



**AMITY UNIVERSITY**  
— R A J A S T H A N —

*SCHEME OF EXAMINATION*

*AND*

*COURSES OF STUDY*

**AMITY SCHOOL OF FASHION TECHNOLOGY**

**BACHELOR OF DESIGN (B.DES.) IN FASHION DESIGNING**

**12817**

**APPROVED PROGRAM STRUCTURE**

**(TO BE IMPLEMENTED FROM THE ACADEMIC YEAR 2021-22)**

## Program Learning Outcomes - PLO

**B.Design (Fashion Design) After the completion of B. Design(FD) program students will be able to:**

1. Utilize their artistic & technological abilities to support the innovation in research skills in the field of Textile and Fashion result from a rigorous process that address specific design challenges.
2. Develop a systematic expertise and critical approach to problem-solving at all levels of the design process, product development, marketing, branding and entrepreneurship .
3. Demonstrate professionalism relates to concern fashion design to a broader socioeco- nomic, historical, environmental context and quality work effectively collaborating with various teams.
4. Utilize their artistic & technological abilities to support the innovation of future design, editing ideas and implementation process.

<b>BACHELOR OF DESIGN (B.DES.) IN FASHION DESIGNING</b>							
<b>(04 Years/ 08 Semesters)</b>							
<b>Sem.</b>	<b>Core Course (CC)</b>	<b>Domain Electives (DE)</b>	<b>Value Added Course (VAC)</b>	<b>Open Electives (OE)</b>	<b>Non- Teaching Credit Courses (NTCC)</b>	<b>Anandam</b>	<b>Total</b>
I	17	-	4	-	-	2	<b>23</b>
II	18	-	4	3	-	2	<b>27</b>
III	11	3	4	3	-	2	<b>23</b>
IV	14	3	4	3	-	2	<b>26</b>
V	12	3	4	3	-	2	<b>24</b>
VI	11	3	4	3	-	2	<b>23</b>
VII	8	3	4	3	3	2	<b>23</b>
VIII	6	-	-	-	12	-	<b>18</b>
<b>Total</b>	<b>97</b>	<b>15</b>	<b>28</b>	<b>18</b>	<b>15</b>	<b>14</b>	<b>187</b>

**CC = Core Course**

**DE = Domain Elective**

**OE = Open Elective**

**VA = Value Added Course**

**NTCC = Non - Teaching Credit Courses (NTCC)**

## First Semester

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD101	Introduction to textile -I	CC	2	-	-	2	
BFD102	Basics of Fashion	CC	1	-	-	1	
BFD103	History of Fashion-I	CC	2	-	-	2	
BFD104	Color Studies	CC	2	-	-	2	
BFD105	Basic Designing	CC	1	-	-	1	
BFD106	Traditional Textile	CC	2	-	-	2	
BFD127	Computer Applications	CC	-	-	2	1	
BFD128	Basic Drawing Media Exploration	CC	-	-	4	2	
BFD129	Garment manufacturing techniques & fabric estimation -I	CC	-	-	4	2	
BFD121	Introduction to textile-I	CC	-	-	2	1	
BFD130	Material studies	CC	-	-	2	1	
AND001	ANANDAM-I	NTCC	-	-	-	2	
<b>Value Added Courses</b>							
BCS 101	English	VA	1	-	-	1	
BSS 104	Behavioral Science – I	VA	1	-	-	1	
FLN 101 FLG 101 FLS 101 FLC101	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2	
Total-						<b>23</b>	

## Second Semester

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD202	Introduction to textile -II	CC	2	-	-	2	
BFD203	History of Fashion-II	CC	2	-	-	2	
BFD224	Computer Aided Design – I	CC	-	-	4	2	
BFD225	Fashion Art Illustration-I	CC	-	-	4	2	
BFD226	Fashion Model Drawing – I	CC	-	-	4	2	
BFD227	Garment manufacturing techniques & fabric estimation-II	CC	-	-	4	2	
BFD228	Elementary Pattern Making	CC	-	-	4	2	
EVS 002	Environmental Science	CC	2	-	-	4	
AND002	ANANDAM-II	NTCC	-	-	-	2	
<b>Domain Electives</b>							
BFD231	Elements of Fashion	OE	3	-	-	3	
<b>Value Added Course</b>							
BCS 201	English	VA	1	-	-	1	
BSS 204	Behavioral Science – II	VA	1	-	-	1	
FLN 201 FLG 201 FLS 201 FLC 201	Foreign Language - II French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>25</b>	

### Third Semester

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD 301	Textile Testing	CC	2		-	2	
BFD 322	Computer Aided Design – II (Lab)	CC	-		4	2	
BFD 323	Fashion Model Drawing- II(Lab)	CC	-		4	2	
BFD 321	Textile Testing (Lab)	CC	-		2	1	
BFD 325	Pattern Making& Garment Construction - I (Lab)	CC	-	-	6	3	
BFD 326	Surface design & Ornamentation Techniques (Lab)	CC	-	-	2	1	
AND003	ANANDAM-III	NTCC	-		4	2	
<b>Domain Elective</b>							
BFD330	Social and Psychological Aspects of Clothing	DE	3	-		3	
<b>Open Electives</b>							
BFD330	Social and Psychological Aspects of Clothing	OE	3	-		3	
<b>Value Added Courses</b>							
BCS 301	Communication Skills – I	VA	1	-	-	1	
BSS 304	Behavioral Science – III	VA	1	-	-	1	
FLN 301 FLG 301 FLS 301 FLC 301	Foreign Language - III French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>23</b>	

#### Fourth Semester

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD 401	Knitting and Weaving Technology	CC	2	-	-	2	
BFD402	Printing and Dyeing Technology	CC	2	-	-	2	
BFD403	Fashion Trend & Forecasting	CC	1	-	-	1	
BFD423	Fashion Trend & Forecasting	CC	-	-	2	1	
BFD 425	Computer Aided Design – III	CC	-	-	4	2	
BFD 427	Pattern Draping	CC	-	-	4	2	
BFD422	Printing and Dyeing Technology	CC	-	-	2	1	
BFD 428	Pattern Making & Garment Construction - II	CC	-	-	6	3	
AND004	ANANDAM-IV	NTCC	-	-	-	2	
<b>Domain Electives</b>							
BFD424	Design Process	DE	-	-	2	1	
BFD404	Design Process	DE	2	-	-	2	
<b>Open Electives</b>							
BFD431	Fashion Management	OE	3	-	-	3	
<b>Value Added Courses</b>							
BCS 401	Communication Skills – II	VA	1	-	-	1	
BSS 404	Behavioral Science - IV	VA	1	-	-	1	
FLN 401 FLG 401 FLS 401 FLC 401	Foreign Language – IV French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>26</b>	

