



AMITY UNIVERSITY

MADHYA PRADESH

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

Amity School of Fashion Design and Technology

**Crosscutting issues relevant to Professional Ethics, Gender, Human Values,
Environment and Sustainability into the Curriculum**

B.Des Fashion Design

Course Code	Course name
EVS-142	Environmental Studies
BFD104	Introduction to Global Fashion & Textile Industry
EVS-242	Environmental Studies
BFD205	Fundamentals of Textiles-II
BFD401	Fashion Management-II
BFD527	Contemporary Fashion-I
BFD604	Visual Merchandising
BFD627	Contemporary Fashion-II





ENVIRONMENTAL STUDIES-I

Course Code: EVS – 142

Credit Units: 02

Course Contents:

Module I: The Multidisciplinary Nature of Environmental studies and Environment

Environmental Education: Definition, scope and importance, Need for public awareness, Environmental Agencies, Organisation and NGOs, Environment: Definition, importance, Segments. Case Studies related to environmental protection and role of teachers and students.

Module II: Natural Resources

Renewable and non-renewable resources:

Natural resources and associated problems

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources.

Equitable use of resources for sustainable lifestyles.

Module III: Ecosystems

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession

Food chains, food webs and ecological pyramids

Introduction, types, characteristic features, structure and function of the following ecosystem:

- Forest ecosystem
- Grassland ecosystem
- Desert ecosystem
- Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity

Biogeographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values Biodiversity at global, national and local levels

India as a mega-diversity nation, Hot-spots of biodiversity

Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts, Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity





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Examination Scheme:

Components	CT	HA	S/V/Q	A	ESE
Weightage (%)	15	5	5	5	70

Text & References:

- Chauhan B. S. 2009: Environmental Studies, University Science Press New Delhi.
- Dhameja S.K., 2010; Environmental Studies, Katson Publisher, New Delhi.
- Smriti Srivastava, 2011: Energy Environment Ecology and Society, Katson Publisher, New Delhi.
- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd. Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R) Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p. Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB) Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB) Wanger K.D., 1998 Environnemental Management. W.B. Saunders Co. Philadelphia, USA 499p





Introduction To Global Fashion and Industry

Course Title: Introduction To Global Fashion And Textile Industry

Credit Units: 02

Course Level: UG 104

Course Code: BFD

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 %
Module I Introduction to fashion	20
Descriptors/Topics Meaning and importance of fashion; Terminology; components of fashion; Intangibles of fashion; principles of fashion: misconceptions about fashion	
Module II Fashion Development	10
Descriptors/Topics Fashion life cycle; predicting the movement of fashion; fashion adaptation; fashion consumers; fashion leaders and followers	
Module III The environment of Fashion	30
Descriptors/Topics Demographic and geographic environment; economic environment. Domestic to International Fashion Trends.	
Module IV The Textile Industry	10





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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	
Module V Global Fashion Markets	20
Descriptors/Topics Markets in USA, European markets, Middle East, South East Asian Markets	
Module VI : Ready – to- wear and custom tailoring;	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:

- 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





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- 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,





ENVIRONMENTAL STUDIES-II

Course Code: EVS– 242

Credit Units: 02

Course Contents:

Module I: Environmental Pollution

Definition, causes, effects and control measures of:

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear pollution

Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.

Module II: Social Issues and the Environment

From unsustainable to sustainable development, Urban problems and related to energy, Water conservation, rain water harvesting, watershed management

Resettlement and rehabilitation of people; its problems and concerns Case studies.

Environmental ethics: Issues and possible solutions

Climate change, Global warming, Acid rain, Ozone layer depletion, Nuclear Accidents and Holocaust case studies.

Fireworks/Crackers – Introduction, ill effects on environment and humans.

