packing and packaging	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Know-how of cutting and sewing process of whole garment.
- Construction of garment same as Industrial process.
- Production planning and control of raw material, finished products
- Quality standards/ Export order audits of fabric, garments etc.
- Labeling & packaging of products.

### Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- industrial visits

Lab/ Practical's details, if applicable: NA



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

## List of Experiments:

### Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
Weightage (%)	15	10	05	70

### Text & References:

#### *Text:*

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

#### *References:*

- By A. J Chuter, Introduction to Clothing Production Management
- Apparel Online, Apparel Views, Clothesline, Moda, Vogue, Simplicity etc. to be consulted regularly

#### **Additional Reading:**

- 

### Any other Study Material:





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Quality Control And Production Management-I**

**Credit Units: 03**

**Course Level: UG**

**Course Code: BFD 506**

### Course Objective:

Quality control is an important aspect of garment manufacturing, 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. The techniques of working and work flow in a garment manufacturing unit form the core of this subject.

### Course Contents:

<b>Module I: Quality Control</b>	10
Meaning and Need for quality control; Approaches to quality control; Statistical quality control; Acceptance sampling, Types of defects	
<b>Module II: Inspection and Testing</b>	20
Quality of Indian clothing, manufacturers with respect to exports; Role & characteristics of Quality controller; Need and planning for inspection; Types of inspection; Role of operator and inspector in inspection; Difference between inspection and testing	
<b>Module III: Concept of TQM</b>	20
Need and Importance of Quality management in all areas of production; Procurement of raw materials; Fabric defects in spinning, weaving, dyeing and printing, TQM Tools Standards and codes. Quality control instruments; National and International Codes; ISO 9000 concepts and its evolution and its implications	
<b>Module IV: Production Management</b>	20
Meaning and need for production management; Types of production-Job, Batch and mass production	
<b>Module V: Material Planning &amp; Allocation</b>	10
Material planning and allocation; Process planning and process sheet; Production control	
<b>Module VI: Workroom management</b>	10
Marker planning and placement of markers; Line and sample development	
<b>Module VII: Inventory control and Cost estimation</b>	20
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	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Learning of quality control tools , standards etc.
- Analysis of defects



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- Know-how of Total Quality Management.
- Marker planning, industrial sewing line set up
- Inventory management
- Cost Analysis

## **Pedagogy for Course Delivery:**

- **Power point presentations**
- **lectures**
- **informed learning**
- **small-group work/discussion**
- **Industrial Visits**

**Lab/ Practical's details, if applicable: NA**

## **List of Experiments:**

**Assessment/ Examination Scheme:**

<b>Components</b>	<b>Mid- Term</b>	<b>Assignme nt</b>	<b>Attendance</b>	<b>End Term</b>
Weightage (%)	15	10	05	70

## **Text & References:**

### *Text:*

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

### *References:*

- Marketing management by Philips Kotler
- Images and Apparel Online, Apparel Views

## **Additional Reading:**

- 

## **Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Fashion Forecasting-I**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 507**

### 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:

	Weight age %
<b>Module I</b>	10
Concept of fashion forecasting	
<b>Module II</b>	10
Awareness of fashion fairs and fashion centers	
<b>Module III: Study of trends</b>	20
Knowledge of creative writing, Reading of fashion forecast magazine, Sources of information	
<b>Module IV</b>	15
Market research	
<b>Module V</b>	15
Product planning and development	
<b>Module VI</b>	10
Preparation of story boards for specific target	
<b>Module VII: Visual merchandising/window display</b>	10
Knowledge of creative writing, Reading of fashion forecast magazine, Sources of information, Role of Exhibitions and Fashion shows	
<b>Module VIII: Preparation of fashion forecast for different seasons</b>	10
Presentation of designs	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Concept of Fashion Forecasting & its relevance.
- Know-how of Fashion Forecasting tools



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- Creation of Story board
- Brain storming through magazines, Fashion literature.