## Fifth Semester

Code	Course	Category	L	T	P/F W	Credits	Remarks
BFD 501	Care and storage of apparel & Textiles	CC	1	-	-	1	
BFD 502	Fashion Promotion & Brand design	CC	1	-	-	1	
BFD 523	Computer Aided Design – IV	CC	-		4	2	
BFD 524	Accessories Design and Development	CC	-		4	2	
BFD 525	Pattern Making & Garment Construction - III	CC	-	-	6	3	
BFD 560	Integrated Design Project – I	CC	-	-	6	3	
AND005	ANANDAM-V	NTCC	-	-	-	2	
<b>Domain Electives</b>							
BFD530	Fashion Stylizing	DE			6	3	
<b>Open Elective</b>							
BFD531	Fashion Marketing & Merchandising	OE			6	3	
<b>Value Added Courses</b>							
BCS 501	Communication skills – III	VA	1	-	-	1	
BSS 504	Behavioral Science -V	VA	1	-	-	1	
FLN 501 FLG 501 FLS 501 FLC 501	Foreign Language -V French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>24</b>	

## Sixth Semester

Code	Course	Category	L	T	P/F W	Credits	Remarks
BFD 601	Contemporary Art Appreciation	CC	1		-	1	
BFD 602	Design Research Method & Process	CC	1		-	1	
BFD 623	Pattern Making and Garment Construction-IV	CC	-		6	3	
BFD 624	Range Development	CC	-		6	3	
BFD 660	Integrated Design Project-II	CC	-		6	3	
AND005	ANANDAM-VI	NTCC	-		-	2	
<b>Domain Elective</b>							
BFD630	Fashion photography	DE			6	3	
<b>Open Elective</b>							
BFD 631	Contemporary Fashion Studies	OE	3			3	
<b>Value Added</b>							
BSC 601	Communication Skills – IV	VA	1	-	-	1	
BSS 604	Behavioral Science – VI	VA	1	-	-	1	
FLN 601 FLG 601 FLS 601 FLC 601	Foreign Language - VI French German Spanish Chinese	VA	2	-	-	2	

<b>Total-</b>	<b>23</b>	
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### Seventh Semester

Code	Course	Category	L	T	P/F W	Credits	Remarks
BFD 701	Entrepreneurship Management with Project	CC	1		-	1	
BFD 702	Design Ethics and Intellectual Property Rights	CC	1		-	1	
BFD 723	Pattern Making and Garment Construction-II	CC	-		6	3	
BFD 724	Portfolio and Design Development	CC	-		6	3	
BFD 750	Internship	NTCC	-	-	-	3	15 days Internship
AND007	ANANDAM-VII	NTCC	-	-	4	2	
<b>Domain Elective</b>							
BFD730	Fashion Communication	DE	3	-	-	3	
<b>Open Elective</b>							
BFD731	Consumer behavior & fashion marketing	OE	3	-	-	3	
<b>Value Added Course</b>							
BCS 701	Communication Skills – V	VA	1	-	-	1	
BSS 704	Behavioral Science – VII	VA	1	-	-	1	
FLN 701 FLG 701 FLS 701 FLC 701	Foreign Language - VII French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>23</b>	

**Eight Semester**

<b>Code</b>	<b>Course</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
BFD-850	Internship	NTCC	-	-	-	12
BFD-860	Graduation Design Collection	CC	-	-	12	6
<b>Total-</b>						18

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*SCHEME OF EXAMINATION  
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**BACHELOR OF DESIGN (B.DES.) IN FASHION DESIGNING**

**APPROVED SYLLABUS**  
**(TO BE IMPLEMENTED FROM THE ACADEMIC YEAR 2021-22)**  
**AMITY SCHOOL OF FASHION TECHNOLOGY**

## NOTICE

Changes in Bye-laws/Syllabi and Books may from time to time be made by amendment or remaking, and a Candidate shall, except in so far as the University determines otherwise, comply with any change that applies to years she has not completed at the time of change.

### Bachelor of Design (B. Des)

- (1) The Courses of study for the degree of Bachelor of Design (B. Des) shall extend over a period of four years to be spread over Eight Semesters.
- (2) First, Third, Fifth & Seventh Semester Examinations will normally be held in the month of December and Second, Fourth, Sixth & Eighth Semester Examinations in April/May every year.
- (3) B. Des. Programme shall be in the following Streams:

All the programmes have first and second semester examination common, which gives the fundamental design knowledge and perspective to the students along with desired skill development in analysis.

Semester III to VIII would be specializations in the above mentioned streams.

Assessment method for practical papers:

- (i) The Continuous assessment marks will be assigned by subject teachers and moderated by external jury as decided by the secrecy/examination dept. of Amity University.
- (ii) The semester assessment of the practical papers would be in form of Jury comprising of Subject teacher, Vice President Nominee and external jury member as decided by the secrecy/examination dept. of Amity University.

Assessment method for Theory papers:

- (i) The Continuous assessment marks will be assigned by subject teachers consolidated on the basis of Midterm Examinations, Class Tests, Home Assignments and Seminars.
- (ii) The semester assessment will be on the basis of written test as per the given format.  
**Question Paper Format**—Prescribed Standard format by examination department.
- (iii) The examination papers would be assessed by a person as deputed by the secrecy/examination Dept. of Amity University.

(4)

( A candidate who has passed with 50% marks in Senior Secondary School Certificate Examination will be eligible for admission to B. Des (Fashion Design/ Communication Design) Course.

( There will be an aptitude test & interview for admissions. Equal weightage of 1/3 rd each will be given to secondary schools marks, Aptitude test and personal interview.

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(5) The following shall be the subjects to be offered to the candidates pursuing for the B. Des (Fashion Design/ Communication Design) Course.

**(A) Foundation Courses:**

English

Behavioural Science – I

Foreign Language - I

French

German

Spanish

Japanese

Chinese

English

Communication Skills – I

Environment Studies

**Offer other subject in CBCS:**

(

**B**  
)

**Group-III- Social Service & Extension Activities**

Military Training (NSS)

Informal Education

Extension Programs for rural areas.

- (6) The Examination shall comprise of continuous assessment, written papers, practical's, viva-voce, project work and internship etc.
- (7) Every candidate will be allowed to move from First to Second Semester, Third to Fourth Semester, Fifth to Sixth and Seventh to Eighth Semester course without waiting for the result of the First, Third, Fifth or Seventh Semester Examination, as the case may be.

- (8) A candidate who has failed at the First and/or the Second Semester Examination, but passed in at least 50% of the papers prescribed for each examination, may be provisionally admitted to the Third Semester Course subject to the condition that along with the Third/Fourth Semester Examination, she will also reappear and pass in the paper (s) of the First/ Second Semester Examination in which she failed. Similarly, a candidate who has failed at the Third and /or the Fourth Semester Examination, but passed in at least 50% of the papers prescribed for each examination and who has no back-log of the First and Second Semester Examinations, may be provisionally admitted to the Fifth Semester Course subject to the condition that, along with the Fifth/Sixth Semester Examination, she will also reappear and pass in the paper (s) of the Third/Fourth Semester Examination in which she failed. A candidate who has failed at the Fifth and /or the Sixth Semester Examination, but passed in at least 50% of the papers prescribed for each examination and who has no back-log of the Third and Fourth Semester Examinations, may be provisionally admitted to the Seventh Semester Course subject to the condition that, along with the Seventh / Eighth Semester Examination, she will also reappear and pass in the paper (s) of the Fifth/Sixth Semester Examination in which she failed or as per the norms of the Amity University Rajasthan
- (9) A candidate who does not pass even in 50% of the papers prescribed for any semester examination shall be required to reappear at that semester examination in all the prescribed papers and practicals.
- (10) A candidate who passes in 50% or more papers at the First / Second / Third / Fourth / Fifth / Sixth / Seventh and Eighth Semester Examinations and thereby becomes eligible for admission to the Second / Third / Fourth year as the case may be, but chooses not to do so and desires to appear in the remaining papers of those semesters only or to reappear in all the prescribed papers and practicals will be permitted to do so on the condition that in the latter case her previous performance will be treated as cancelled.
- (11) Candidates reappearing at an examination in a subsequent semester shall be examined in accordance with the scheme and syllabus in force.
- (12) It will be necessary for a candidate to pass in theory part and practical part separately. For a pass at each semester examination, a candidate shall be required to obtain at least 36% marks in each individual paper and 36% marks in the Practical and also in the project report/seminar/viva-voce etc. wherever prescribed.
- (13) Candidates shall be entitled to the award of the degree in the year in which the last due paper(s) are cleared by them.