Wasteland reclamation, Consumerism and waste products, Environmental Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act

Issues involved in enforcement of environmental legislation Public awareness

Module III: Human Population and the Environment

Population growth, variation among nations

Population explosion – Family Welfare Programmes

Environment and human health

Human Rights

Value Education

HIV / AIDS

Women and Child Welfare

Role of Information Technology in Environment and Human Health

Case Studies

Module IV: Field Work

Visit to a local area to document environmental assets-river / forest/ grassland/ hill/ mountain. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural. Study of common plants, insects, birds. Study of simple ecosystems-pond, river, hill slopes, etc (Field work equal to 5 lecture hours)

Examination Scheme:





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Components	CT	HA	S/V/Q	A	ESE
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Text & References:

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd. Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R) Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p. Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB) Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB) Wanger K.D., 1998 Environnemental Management. W.B. Saunders Co. Philadelphia, USA 499p





Fundamentals Of Textiles – II

Course Title: Fundamentals of Textiles – II

Credit Units: 02

**Course Level: UG
205**

Course Code: BFD

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





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- 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 & Hudson, Book of Silk
- By Pepin Press, Indian Textile Prints
- By Irene Eney, Primary structure of Fabrics
- By Harris, 5000 years of Textiles
- By Duncal Clarke, Art of African Textiles
- Images and Apparel Online





Fashion Management –II

Course Title: FASHION MANAGEMENT –II

Credit Units: 03

**Course Level: UG
401**

Course Code: BFD

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 %
Module I : Fashion & Life style	10
Descriptors/Topics <ul style="list-style-type: none">Principles of Fashion-Style,trend,taste, changeRole of fashion in daily lifestyle	
Module II : Design Development and Style Selection	15
Descriptors/Topics <ul style="list-style-type: none">Elements of Design	
Module III	15
Descriptors/Topics Product Planning & Development	
Module IV: Fashion for global market	10
Descriptors/Topics 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	





Module V: Fashion Brand Management:	15
Descriptors/Topics Types and relevance of branding, Fashion & brand positioning, launching strategies, distribution, marketing campaigns for brand introduction	
Module VI: Pricing strategies & Decisions	10
Descriptors/Topics Concept and importance of pricing, Factors affecting pricing decisions, Methods of pricing	
Module VII: Fundamentals of Logistics	10
Module VIII: Professional Ethics	15
Descriptors/Topics 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,
- 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	Assignme nt	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





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





Contemporary Fashion-I

Course Title: Contemporary Fashion-I

Credit Units: 02

**Course Level: UG
527**

Course Code: BFD

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 %
Module I: Designing a range of funky jewellery for the teenagers	20
Designing a story boards and then constructs at least 2 products.	
Module II: Designing a range of ethnic jewellery for the adults	20
Designing a story boards and then constructs at least 2 products.	
Module III: Designing a range of purses and bags for teenagers/adults	10
Designing a story boards and then constructs at least 2 products.	
Module IV: Designing a range of hats and caps for teenagers/adults	10
Designing a story boards and then constructs at least 2 products.	
Module V	10





Designing a range of contemporary wear for Kids	
Module VI	10
Designing a range of contemporary wear for teenagers	
Module VII	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
- 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





Visual Merchandising

Course Title: Visual Merchandising

Credit Units: 03

**Course Level: UG
604**

Course Code: BFD

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 %
Module I: Introduction to VM	20
<ul style="list-style-type: none">Brief History of VMBasic (AIDA)Career opportunities in VM	
Module II: Store Exteriors	30
<ul style="list-style-type: none">Store FrontsComponents of a windowTypes of WindowsPlanning a window display , (Generic Theme)Types of DisplaysTypes of Display settingsPropsBudgeting	
Module III: Retail Design	30





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<ul style="list-style-type: none"> • Color and Texture • Principles of Design • Elements of Design • Elements of Graphic Designing • Signage Making • Use of Graphics in Retail 	
Module IV: Merchandise Presentation	20
<ul style="list-style-type: none"> • Grouping of Merchandise 	

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

• 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
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Text & References:

Text:

- By Claus Ebster, Store Design & Visual merchandising

References:

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





Contemporary Fashion -II

Course Title: Contemporary Fashion -II

Credit Units: 03

**Course Level: UG
627**

Course Code: BFD

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:

Module I: Designing a range of funky jewellery for the teenagers	15
Designing a story boards and then constructs at least 2 products.	
Module II: Designing a range of ethnic jewellery for the adults	15
Designing a story boards and then constructs at least 2 products.	
Module III: Designing a range of purses and bags for teenagers/adults	15
Designing a story boards and then constructs at least 2 products.	
Module IV: Designing a range of hats and caps for teenagers/adults	15
Designing a story boards and then constructs at least 2 products.	





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Module V	15
Designing a range of contemporary wear for Kids	
Module VI	15
Designing a range of contemporary wear for teenagers	
Module VII	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:

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





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- Femina, Elle, FNL, Apparel views, Clothesline, Vogue, Burda, Simplicity to consult