## **Pedagogy for Course Delivery:**

- **Power point presentations**
- **lectures**
- **informed learning**
- **small-group work/discussion**
- **Fashion Magazines**
- **Fashion Shows**
- **Exhibitions/ International Seminars**

**Lab/ Practical's details, if applicable: NA**

## **List of Experiments:**

**Assessment/ Examination Scheme:**

<b>Components</b>	<b>Mid- Term</b>	<b>Assignme nt</b>	<b>Attendance</b>	<b>End Term</b>
Weightage (%)	15	10	05	70

## **Text & References:**

### *Text:*

- By Tracy Diane and Tom Cassidy, Colour Forecasting
- By Kathryn Mc Kelvey, Fashion Design Process, Innovation and Practice

### *References:*

- Inside fashion design
  - Simplicity
  - Encyclopedia of fashion detail
- Femina, Elle, FNL, Apparel views to cons

## **Additional Reading:**

- 

## **Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Computer Application-V**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 524**

### Course Objective:

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

### Course Contents:

	Weight age %
<b>Module I</b>	20
Tools Introduction and usage	
<b>Module II</b>	15
Cleaning & Selection of fabric	
<b>Module III</b>	15
Color Reduction	
<b>Module IV</b>	10
Texture Mapping	
<b>Module V</b>	20
Mood board & Color board	
<b>Module VI</b>	20
Draping	

### Student Learning Outcomes:

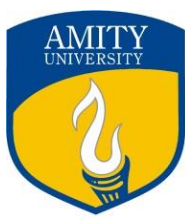
At the end of the course the students will develop ability to:

- Creation of Mood Board & Color Board
- Selection of appropriate fabric for final product.
- Know-how of Color mapping & draping

### Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Practical Illustrations
- Designer's previous collection videos

Lab/ Practical's details, if applicable: NA



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

## List of Experiments:

### Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
Weightage (%)	15	10	05	70

### Text & References:

#### *Text:*

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

#### *References:*

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

### Additional Reading:

- 

### Any other Study Material:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B. Design FD - 14817

**Course Title: Garment Construction-III**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 526**

**Course Objectives:** 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:

	Wight age %
<b>Module I</b>	20
Construction of Jeans (Male & Female)	
<b>Module II</b>	15
Construction of Trouser with pockets	
<b>Module III</b>	15
Construction of Bridal Wear (Indian /western)	
<b>Module IV</b>	15
Construction of Pregnancy & Maternity wear	
<b>Module V</b>	15
Construction of Executive wear	
<b>Module VI</b>	20
Construction of men's formal	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Construction of various garments includes Jeans, Trouser with pockets etc.
- Know-how of executive as well as formal garment construction.

### Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Jeans manufacturing industry visits
- Female and male boutique visits

Lab/ Practical's details, if applicable: NA



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

## List of Experiments:

### Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
Weightage (%)	15	10	05	70

### Text & References:

#### *Text:*

- Complete Guide to Sewing by Reader's Digest

#### *References:*

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

### Additional Reading:

- 

### Any other Study Material:





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Contemporary Fashion-I**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 527**

### Course Objective:

Fashion being a way of life needs to be understood in context to the environmental issues that are ongoing processes of constant change. The Students are made aware of the techniques of studying the acceptability of a design in the market and then guide their designing skills to create fashion products in that very direction. Besides clothing the students also learn how to design accessories.

### Course Contents:

	Weight age %
<b>Module I: Designing a range of funky jewellery for the teenagers</b>	20
Designing a story boards and then constructs at least 2 products.	
<b>Module II: Designing a range of ethnic jewellery for the adults</b>	20
Designing a story boards and then constructs at least 2 products.	
<b>Module III: Designing a range of purses and bags for teenagers/adults</b>	10
Designing a story boards and then constructs at least 2 products.	
<b>Module IV: Designing a range of hats and caps for teenagers/adults</b>	10
Designing a story boards and then constructs at least 2 products.	
<b>Module V</b>	10
Designing a range of contemporary wear for Kids	
<b>Module VI</b>	10
Designing a range of contemporary wear for teenagers	
<b>Module VII</b>	20
Designing a range of contemporary wear for adults	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Development of various jewelries.
- Designing of hats, caps for teenagers/adults
- Designing of range for kids, adults and teenagers

### Pedagogy for Course Delivery:

- Power point presentations
- lectures



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- informed learning
- small-group work/discussion
- Practical illustrations
- Visits of fashion shows for Inspiration

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

**Text & References:**

*Text:*

- By Kathryn Mc Kelvey, Illustrating Fashion
- 

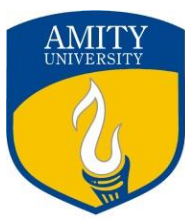
*References:*

- By Patrick John Ireland, Encyclopedia of fashion detail
- By Bina Abling, Advanced Fashion Sketchbook
- By Bina Abling, Fashion Model Drawing
- Femina, Elle, FNL, Apparel views, Clothesline, Vogue, Burda, Simplicity to consult