- (14) The division of successful candidates shall be worked out at the end of the Eighth Semester Examination on the basis of the aggregate marks obtained by them at the First, Second, Third, Fourth, Fifth, Sixth, Seventh and Eighth Semester Examinations taken together. Classification of division will be made as under :

ØFirst Division	:	60%
ØSecond Division	:	48%
ØThird Division	:	36%

**B.Design (Fashion Design) After the completion of B. Design(FD) program students will be able to:**

1. Utilize their artistic & technological abilities to support the innovation in research skills in the field of Textile and Fashion result from a rigorous process that address specific design challenges.
2. Develop a systematic expertise and critical approach to problem-solving at all levels of the design process, product development, marketing, branding and entrepreneurship .
3. Demonstrate professionalism relates to concern fashion design to a broader socio-economic, historical, environmental context and quality work effectively collaborating with various teams.
4. Utilize their artistic & technological abilities to support the innovation of future design, editing ideas and implemetation process.

**First Semester**

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD101	Introduction to textile -I	CC	2	-	-	2	

BFD102	Basics of Fashion	CC	1	-	-	1	
BFD103	History of Fashion-I	CC	2	-	-	2	
BFD104	Color Studies	CC	2	-	-	2	
BFD105	Basic Designing	CC	1	-	-	1	
BFD106	Traditional Textile	CC	2	-	-	2	
BFD127	Computer Applications	CC	-	-	2	1	
BFD128	Basic Drawing Media Ex- ploration	CC	-	-	4	2	
BFD129	Garment manufacturing techniques & fabric estima- tion -I	CC	-	-	4	2	
BFD121	Introduction to textile-I	CC	-	-	2	1	
BFD130	Material studies	CC	-	-	2	1	
AND001	ANANDAM-I	CC	-	-	4	2	
<b>Value Added Courses</b>							
BCS 101	English	VA	1	-	-	1	
BSS 104	Behavioral Science – I	VA	1	-	-	1	
FLN 101 FLG 101 FLS 101 FLC101	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2	
Total-						<b>23</b>	

### INTRODUCTION TO TEXTILE -I

**Course Code: BFD 101**

**L: 2, T:0, P:0, C:02**

## Objectives

To provide a comprehensive overview of the textile, apparel and fashion industry. To understand the textile and behavioral characteristics of various fibers and yarns in relation to their application and end use. To understand and appreciate the role of various supportive institutions and organizations in the development of the industry.

### Course Contents:

#### Module-I: Introduction

[9 Hours]

Definition of textile fibers, classification of Textile fibers; Desirable properties of an Ideal Textile fiber –Staple fiber, filament; Natural Cellulosic Fibers - Seed hair fibers- Cotton, Kapok, Coir. Bast fibers- Flax, Ramie, Jute and Hemp, Leaf fibers; Natural Protein Fibers - Animal hair fibers- Wool, Silk-. Natural Mineral Fibers.

#### Module-II: Manmade Synthetic Fibers

[8 Hours]

Polyamides - Nylon, Types of Nylon- Nylon-6 and Nylon-66, Aramid, Polyesters, Varieties and modifications of Polyester, Acrylic, Modacrylics and other vinyl fibers, Polypropylene, Polyolefin, Elastomers – Rubber, Spandex; Manmade Regenerated Fibers- Viscose Rayon, High-well-modules Rayon, Cupromonium Rayon, Layocell, Acetate, Triacetate, Manmade Protein fibers- Azlon, New fibers

#### Module-III: Yarn Preparation [8 Hours]

Mixing & Blending Objectives of mixing and blending, – Different Blending methods.

Opening and Cleaning Need for opening and cleaning, Objective of blow room, Modern developments in blow room.

#### Module-IV: Spinning Process

[8 Hours]

Carding Objective, Principle of carding, stripping and brushing action, Design and construction of carding machine,

Yarn twist, Direction of twist, Number of twist, Twist factor.

#### Module-V: Yarns Calculation

[9 Hours]

Yarn count or yarn number – Indirect system or fixed weight system, Direct system or fixed length system , Universal system

### Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

### **Textbooks**

1. By E P G Gohl & L D Vilnsky, Textile Science
2. By Kadolph Sara,J, Textiles, Pearson, 2009
3. 3.Bheda, R., Managing Productivity in the Textile Industry, CBS Publisher and Distributers, New Delhi, 2003

### **Reference Material**

1. Annual Report, Ministry of Textiles
2. Apparel Online
3. Clothesline
4. .Compendium of Textiles Statistics, Textile Commissioner, Govt. of India.
5. Dickerson, K., Textile and Apparel in the Global Economy, Prentice Hall, Englewood Cliffs, NJ, 1995.
6. Express Textile

## BASICS OF FASHION

**Course Code: BFD-102**

**L: 1, T: 0, P: 0, C: 01**

### **Objective:**

This subject helps the students to get acquainted to the basic terminology of fashion, relate to its application, customer types and fashion market segmentation. A simple preview of fashion career scope is given that would be useful later in to choose the relevant area of fashion.

### **Course Contents:**

#### **Module I- Fashion Terminology.**

**[6 Hours]**

The Terminology of Fashion – Introduction to Fashion concept, definitions, Style, Change, Acceptance, Taste, Fashion Look, Fashion trends, Fashion season and Classification of Fashion. Introduction to design, Definitions – design, types, elements of design; Principles of Design; Motif and Design.

#### **Module II-Fashion Cycles & Fashion Motivation**

**[6 Hours]**

**Consumer Identification** – Fashion leaders, Fashion Innovators, Fashion motivators or Role models, Fashion victims, Fashion followers.

**Consumer Buying Motivation;** Methods of Fashion Selection – Aesthetic Appeal, Color, Texture, Style, Price, Fit, Comfort, Appropriateness, Brand or Designer Label, Fabric performance and care, Quality, Convenience.

#### **Module III: Fashion Clothing Categories for Women's**

**[6 Hours]**

**Women's Wear-** Dresses, Social apparel, Suits, Outer wear, Sportswear, Active wear, Swimwear, Lingerie, Accessories, Styling – Couture, Designer, Traditional Styling. Size Range - Junior, Missy, Petite, Large or Women.

#### **Module IV: Fashion Clothing Categories for Men's & Kids.**

**[6 Hours]**

**Men's Wear** – Tailored, Furnishings, Sportswear, Active sportswear, Work cloths, Accessories. Styling – Designer Styling, Traditional Styling, Contemporary. Size Range – Men's suits, Dress shirts.

**Kids Wear** – Girls dress, Boys Clothing, Sportswear, Swimwear, Outerwear, Sleepwear, and Accessories. Styling – Infants, Toddlers and Young children, older children. Size Range – Newborn, Infant, Toddler, Girl's, Boy's.

#### **Module V: Fashion Career Scope - Work Details & Skills Required**

**[4 Hours]**

Fashion Designer, Merchandiser, Fashion technologist - Pattern maker, Designer/spec-tech, CAD/Operator, Fashion Research & Development Professionals – Colorist, Fashion Forecaster, Fashion Communication - Fashion Stylist, Fashion Photographer, Fashion Journalist, Fashion Editor. Costume Designer/Coordinator.

**Evaluation:**

<b>Components</b>	<b>CT</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weightage (%)</b>	30	05	15	50

**Text Books**

1. Gini Stephens Fringes, Fashion from Concept to Consumer, Prentice Hall
2. Grace Kunz, Merchandising Third Edition – Theory, Principles and Practice, Fairchild Books
3. Tate S.L, Inside Fashion Design, Harper and row Publishers, New York, 3rd Ed.

**Reference**

1. Ellen Diamond (Second Edition), Fashion Retailing
2. Dunnellon John, Merchandise Buying and Management, Fairchild Publications Inc.
3. Dickerson Kitty, Inside the Fashion Business (7th Ed.), Pearson education Inc. Pg 224, 2007
4. Rosenau Jeremy, Wilson David, Apparel Merchandising- The Line starts Here (2nd Ed.), Fairchild Books, NY, Pg 168,2006

## HISTORY OF FASHION – I

Course Code: BFD 103

L:2, T:0,P:0,C:02

### COURSE OBJECTIVE:

To appreciate the importance of art and application in various disciplines of art education. To look at culture and civilization from several different time periods. To learn the characteristics of the art of the ancient cultures of India and the historical and cultural factors that contributed to the respective styles and iconography.

#### **Module I: Introduction to Art:** [4 Hours]

Definition and meaning;

The classifications/forms of ancient Indian art and its origin

#### **Module II: Indian art and culture/ civilization** [6 Hours]

Indus valley civilization & Vedic Period

#### **Module III: History of Art and fashion during** [6 Hours]

Art, culture and fashion during Mauryan period, Shunga period & Kushana period

#### **Module IV: History of Art and fashion during** [6 Hours]

Art, culture and fashion during Kushana period & Satavahana period

#### **Module V: History of Art and fashion during** [6 Hours]

Art, culture and fashion during Gupta period & Mughal period

### Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

**Text Books:**

1. Principles of art history: the problem of the development by Wolfflin, Heinrich.
2. Art of the deal: contemporary art in a global financial market by Horowitz, Noah.
3. Art and its appreciation.
4. Art appreciation: made simple.

**COLOUR STUDIES****Course Code: BFD 104****L: 2, T: 0, P: 0, C:02****OBJECTIVE:**

The study of the 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. Uses 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.

**Course Contents****Module I- Basics of color****[4 Hours]**

Definitions meaning and development of color, relevance of color, classification of color, Factors affecting the color choice -Color and age Group effect and importance-Color Balance, Color Expression and their Symbolic Characteristics-Color Wheel and Gray Scale.-Color Chart-Uses , development and importance.

**Module II: Properties of color****[4 Hours]**

Elementary Description of the Physical Properties of color, Visual properties and their characteristics. Color Terminology-Hue, Value, Intensity, Tints and Shades and different color system and color schemes. Study of the Additive and Subtractive system (Absorbed and Transmitted Elements)

**Module III: Color and their scientific approach****[4 Hours]**

Differentiate between the effects of day light, Fluorescent light, incandescent light and reflected light on a color-Understand the difference between RGB and CMYK. Study VIBGYOR and their effect.

**Module IV: Color psychology****[6 Hours]**

Indian color psychology; Color psychology and marketing; Psychological or Cultural Associations of color. Ecology of color.

**Module V: Practical Applications**

**[10 Hours]**

Composition of textural form with primary colors.

Composition of line with achromatic, secondary, tertiary and analogues colors.

Composition of natural forms with warm colors and showing hi-key, middle-key, low-key.

Composition of geometrical forms with cool colors and showing hi-key, middle-key, low-key, Composition of negative forms with complimentary colors.

**Evaluation:**

<b>Components</b>	<b>CT</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weightage (%)</b>	30	05	15	50

**Text Books:**

1. By Richard Hora, Elements of design Colour Theory By Phyllis Tortora,
2. By Textiles arts of India, Vastra
3. By Ajit Mukherjee, 5000 designs and motifs
4. By K. Prakash, Rajasthani folk art The Fairchild's Dictionary of Fashion

**Reference Books:**

1. By Ikuyoshi Shibukawa, Colour 1,2,3,4,5
2. By Bosomworth, Encyclopedia of patterns and motifs
3. By S. A Hussain, Variety- Fashion for Freedom
4. By Pepin Press, Geometrical Designs
5. By Pepin Press, Abstarct Designs
6. By Graham Leslie, 4000 Animal, Fish & Bird Motifs
7. By Tracy Dianne, Colour Forecast

## **BASIC DESIGNING**

**Course Code: BFD 105**

**L: 1, T: 0, P: 0, C: 1**

### **Objective:**

To give detailed knowledge about understanding and usage of elements and principles for creating a good design. To instill exploration and innovation skills to enhance creativity. To develop visualization and communication skills. To understand elements and principles of design in context of design suitability for different apparel designs and body shapes. To understand application of skills and processes with different media

### **Course Contents**

#### **Module-I Introduction and Language of design**

**[8 Hours]**

Introduction to design, Definitions – design, types, Visual language – Define Design, Designer, Visual art, Visual Design, Image, Visualizing design from nature and manmade references. Interactivity of Design – Design as communication, Information; Concept of good design; Kinds of design - Structural design, Decorative design, Types of Decorative Design – Naturalistic, Conventional, Abstract, Historic, and Geometric; Design disciplines, Design Industry – Structure & Classification.

#### **Module-II Elements of Design**

**[8 Hours]**

Point, Line - directing, dividing, psychological effects of line, illusion. ; Shape and form – geometric and organic; Space – negative and positive space; Texture – tactile and visual textures; Understanding the elements in context of different body shapes and apparel design

**Module –III Principles of Design****[8 Hours]**

Balance – symmetric, asymmetric and radial; Proportion; Rhythm – through repetition, progression, transition, radiation and continuous line movement Harmony; Emphasis; Understanding the principles in context of different body shapes and apparel design

**Module -VI Motif and Design****[10 Hours]**

Different types of Motif and their uses, styles and characteristics. Different types of repeat and prints.

**Module-V Styles of Basic Designing****[8Hours]**

Importance, methods and steps of visual resources, Natural Visualization and design development.