**Additional Reading:**

- 

**Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B. Design FD - 14817

**Course Title: Pattern Draping -I**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 528**

### 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.

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
1		2	-	2

### Course Contents:

	Weight age %
<b>Module I: Introduction</b>	10
Equipments needed, grain, seam allowances, preparation of fabric, dress form.	
<b>Module II: Basic patterns</b>	10
Basic bodice (front & back), Basic skirt (front & back), Basic sleeve	
<b>Module III: Variations in necklines, armholes, waistlines, princess bodice and boned bodice</b>	10
<b>Module IV: Creating patterns by dart manipulations</b>	10
Multiple darts, Dart tucks, Gathers, Pleats, Flare, Style lines and control seams	
<b>Module V: Style lines and control seams</b>	10
Use of style lines, Cowls and twists in bodice, Midriff & yoke styles	
<b>Module VI: Variations in skirts</b>	10
Variation of the basic skirt, flared, pegged, paneled, gathered, gored and pleated, Peplums- flared and gathered	
<b>Module VII: Collars</b>	10
The Mandarin Collar, Convertible Collar, Peter Pan Collar, Shawl Collar, Notched Collar	
<b>Module VIII: Sleeves</b>	10
The Dolman sleeve, Raglan and Kimono sleeve	
<b>Module IX: The Shift</b>	10
A Line, Tent, Blouson, Use of Facings, Closures and Pockets	
<b>Module X: Final Presentation</b>	10



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Know-how of equipments used for draping
- Draping of basic patterns: Front & back bodice.
- Know-how of various skirts, collars, sleeves etc.
- Knowledge of shift etc.

## Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- Practical illustrations

Lab/ Practical's details, if applicable: NA

## List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term	
Weightage (%)	15	10	05	70	
Weight age (%)	-	10	15	5	70

## Text & References:

### Text:

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

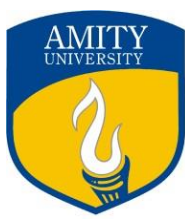
### References:

By Natalie Bray, Dress Fitting

## Additional Reading:

- 

Any other Study Material:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Pattern Grading - I**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 529**

### Course Objective:

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

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
1		2	-	2

### Course Contents:

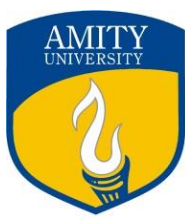
	Weight age %
<b>Module I: Introduction to Grading</b>	20
History, Sizes & Measurement Sizes & Development, Importance of grading, Methods of grading- Stack and Track, methods, Different types of grading- horizontal, vertical and diagonal	
<b>Module II: The Master Grades</b>	10
Grading of adult bodice block- front and back, Inset and grown on sleeves	
<b>Module III: Grading of collar s and lapels</b>	10
Tailored lapel, Tailored Collar, Shawl Collar	
<b>Module IV: Grading of skirts</b>	20
Fitted skirt block-front and back, flared skirts, skirt variations, Grading of Sheeth Block	
<b>Module V: Grading of Trouser Block</b>	10
Basic Block; Trouser variation	
<b>Module VI: Grading of Jacket</b>	15
Panelled, Box and double breasted jackets	
<b>Module VII: Computerised Grading Technology</b>	15

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Knowledge of grading
- Grading of collars, skirts, trouser, jacket etc.

### Pedagogy for Course Delivery:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- Power point presentations
- lectures
- informed learning
- Practical illustrations
- 

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

*Text:*

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

*References:*

- By Natalis Bray, More Dress Pattern Designing

**Additional Reading:**

- 

**Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

## PROGRAMME STRUCTURE

### B.DES FASHION DESIGNING & TECHNOLOGY

<b>SIXTH SEMESTER</b>						
<b>SLNO</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
1	BFD 602	Apparel Merchandising-I	2	1	-	3
2	BFD 604	Visual merchandising	2	1	-	3
3	BFD 624	Computer Applications –V	1	-	2	2
4	BFD 627	Contemporary Fashion- I	1	1	2	3
5	BFD 630	Range Development	-	3	6	6
6	BFD 631	Textile Project	-	3	2	4
TOTAL						21

**INDUSTRY INTERNSHIP OF 8 WEEKS**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Apparel Merchandizing –I

Credit Units: 03

Course Level: UG

Course Code: BFD 602

**Course Objective:** The aim of this subject is to enable students to appreciate the unique aspects and concepts of business management. It focuses attention on apparel business giving a thorough knowledge of merchandising.