**Evaluation:**

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

**Text Books:**

1. Collect pictures showing structural and decorative design (at least five each)
2. Collect pictures of different products showing various elements and principles of design
3. Reference Book:
4. Bride M. Whelan, Color Harmony, Rockport pub., USA, 1994.
5. Edith Anderson Feisner, Color studies, Fairchild Publication, Newyork, 2006.
6. Create different visual and tactile textures (at least ten each) using different material (paints, crayons, oil pastels, color pencils, masking tape, fevicol, rubber solution, candle, sand, glitter, comb, toothbrush, scale, etc.)
7. Create different compositions depicting individual principles (at least two each)

## **TRADITIONAL TEXTILE**

**Course Code : BFT 106**

**L :2,T :0,P :0,C :02**

**Course Objective:**

**Objectives**

To acquaint the students with the textile traditions prevalent in India. To understand various influences on evolution of textiles in India. To impart comprehensive knowledge of development of Indian Traditional textiles with reference to origin, production, material, color, motifs and contemporary interventions. To be able to relate textile design to art and architecture. To assimilate and adapt this knowledge for design ideation and creation

**Course Contents:**

**Module I**

**Historical Perspective**

**[4 Hours]**

Map of India & study of Geographical Traditional Textile History & Development of Traditional Textiles in India: socio-cultural factors and influences (geographical location, availability and abundance, impact of trade, availability combined with social value, religious significance, love for beauty, inspiration, historical Influences- from within the country and abroad)

## Module –II

### Embroidered Textiles

[6 Hours]

With reference to origin, production, material, colors, motifs, product diversification, contemporary interventions and adaptations- Kantha & Sujani of West Bengal, Zardozi of Uttar Pradesh, Kasuti of Karnataka, Phulkari of Punjab, Chikankari of Uttar Pradesh, Applique and patch Work- Patti ka kaam, Ralli quilts of Rajasthan, Pipli from Orissa, Kashida of Kashmir, Chamba Rumal of Himachal Pradesh, Banjara Embroidery- Rabadi, Ahir, Jat, Mochibharat and Heerbharat of Gujarat, Lambadi of Karnataka, Embroidered shawls of Kashmir.

## Module – III

### Painted Textiles

[8 Hours]

With reference to origin, development, production, material, colors, motifs, product diversification, contemporary interventions and adaptations- Kalamkari of Andhra Pradesh, Pabuji Ki Phad of Rajasthan, Mata ni Pachhedi of Gujarat, Pichhwai of Rajasthan, Patanchitras of Orissa, Thangka Paintings of Buddhist, Madhubani of Bihar

## Module -IV

### Woven Textiles

[6 Hours]

With reference to origin, development, production, material, colors, motifs, product diversification, contemporary interventions and adaptations- Brocades of Banaras, Jamdani, Baluchari, Tangail of West Bengal & Uttar Pradesh, Kota Doria of Rajasthan, Chanderi & Maheshwari of Madhya Pradesh, Paithani of Maharashtra, Kanjeevaram of Tamil Nadu, Innaphis of Manipur, Muga Silk of Assam, Shawls of Kashmir, Gujarat, Kullu and North East.

## Module – V Printed Textiles

[4 Hours]

Sanganiri Block Printing, Bagru Printing, Azrakh Printing, Bagh Printing, Akola Printing

### Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

### Textbooks

1. Naik, S., Traditional Embroideries of India, A.P.H. Publishing Corporation, 1995
2. Shrikant, U., Ethnic Embroidery of India Part-I, Usha Shrikant, Pune, 2009
3. Shrikant, U., Ethnic Embroidery of India Part-II, Usha Shrikant, Pune, 2009
4. Villo, M., and Vinutha, M., Handlooms and handicrafts of Gujarat
5. Dhamija, J., and Jain, J., Hand woven fabrics of India, Mapin Publishing. 1989
6. Dongerkery Kamala S., Romance of Indian Embroidery, Thaker & Co. Ltd., Bombay
7. Gillow, J. & Barnard, N., Indian Textiles, Thames & Hudson, London, 2008
8. Crill, R., Indian Embroidery, V&A Publications, 1999

**References:**

1. Bhatnagar, P., Traditional Indian Costumes and Textiles, Abhishek Publications., 2004
2. Chattopadhaya, K.D., 1995, Handicrafts of India, Wiley Eastern Limited, New Delhi
3. Chattopadhaya, K.D., Indian Embroidery, Wiley Eastern Ltd., New Delhi, 1977
4. Chattopadhaya, K.D., Indian Carpets and Floor Coverings, All India Handicrafts Board

**COMPUTER APPLICATIONS – I**

**Course Code: BFD 127**

**L:0, T:0, P:2; C: 1**

**Objective:**

To learn the basic knowledge of computers and its applications since it has become an integral part of fashion design To familiarize with the computer hardware and software, operating systems and office package To provide comprehensive knowledge about presentation software To inculcate required skills to work in the environment operating To understand browser basics, search engines and internet applications

## Course Content

### Module-I -Computer Fundamentals

Introduction and parts of computer, Characteristics of a computer, Classification of computers, Application of computers, Computer Hardware : Introduction Elements of computer ,Input devices (key-board, pointing device, scanning device, voice input device) ,Central Processing Unit ,Output devices (printers & its types, soft copy- CRT, flat panel) ,Storage devices (diskette, hard disk, optical disk- CD's, DVD, pen drives etc.)

### Module-II -Operating System & Applications

Introduction to various operating systems , Introduction and advantages of Windows ,Working with file structures and file formats ,Desktop and settings ,Start menu, task bar, recycle bin ,Basic accessories ,Paintbrush ,Notepad Calculator Control Panel (display, mouse, add/remove hardware and software, regional settings, modem, Bluetooth)

### Module-III- MS-Office-Word

Working with Documents, Create, open, close and save document ,Shortcut keys ,Working with text, formatting text, working with table, formatting page (insert text, special characters, insert page break, select text, cut, copy, paste, redo, undo, move text between active documents, search and replace text, spell check, making hyperlinks, changing color, fonts, background & layout related to documents, alignment, indent, tabs, bullets, numbering, wrapping text, formatting paragraphs, create tables, change table formatting, insert, delete columns and rows, add table borders, borders and shading, templates, styles, headers & footers, columns, page layouts and margin)

### Module- IV- MS-Office-Power Point

Multimedia Presentations, Understanding presentation, types and prospective clients ,Features of presentations & shortcut keys ,Creating new templates and layouts, formatting slides, working with text and its formatting (insert slide, indent, bullets, setting format styles & themes, font, style, effects, color, paragraph formatting, align, text direction, word art) Hyperlinks ,Drawing tools, animations, transitions, graph and organizational chart (animation preview, slide show option, set up slide show, record narration, rehearse timings) ,Presentation view (slide show, slide sorter view, slide view, note page view etc.) Printing presentation (printing option & print preview)

### Module- V- Internet Application,

Introduction and Basic use of Internet, Access to internet, Advantages and disadvantages of internet, Internet Services Internet Relay Chat (IRC) Newsgroup and Bulletin Boards ,Video Conferencing Browsing, Searching and Surfing Copying, saving text and images, World wide web ,Uploading and Downloading , E- mailing (creating an email ID, sending and receiving emails, attachments).