### Course Contents:

	Weight age %
<b>Module I: Introduction</b>	10
Introduction to Fashion Merchandising, Functions and role of Merchandiser, Merchandising Process	
<b>Module II: Marketing and merchandising concepts</b>	15
Study of fashion principles and fashion cycle, Fad etc., Fashion movement. Study of domestic and international markets	
<b>Module III: Environment and segmentation of fashion</b>	10
Market segments and target markets	
<b>Module IV: Merchandising systems</b>	10
Wholesaling & retailing	
<b>Module V: Merchandise Planning &amp; Buying</b>	15
Sources of Consumer information, Merchandising Team, Merchandise Plan, Key trends in Merchandising and sourcing	
<b>Module VI: The structure of the Retail Industry</b>	20
Retail merchandising, Retail Formats & Locations, Communicating with Consumers, Value addition in the Supply Chain from Yarn/ Fabric to retail	
<b>Module VII: Organizational Structures</b>	20
Structure of export house, buying house and domestic companies, Buyer's classification and buying network in exports	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Concepts of Marketing & Merchandising.
- Know-how of Fashion Whole sale & Retail industries





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- Organizational structures of export/ Buying houses.

## Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Buying house/ Export houses visits

Lab/ Practical's details, if applicable: NA

## List of Experiments:

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term	
Weightage (%)	15	10	05	70	
Weight age (%)	-	10	15	5	70

## Text & References:

### Text:

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

### References:

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

## Additional Reading:

- 

## Any other Study Material:

?



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Visual Merchandising**

**Credit Units: 03**

**Course Level: UG**

**Course Code: BFD 604**

**Course Objective:** The objective of visual merchandising is generating sales by defining, differentiating and enhancing a store's "brand", its format and the merchandise itself by stimulating product interest, providing product information and ensuring product security.

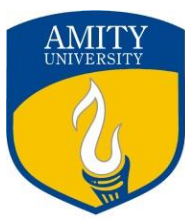
### Course Content:

	Weight age %
<b>Module I: Introduction to VM</b>	<b>20</b>
<ul style="list-style-type: none"><li>Brief History of VM</li><li>Basic (AIDA)</li><li>Career opportunities in VM</li></ul>	
<b>Module II: Store Exteriors</b>	<b>30</b>
<ul style="list-style-type: none"><li>Store Fronts</li><li>Components of a window</li><li>Types of Windows</li><li>Planning a window display , ( Generic Theme )</li><li>Types of Displays</li><li>Types of Display settings</li><li>Props</li><li>Budgeting</li></ul>	
<b>Module III: Retail Design</b>	<b>30</b>
<ul style="list-style-type: none"><li>Color and Texture</li><li>Principles of Design</li><li>Elements of Design</li><li>Elements of Graphic Designing</li><li>Signage Making</li><li>Use of Graphics in Retail</li></ul>	
<b>Module IV: Merchandise Presentation</b>	<b>20</b>
<ul style="list-style-type: none"><li>Grouping of Merchandise</li></ul>	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Know-how of components of visual Merchandising & its importance
- Store Exteriors & Interiors
- Merchandise display methods



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- **Pedagogy for Course Delivery:**
  - Power point presentations
  - lectures
  - **informed learning**
  - **small-group work/discussion**
  - **Visits of branded Show-rooms; specifically fashion brands**

Lab/ Practical's details, if applicable: NA

**List of Experiments:**

**Assessment/ Examination Scheme:**

Components	Mid- Term	Assignme nt	Attendance	End Term
------------	-----------	-------------	------------	----------

**Text & References:**

*Text:*

- By Claus Ebster, Store Design & Visual merchandising

*References:*

- By Tony Morgan, Visual Merchandising
- By Swati Bhalla, Anuraag S., Visual merchandising
- 

**Additional Reading:**

- 

**Any other Study Material**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Computer Application -VI

Credit Units: 02

Course Level: UG

Course Code: BFD 624

**Course Objective:** This involves the making of Digital Portfolio of Students Graduation Design Portfolio showcasing their final year collection.

### Course Contents:

<b>Module I: Digital Portfolio</b>	100
Digital Presentation of Graduation Design Collection Digital conversion of Manual portfolio based on Graduation Design Collection	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Development of digital portfolio
- **Pedagogy for Course Delivery:**
  - Power point presentations
  - lectures
  - informed learning
  - small-group work/discussion
  - Practical illustrations
  - Previous portfolio collections

Lab/ Practical's details, if applicable: NA

### List of Experiments:

### Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

### Text & References:

#### Text:

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

#### References:

- Femina, Elle, Illustrated Encyclopedia of Costume and Fashion Public Relations Writing: Principles in



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

Practice by Donald

**Additional Reading:**

- 

**Any other Study Material:**

-



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Contemporary Fashion -II**

**Credit Units: 03**

**Course Level: UG**

**Course Code: BFD 627**

**Course Objective:** Fashion being a way of life needs to be understood in context to the environmental issues that are ongoing processes of constant change. The Students are made aware of the techniques of studying the acceptability of a design in the market and then guide their designing skills to create fashion products in that very direction. Besides clothing the students also learn how to design accessories.

### Course Contents:

<b>Module I: Designing a range of funky jewellery for the teenagers</b>	15
Designing a story boards and then constructs at least 2 products.	
<b>Module II: Designing a range of ethnic jewellery for the adults</b>	15
Designing a story boards and then constructs at least 2 products.	
<b>Module III: Designing a range of purses and bags for teenagers/adults</b>	15
Designing a story boards and then constructs at least 2 products.	
<b>Module IV: Designing a range of hats and caps for teenagers/adults</b>	15
Designing a story boards and then constructs at least 2 products.	
<b>Module V</b>	15
Designing a range of contemporary wear for Kids	
<b>Module VI</b>	15
Designing a range of contemporary wear for teenagers	
<b>Module VII</b>	10
Designing a range of contemporary wear for adults	

### Examination Scheme:

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

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Development of different ranges of accessories for executives & brides
- Designing of Umbrellas
- Designing of contemporary wear for old age people.

### Pedagogy for Course Delivery:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- Power point presentations
- lectures
- informed learning
- Practical illustrations
- 

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

**Text & References:**

*Text:*

- By Kathryn Mc Kelvey, Illustrating Fashion
- 

*References:*

- By Patrick John Ireland, Encyclopedia of fashion detail
- By Bina Abling, Advanced Fashion Sketchbook
- By Bina Abling, Fashion Model Drawing
- Femina, Elle, FNL, Apparel views, Clothesline, Vogue, Burda, Simplicity to consult

**Additional Reading:**

**Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Range Development**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 630**

**Course Objective:** In this course students will develop the range of fashion garment and accessories with a common theme in mind. They start with the conceptualization of a design and end up with the feed back from the general public.

### Course Contents:

<b>Module I</b>	20
Trend Research- Intensive Research on Silhouettes, Colors, Fabrics, accessories & Trims, Constructions & Surface Details, wet Processing, Embellishments & Materials	
<b>Module II</b>	10
Preparation of Inspiration Board- to compile relevant information from the trend research based on keywords. These keywords may be used to describe the mood and elements of the Collection	
<b>Module III</b>	20
Preparation of working and spec drawings	
<b>Module IV: Fabric selection</b>	10
Selection of trimmings and accessories	
<b>Module V: Pattern layout and placement</b>	20
Preparation of costing sheet, Cutting, stitching, Finishing, labeling and packing of garments	
<b>Module VI</b>	20
Final presentation	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Fashion Trend research
- Preparation of inspirational board
- Preparation of a range up to packing stage.

### Pedagogy for Course Delivery:





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- Power point presentations
- lectures
- **informed learning**
- small-group work/discussion
- Previous projects of range development.

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
Weightage (%)	15	10	05	70

**Text & References:**

*Text:*

- No textbook since the project is based on market surveys and analysis of market trends

*References:*

- Femina, Elle, FNL, Apparel views, Clotheslin, Burda, Vogue etc. to consult

- 

**Additional Reading:**

- 

**Any other Study Material:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Textile Project**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 631**

**Course Objective:** In the final semester the students are given an opportunity to present a Range of Fabrics and Trims & Accessories based on the Garment / Product selected. The students shall be incorporating the skills that they have learnt in the past semesters. Starting from inspiration and conceptualization, design process, weaves, fabric selection, trims & accessories selection. In textile project the student select a garment and then prepare the Fabrics & Trims & Accessories collection based on sourcing, Competitors and Quality as well as pricing. The project has to be submitted in displayable format – materials like a file, folders, catalogues, etc

### Course Contents:

<b>Module I</b>	50
Product Selection Product Information Sourcing of Trims & Accessories Sourcing of Fabrics	
<b>Module II</b>	50
Presentation & Viva Submission of the Report	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Product category selection
- Know-how of sourcing of fabrics, trims & accessories

### Pedagogy for Course Delivery:

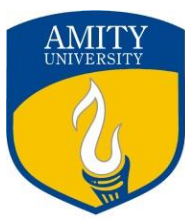
- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Market visits for sourcing
- 

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

## **Text & References:**

### ***Text:***

- Please note that since this is a project-based subject the students would not be consulting any books but instead would have to conduct surveys and search for websites relating to forecasts, latest trends, fabrics, design as well as silhouettes so that they can prepare their collection accordingly. They will also visit the market place for sourcing.