### Evaluation:

Components	PR	Attendance	MTE	ESE
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<b>Weight age (%)</b>	30	05	15	50
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**Text Books:**

1. Respective software manuals
2. Sinha, Kr., P., Computer Fundamentals, BPB Publications, 2003.
3. Norton, P., Complete Guide to MS Office 2000, BPB Publications, 1999
4. Basandra, S.K., Computers Today (Galgotia, 1st Edition), 2005.
5. Kakkar, D.N. & Goyal, R., Computer Applications in Management (New Age, 1st Edition), 2009.
6. Rajaraman, V., Fundamentals of Computers, PHI, 2008.
7. Bajpai, S., Yadav, Introduction to Computers and C Programming, DS, New Age, New Delhi, 2008.
8. Bajpai, S., Yadav, Introduction to Computers and C Programming, DS, New Age, New Delhi, 2008.
9. Prasad, D.S., Basic Computer Skill, Sapna Book House Ltd., 2003

**Reference Material:**

1. Leon, A. & Leon, Mathews, Introduction to Computer, Vikas Publication. 2009.
2. Lawrenceville, Pr., A Guide to Microsoft office 2000 professional, Pearson.
3. Computer Fundamentals and windows with Internet Technology- SciTech Publication Pvt. Ltd.
4. Basandra, S., Computer Today, TMH, 2009.
5. Web Sources

**Objectives:**

Explore the new ways of thinking through drawing, enhance the visual language, and develop cognitive skills by helping to distinguish between seeing and looking. Develop observation skills through various techniques of drawings using different material. To develop understanding of concept and ability to express ideas

**Course Content:-****Part –I Free Hand Drawing [12 Hours]**

Line drawing- horizontal, vertical, diagonal, circular, spiral and curved, Pencil gradation Object drawing- drawing both manmade and natural objects (both line drawing and shading)

**Part–II Geometric drawing [12 Hours]**

Drawing simple geometric objects like cubes, cylinders, cones etc. Drawing of same objects put together, Pencil shading to understand light and shade

**Part –III Drawing Application learn according to fashion and Textile [12 Hours]**

Drawing by composing different objects like flower vase, flowers, teapots, cups, bottles etc. with drapery as background Pencil shading to understand light and shade and the three dimensional quality Changing the object and the composition to color rendering with different color media (stealer color pencils, oil pastels, water colors and pen and ink) –Still life based

**Part – IV perspective drawing [8 Hours]**

Natural Analysis with different strokes.  
Collect pictures showing structural and decorative design (at least five each)  
Collect pictures of different products showing various elements and principles of design

**Part–V Outdoor Drawing [12Hours]**

Drawing plants, trees and flowers with pencil shading and color rendering them with different color media, drawing with compositions of different elements from landscape with pencil shading

Sketching of animals in the landscape, changing composition of landscape to color rendering with different color media

**Evaluation:**

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

**Textbooks:**

1. Civardi, G., Complete guide to drawing, Search Press, Limited, 2006
2. Civardi, G., Drawing light and shade, Search Press, Limited, 2006
3. Civardi, G., Drawing techniques, Search Press, Limited, 2002
4. Civardi, G., Drawing scenery, Search Press, Limited, 2002
5. Norling, E. R., Perspective made easy, Dover Publication, N. Y. 1999

**Reference Books:**

Hale, R. B., Drawing lessons from Great Masters: 45th Anniversary edition, Watson-Guption Publications, 1964

Metzger, P. W., The Art of Perspective: The ultimate guide for Artists in every medium by North Light Book, Ohio, 2007

Peter A. Koenig, Design Graphics, Drawing Techniques for Design Professionals, Third Edition, Doorling Kindersley, India Pvt. Lt., 2012

Barber, B., The Fundamentals of Drawing, Arcturus Publishing, 2013.

Porter, A. W., Elements of DesignSpace, Davis Publications, 1987

## **GARMENT MANUFACTURING TECHNIQUES & FABRIC ESTIMATION**

**Course Code: BFD129**

**L:0,T:0,P:4,C:02**

### **Course Objective:**

The study of this course develops understanding of sewing techniques in relation to the garment construction. It gives knowledge of sewing machines and its functioning, various hand and machine seams, plackets, pockets, tucks, gathers, pleats, belt, hems and finishing and decorations through lectures and practical.

### **Course Contents:**

#### **Module I: Basic Elements of Garment Manufacturing [10 Hours]**

Workroom terminology, Raw materials, methods, Measurements, Dress forms, Human figure, The basic Pattern set, Reference points, land marks, Lines, special information  
Processes- Pre- Production processes, Production processes, Post Production Processes, various departments in garment industry.

#### **Module II: The Sewing Machine [10 Hours]**

Introduction to sewing machine - Its various parts and functions; Understanding the simple problems of sewing machine and its maintenance, operations of sewing machine, Hands on practice.

#### **Module III: Stitches and seams [12 Hours]**

Various tools required for stitching. Different types of Hand stitches –Basting (Even, Un-even, diagonal), Hemming, (Visible and Invisible) Back stitch, tailors tack. Classification of stitches. Various types of seams,

#### **Module IV: Fabric manipulation [12 Hours]**

Fullness features, Gathers, Pleats – Knife, Box, Accordion, Inverted box, Kick pleats; Tucks- Pin, Broad, Cross, Shell. Dart & types of dart

#### **Module V: Trimming and Fastening [12 Hours]**

Different styles of trimming (Ruffles, Piping, Laces, Etc.)  
Button, Zipper, Closures etc

### **Lab Work:**

1. To study the various tools & Sewing Machine.
2. To Study the Standard body measurements, dress forms, Land marks and reference points

- 3 The Sewing machine
4. Basic Hand and Machine Stitches, Seams.
5. Tucks, Pleats and gathers.

**Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weightage (%)</b>	30	05	15	50

**Text Book**

1. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
2. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
3. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991

**References**

1. Metric Pattern cutting & Grading by Winfred Aldrich.
2. Ruth E. Glock , Grace I. Kunz. Apparel Manufacturing

## INTRODUCTION TO TEXTILE -I

Course Code: BFD 121

L: 0,T:0,P:2,C:01

### Objectives

To provide a comprehensive overview of the textile, apparel and fashion industry. To understand the textile and behavioral characteristics of various fibers and yarns in relation to their application and end use. To understand and appreciate the role of various supportive institutions and organizations in the development of the industry.

### Course Contents:

#### Module I: Identification of fiber

[Hours: 8]

- I. Burning Test
- II. Chemical Test
- III. Microscopic Test

#### Module II: Yarn Formation

[Hours: 8]

- I. Yarn Twist
- II. Direction of twist and number of twist
- III. Yarn Number identification (Direct and Indirect system)

#### Module II: Basic Cloth Analysis

[Hours: 8]

- I. Take 5 woven or printed sample and find the following parameters
  - a. Weave
  - b. Pattern
  - c. Ends per inch
  - d. Picks per inch
  - e. Reed number
  - f. Yarn Number
  - g. Twist
  - h. GSM

### Evaluation:

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

### **Textbooks**

- By E P G Gohl & L D Vilnsky, Textile Science
- By Kadolph Sara,J, Textiles, Pearson, 2009
- 3.Bheda, R., Managing Productivity in the Textile Industry, CBS Publisher and Distributers, New Delhi, 2003

### **Reference Material**

- Compendium of Textiles Statistics, Textile Commissioner, Govt. of India.
- Dickerson, K., Textile and Apparel in the Global Economy, Prentice Hall, Englewood Cliffs, NJ, 1995.
- Express Textile.