### ***References:***

- By Tracy Diane and Tom Cassidy, Color Forecasting
- Apparel Online, Apparel Views, Clothesline, Moda, Vogue, and Simplicity etc. to be consulted regular.

•

## **Additional Reading:**

•

## **Any other Study Material:**

•



# AMITY UNIVERSITY

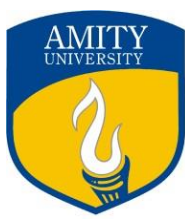
MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

## PROGRAMME STRUCTURE

### B.DES FASHION DESIGNING & TECHNOLOGY

<b>SEVENTH SEMESTER</b>						
<b>SLNO</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
1	BFD 723	Creative Pattern Making (Haute Couture)	-	1	4	3
2	BFD 732	Design Project	-	2	4	4
3	BFD 733	Accessory Design	-	2	2	3
4	BFD 734	Portfolio	-	2	4	6
TOTAL						16



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Creative Pattern Making- ( Haute Couture)

Credit Units: 03

Course Level: UG

Course Code: BFD 723

### Course Objective:

This module will help the student understand the basic concept of creative pattern making. This will also enable them to understand how different types of dart, cowls, gathers, Yokes, flare and other design detail can be used on different garments. And to understand fitting problems and to how to rectify it.

### Course Contents:

<b>Module I: Selection of total three women's outfits</b>	50
Identifying its elements using size 8 dummy, creating the pattern for the same in muslin	
<b>Module II:</b>	50
Out of 10 patterns the instructor will select three. The instructor will provide guidelines. Each pattern should have minimum 6 Fit Analysis	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Women Garment fit Analysis

### Pedagogy for Course Delivery:

#### Informed learning

- small-group work/discussion
- Practical illustrations
- Renounced Boutique visits

Lab/ Practical's details, if applicable: NA

#### List of Experiments:

#### Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term	
Weightage (%)	15	10	05	70	
<b>Weight age (%)</b>	-	10	15	5	70

### Text & References:

#### Text:

- By Gillian Holman, Pattern cutting made easy

#### References:

- By Cloake, Cutting & Draping special occasion clothes
- By Lark Brooks, Every sewer's guide to perfect fit
- By Gerry Cooklin, Pattern cutting for women's outerwear



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

- By Armstrong, Pattern making for fashion design

## Additional Reading:

## Any other Study Material:

### Course structure: B.Design FD - 14817

Course Title: Design Project

Credit Units: 04

Course Level: UG

Course Code: BFD 732

## Course Objective:

To be able to conceptualize and an idea and convert it into final products.

## Course Contents:

<b>Module I</b>	50
: For all the three categories of Men's wear, Women's wear and kid's wear perform the following: <ul style="list-style-type: none"><li>• Market Survey</li><li>• Conceptualization</li><li>• Design Development &amp; Selection</li></ul>	
<b>Module II</b>	50
: For One Selected Category: <ul style="list-style-type: none"><li>• Final Presentation</li><li>• Product Development</li><li>• Product Presentation</li></ul>	

## Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Market survey of Men's, women's & kid's wear.
- Design development & selection of Men's, women's & kid's wear.
- Presentation for final product.
- **Pedagogy for Course Delivery:**
  - Market visits
  - Industrial visits
  - small-group work/discussion

Lab/ Practical's details, if applicable: NA

## List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
------------	-----------	-------------	------------	----------



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

## **Text & References:**

- *Text:*
- *References:*
- Portfolio Presentation for Fashion Designer Linda Tain
- Current fashion and business magazines
- Trade journals / news papers Forecast magazines and journals
- 