## **MATERIAL STUDIES-I**

**Course Code: BFD 130**

**L: 0,T:0,P:2,C:01**

### **Course Objectives:**

To explore the materials present in our environment, sensitive towards the importance and usage of the materials present in the surroundings, develop an understanding of their behaviour, characteristics, properties, physical and visual potential. This in turn will help in creative development, familiarise with the manufacturing processes and machine tools. To orient towards the manipulation of materials using various hand tools. This will create an interest for the students to innovate and create.

### **Course Contents:**

#### **Module I: -Introduction to Material Studies**

**[8 Hours]**

Importance of understanding material for effective designing & Classification -Soft material and Hard material ; Uses of material and their properties.

#### **Module II: Different Materials used to develop a garment or product**

**[20 Hours]**

Overview of all material use for garments etc.

Leather- classification of leather, Physical properties of leather and care of leather

Metals– Different type of metal, Application of metals in Fashion industry

Wires- Type of wire, Properties of wire and end use of wires

Fibre-Classification of fiber, Important properties of fiber and end uses

Paper or wood- Role of Paper and wood in fashion and textile industries, end uses in apparel and textile industry, Form of wood or paper and their application

Thermal and glass- importance and application of thermal

Role of plastic, synthetic mat, Ropes, Straw etc. in fashion industry

**Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	30	05	15	50

**Text Books:**

1. Thwaties,G.,Indian Inspiration,Traplet Publications Ltd.,2003
2. Newman & Thelmar,Plastic as an art form, Clinton book Co.,1972
3. Budzik&Richards,sheet metal technology,Bobbs-Merrill Educational Publishing,1981

**Reference Material:**

1. Reygate,K.,Rubber Stamping,search press Ltd.,2006
2. Stevens,chine,Fund with Paper sculpture,search press,1998
3. Raz,Haim,Stained Glass,sterling Publishing Co.,2007
4. Gestalting,paer Craft-2,Daily feed,Publishing,1998
5. Rajput,R.K.Material science,S.K.Kataria& Sons,2009

## **ANANDAM-I**

**Course Code: AND001**

**L: 0,T:0,P:4,C:02**

### **Course Objectives:**

Aanandam is a credited subject that aims to install the joy of giving and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students

### **Course Outcome**

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

### **Course Contents:**

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

**Evaluation:**

<b>Components</b>	<b>Project Continues Eval- uation</b>	<b>Final Report</b>	<b>Total</b>
<b>Weight age (%)</b>	<b>50</b>	<b>50</b>	<b>100</b>

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

### Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects

### Second Semester

Code	Course	Category	L	T	P/FW	Cred-its	Re- marks
BFD202	Introduction to textile -II	CC	2	-	-	2	
BFD203	History of Fashion-II	CC	2	-	-	2	
BFD224	Computer Aided Design – I	CC	-	-	4	2	
BFD226	Fashion Model Drawing – I	CC	-	-	4	2	
BFD227	Garment manufacturing techniques & fabric estimation-II	CC	-	-	4	2	
BFD228	Elementary Pattern Making	CC	-	-	4	2	
EVS 002	Environmental Science	CC	2	-	-	4	
AND002	ANANDAM-II	CC	-	-	4	2	
<b>Domain Electives</b>							
BFD231	Elements of Fashion	OE	3	-	-	3	

Value Added Course							
BCS 201	English	VA	1	-	-	1	
BSS 204	Behavioral Science – II	VA	1	-	-	1	
FLN 201 FLG 201 FLS 201 FLC 201	Foreign Language - II French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>25</b>	

## INTRODUCTION TO TEXTILE-II

**Course Code: BFD 202**

**L:2, T:0,P:0,C:02**

### **Module-I**

#### **Primary motion of loom:**

**(Hours: 6)**

General loom elements, classification of looms, primary motions of loom. Beating: Function of beating. Kinematics of slay, slay eccentricity ratio, reed drive by matched cams, accelerating force on slay, mechanics of beat up, relation between cloth fell position and beat up force.

### **Module-II**

**(Hours: 6)**

**Secondary and auxiliary motions of loom: Secondary motion:** Take up motion- negative take up, positive take up, five wheels take up motion, seven wheels take up motion, electronic take up. Let Off Motion: Objective, negative let off motion, positive let off motion

### **Module-III**

**(Hours: 6)**

**Principal of basic weaving:** Weaving Structure, Construction of Basic weave (Plain, twill, satin).

**Module-IV****(Hours: 5)**

Basic warp knit structures, under lap and overlap. Essential parts of warp knitting m/c, Brief idea of the Working principal of Tricot, Rachel & crochet Machines calculation of Production pertaining to the knitting machine

**Module-V****(Hours: 5)**

Non - woven – brief idea of various types, advantages; Classification of non-woven textile and fibers used, Principles of web formation, types of bonding techniques and various finishing used for non-woven.

**Textbooks:**

1. Watson's Textile Design and Color – Z. Grosicki.
2. Advanced Watson's Textile Design and Color – Z. Grosicki.
3. Weaving – Conversion of yarn to fabric – Mohamed and Lord
4. Grammar of Textile Design - Nisbet.

**Evaluation:**

Components	CT	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

**HISTORY OF FASHION-II****Course Code: BFD 203****L:2,T:0,P:0,C:02****Objectives:**

Imparting Knowledge of textiles through the previous centuries to influence on the sense of clothing and design, symbolism of motifs and colours, other cultural and historical factors in different parts of the world.

**Module 1:****(Hours: 6)**

Introduction to world textiles and costumes- History, Types, Motifs & Symbols.

**Module 2:****(Hours: 6)**

Pre-historic textiles & costumes- Egyptian, Mesopotamian, French & Japanese

**Module 3:****(Hours: 6)**

Greek, Roman and Byzantine- detailed study of dates, significant developments, mummification, costumes/dresses, jewellery, hairstyles, footwear.

**Module 4:****(Hours: 6)**

French revolution, French costumes- from Renaissance to 20th century.

**Module 5:****(Hours: 6)**

Textiles & costumes of Colonial, Victorian, Edwardian Era, impact of World War- I & World War- II, factors influencing Costume Change- style, religious, location, climatic period & world affairs.