## **Additional Reading:**

- 

## **Any other Study Material:**



## Course structure: B.Design FD - 14817

Course Title: Accessory Design

Credit Units: 03

Course Level: UG

Course Code: BFD 733

	Weightage %
<ul style="list-style-type: none"><li>Introduction to accessory design: - various types of shoes, handbags, hats and gloves etc.</li></ul>	
<ul style="list-style-type: none"><li>Collection of materials related to the accessories based on different themes: - tribal, ethnic, contemporary, traditional, and fusion (file work with theory, picture sample).</li></ul>	
<ul style="list-style-type: none"><li>Collection and presentation of materials related to the accessories based on different themes: - tribal, ethnic, contemporary, traditional, and fusion (file work with articles).</li></ul>	
<ul style="list-style-type: none"><li>To create accessories from each theme (head dress, footwear, handbags, jewelry, belts, gloves etc).</li></ul>	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Designing and creation of various accessories: Shoes, Handbags, hats and gloves.
- Theme based selection of accessories.
- 

### Pedagogy for Course Delivery:

- Practical illustrations
- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Visit of exhibition and Fashion Shows.

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

## **REFERENCES**

### **Text books:**

- Jay Diamond, Ellen Diamond. .Fashion Apparel and Accessories.
- France Borel. The Splendor of Ethnic Jewelry. NJ Abram Inc, New York.
- Mookherjee Ajit. 5000 Designs and Motifs from India. Dover Publications Inc., 1996.
- Judith Rasband. Strategies for Women. Delmar Publishers London.
- Mc Jimsey and Harriet. Art and Clothing Selection. Iowa State University Press, Jowa.
- Jacob Solinger. Apparel Manufacturers Handbook.

### **Additional Reading:**

- 

### **Any other Study Material:**

-



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Portfolio**

**Credit Units: 03**

**Course Level: UG**

**Course Code: BFD 734**

### Course Objective:

The students shall be incorporating the skills that they have learnt in the last five semesters. In portfolio designing the student first has to select a market segment, look out for the most appropriate brand/label for the selected customer category and then target the designs for the particular market.

### Course Contents:

<b>Module I</b>	40
<ul style="list-style-type: none"><li>• <b>Developing portfolio for mass production</b><ol style="list-style-type: none"><li>1. Female –<ul style="list-style-type: none"><li>• Casual wear</li><li>• Formal wear</li><li>• Party wear</li><li>• Sportswear</li><li>• Party Wear</li><li>• Preparation of- spec sheet, swatch sheet, flat sketch sheet</li></ul></li></ol></li></ul>	
<b>Module II</b>	30
<b>Developing portfolio for High Fashion</b>	
<b>Module III</b>	30
<ul style="list-style-type: none"><li>• <b>Mood board preparation for Female</b><ol style="list-style-type: none"><li>1. Preparation of Inspiration sheet, Theme sheet, Forecast color sheet, Client profile sheet, Design Preparation sheet, construction of any one garment with spec sheet</li></ol></li></ul>	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Develop a portfolio for masses with any particular theme.
- Development portfolio for high fashion
- Mood boards for females.
- **Pedagogy for Course Delivery:**
  - Practical illustrations
  - Power point presentations
  - lectures
  - informed learning
  - small-group work/discussion
  - Previous Portfolio's etc.

Lab/ Practical's details, if applicable: NA



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## List of Experiments:

### Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term	
Weightage (%)	15	10	05	70	
Weight age (%)	-	10	15	5	70

### Text & References:

#### Text:

- By Martin. M. Pegler, Visual Merchandising and Display
- By Richard Clodfelter, Retail Buying from Basics to Fashion

#### References:

- Please note that since this is a project based subject the students would not be consulting any books but instead would have to conduct surveys and site visits to judge the nature of the enterprise so that they prepare their portfolio accordingly.

•

### Additional Reading:

•

### Any other Study Material:

•



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

## PROGRAMME STRUCTURE

### B.DES FASHION DESIGNING & TECHNOLOGY

<b>EIGHT SEMESTER</b>						
<b>SLNO</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
<b>1</b>	BFD832	Final Design Project (Fashion Show)	-	-	-	12
<b>2</b>	BFD835	Final Design Collection	2	3	6	8
<b>3</b>	BFD836	Design Research & Presentation	1	1	4	4
<b>TOTAL</b>						<b>24</b>



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

**Course Title: Final Design Collection**

**Credit Units: 20**

**Course Level: UG**

**Course Code: BFD 832/35**

The objective of the Design Collection Project is to provide students a real life platform under which they apply their learning and understanding of the previous semesters. During the project the students are expected to develop design collection following the complete design process. The basic aims of the Final Design Project module are to enable you: to draw upon and integrate learning of all the modules across all the levels of your course and to apply this integrative learning to identify, create and solve design problems/opportunities in the apparel industry. This project is the culmination of your personal ideas and investigations towards the realization of an original, creative and innovative body of work.

### Course Contents:

	Weight age %
<b>Module I: Contextual research to identify potential areas of design research &amp; development:</b>	20
During this module you are expected to gather information and visual materials in a field which has sufficient scope for design research and development.	
<b>Module II: Formulation of design brief, design concept, research methods and project schedule</b>	20
You will have to develop and negotiate a design brief by developing a concept based on a particular theme. Formative Feedback will be provided by your mentor at each meeting. When you are in the process of design exploration, you are expected to research and conduct surveys in the areas of market structure, client group, fabrics and trims sources.	
<b>Module III: Prototype and portfolio development</b>	10
To develop prototypes, you have to explore new and appropriate methods of pattern making and garment construction in relation to the relevant fabrics and the functional aspect of the garment. You will be expected to present your process and findings along with your prototypes to a Jury of design and technical mentors and your peers.	
<b>Module IV: Pricing &amp; Costing of Final products:</b>	15
You will achieve optimum costs of production through an understanding of fabric development and finishing processes. You are also expected to do the pricing and costing of your final product.	
<b>Module V: Final Submission and presentation:</b>	15
Final Submission which is in week 16 will be supported by an oral presentation and submission of a design portfolio in front of a Jury, where you will be expected to defend the validity / originality of your design process and findings. You will be encouraged to do a self evaluation, assessing your effectiveness of achieving set aims and module outcomes.	
<b>Module VI: Reflective Journal</b>	20



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

Additionally you will be required to submit a Reflective Journal which represents your involvement and overall journey of learning and what specifically you reflected on. This will give evidence of whether you have fulfilled the initial aims that you had set.

- Buyer/Market Study – Research and finalizing
- Client Profile – Study and finalizing
- Forecast and Trend analysis and interpretation
- Concept/Inspiration and Mood Board development
- Swatch development based on Concept and Mood Board
- Conceptual Sketches – Form, Shape, Details
- Product Planning – Fabric, Embellishments, accessories
- Material Sourcing
- Spec Sheet
- Pattern Making
- Final Product
- Costing

## Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Identification of area's of Design Research
- Prototype and portfolio development
- Pricing & costing of final products
- Final presentation of design project.

## Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion

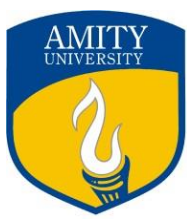
Lab/ Practical's details, if applicable: NA

## Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term	
Weightage (%)	15	10	05	70	
Weight age (%)	-	10	15	5	70

## Text & References:

- Organizational profile and other related data
- Current fashion and business magazines / related and relevant bibliography if and as relevant to work experience / job responsibility
- Trade journals / news papers
- Forecast magazines and journals
- Related bibliography.
-



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

**Additional Reading:**

•

**Any other Study Material:**

?



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

## Course structure: B.Design FD - 14817

Course Title: Design Research And Presentation

Credit Units: 04

Course Level: UG

Course Code: BFD 836

### Course Objective

To be able to conceptualize and an idea and convert it into final products.

### Course Contents:

<b>Module I:</b>	50
For all the three categories of Men's wear, Women's wear and kid's wear perform the following: <ul style="list-style-type: none"><li>• Market Survey</li><li>• Conceptualization</li><li>• Design Development &amp; Selection</li></ul>	
<b>Module II:</b>	50
For One Selected Category: <ul style="list-style-type: none"><li>• Final Presentation</li><li>• Product Development</li><li>• Product Presentation</li></ul>	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Design development of Men's wear, Women's wear and kid's wear.
- Final product development and presentation.

### Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion

Lab/ Practical's details, if applicable: NA

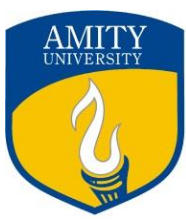
### List of Experiments:

### Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
------------	-----------	-------------	------------	----------

- Text & References:
  - *Text:*
  - *References:*
  - Portfolio Presentation for Fashion Designer Linda Tain
  - Current fashion and business magazines





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act. No. 27 of 2010*

- Trade journals / news papers Forecast magazines and journals

- 

## **Additional Reading:**

- 

## **Any other Study Material:**