**Evaluation:**

Components	CT	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

**References:**

1. Jamila BrijBhusan Master piece of Indian jewellery, Taraporevala- Bombay,1979.
2. Jamila BrijBhusan, The Costumes and textiles of India, Taraporevala- Bombay.1958
3. Konemann A history of Fashion in the 20th Century - 1974
4. Parul Bhatnagar, Traditional Indian costumes & textiles, Abhishek Publication.2004

**COMPUTER AIDED DESIGN - I****Course Code: BFD 224****L: 0, T: 0, P: 4, C: 02****Course Objectives**

To learn vector image formats through Corel Draw applications To acquire sound knowledge of the principles of graphic design To conceptualise design and its implementation using Corel Draw To incorporate in design students the ability to represent and create visuals using tools of Corel Draw To design and develop structural and applied design for product development

**Course Content:**

**Module-I: Corel Draw-Tools and their application****(Hours: 6)**

Introduction to Corel keys, RGB and CMYK color modes)-Page layout (size, orientation, page formatting, rulers, guidelines, nudge, table formatting, setting up grids etc.) Menu bar, property bar, standard bar options Importing bitmaps and tracing bitmap Exporting.

**Module- II: Tool bar****(Hours: 6)**

Pick tool (duplicate, rotate, skew, mirror), Shape tool (shaping objects, shaping text) ,Bezier tool, Eraser tool, knife tool, Crop tool, Zoom tool (zoom-in, zoom-out),Basic shapes tool and other drawing, tool(circle, semi-circle, 3/4th circle, rectangle, triangle, charts),Text tool (shaping text, lens),Table tool, Special effects (eye dropper ,blend, drop-shadow, envelope, contour, distort),Color eyedropper, Outline pen tool, Fill tool and Power clip objects.

**Module-III: Design & Detailing****(Hours: 6)**

Draw details/silhouettes of the following and apply various textures and effects for: Collars, Sleeves, Pockets, Skirts, Trousers, and Accessories.

**Module-IV: Designing & Illustration****(Hours: 10)**

Create Texture, Motif, repeat & design and prepare their application according to fashion end use.

**Evaluation:**

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

**Textbooks:**

Respective software manuals

Altman, R., Corel Draw X5, BPB Publications

Bangia, R. , Corel Draw, Khanna Book Publishing, Delhi, 2003

Phyllis, D, CorelDraw 11 for windows & Macintosh, Schwartz-Steve Publisher

**Reference Books:**

1 Respective software manuals – Latest Version (Adobe Photoshop, Corel Trace)

2 Photoshop Retouching Techniques Eismann, Katrin, Simmon – Steve Publisher

## **FASHION MODEL DRAWING**

**Course Code: BFD 226**

**L :0, T : 0, P : 4, C : 02**

**Course Objectives:**

To understand the fundamental structure of a human body by beginning with figure drawing, emphasizing anatomical details. To draw figures with normal human proportion to get the actual knowledge of human scale. To understand the development of fashion figures by enlargement of proportions and balancing of postures etc. in a normal figure drawing and learn to convert flat croquis to flesh croquis.

## Course Content

### Module-I Figure Drawing (Normal Proportion) [8 Hours]

Live drawing from model, Proportion and anatomy, Study of head, hands and feet, Study of eyes, ears, nose and mouth, Study of different postures and movements and Drawing of different age group figures

### Module-II Analysis of Body part [6 Hours]

Analysis of the human feature with different characteristics.

Hairstyles according to face shape, Hand and Feet analysis according to different body figure.

### Module-III Drawing Fashion Figures (Stylization) [5 Hours]

Geometrical Proportion of body and Basic structural division of body.

Study Block Figure of Different Head Scale with different view.

Ten head female croquet ,Front view ,Back view ,½ Profile view and ¾ Turned view

### Module-IV Cut & Rotate techniques for develop Different Movements of Female Croquis

[9 Hours]

Develop Front View of female croquis with at least five different bodies Movement.

#### Evaluation:

Components	P/FW	Attendance	MTE	ESE(PR)
Weight age (%)	30	05	15	50

#### Text Books

1. Rowlands, I., Life Drawing, Octopus Books, 2005
2. Giovanni, C., Complete guide to drawings, Search Press, Limited, 2006
3. Giovanni Civardi, Drawing Hands and Feet, Search Press Limited, 2006

4. Giovanni Civardi, Drawing Clothed Figure, Search Press Limited,2006
5. Ireland, P. J., Introduction to Fashion Design, Wiley, 1970
6. Ireland, P. J., Fashion Design Drawing &Presentation, Wiley, 1970
7. Ireland, P. J., Fashion Design Illustration For Women, Wiley, 1970

#### **Reference Books**

1. Raynes, J., Complete Anatomy & Figure Drawings, Anova Batsford, 2007
2. Talham, C., & Julian S., Fashion Design, Barron's Educational Series, Incorporated, 2011
3. James, L., Costume and Fashion: A Concise History, T&H Pub, 2002
4. Ireland, P. J., Fashion Design Illustration for Men, Wiley, 1970

**Course Code: BFD-227**

**L:,T:0,P:4,C:02**

**Course Objective:**

The study of this course develops understanding of sewing techniques in relation to the garment construction. It gives knowledge of sewing machines and it's functioning, various hand and machine seams, plackets, pockets, tucks, gathers, pleats, belt, hems and finishing and decorations through lectures and practical.

**Course Contents:**

**Module II: Preparation of fabrics for clothing construction [10 Hours]**

Shrinking, Straightening, Layout, Marking and Cutting of Patterns

**Module II: Measurement Systems [10 Hours]**

Measuring and recording the measurements, Fabric estimation for various garments.

Use of different threads and needles for various fabrics

**Module III: Use and Selection of fabrics [12 Hours]**

Application of textiles – Apparel, Home, Industry. Fabric characteristics : Construction, Texture, Hand, weight, width. Trims (types and their application). Linings and interlinings ( types and their application). Market survey of trimmings, lining and interlinings available in market.

**Module IV: Necklines & Yokes [12 Hours]**

Various kinds of Necklines, and Yokes in various shapes.

Differences between the basic methods used for finishing necklines – Shaped facing, Bias facing and Piping.

**Module V: Plackets & Pockets [12 Hours]**

Even hem placket, Wrap and projection placket, Continuous placket Different types of pockets – their construction and size specifications; Patch pocket, Flap pocket, Side seam pocket, Kurta pockets and cross pockets.

**Evaluation:**

Components	PR	Attendance	MTE	ESE
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<b>Weightage (%)</b>	30	05	15	50
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### **Text Book**

1. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
2. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
3. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991

### **References**

1. Metric Pattern cutting & Grading by Winfred Aldrich.
2. Ruth E. Glock , Grace I. Kunz. Apparel Manufacturing

## **ELEMENTARY PATTERN MAKING- II**

**Course Code: BFD 228**

**L: 0, T: 0,P:4,C:02**

### **Course Objective:**

To impart skills for basic techniques of pattern making. The study of this course develops understanding about the correct use of equipments, designing and drafting, pattern making for individual and commercial designing through lectures and practical. Students learn the skills of developing the ideas in to real garments to get the required style shape and fit.

### **Course Contents:**

#### **Module I: The Basic Terms and definitions, Materials and Process [8 Hour]**

Workroom terms and Definitions -Pattern making tools and equipments; The tool kit, Materials and processes used, Drafting/ Pattern making, ; Pattern making methods, Types of patterns, Different types of pattern papers used - Symbol key, Pattern making terms, Fabric terms, The basic pattern set, Pattern information, special pattern information. Dress forms and mannequins, the human figure – balance lines and reference areas, completing the pattern. Grading.

#### **Module II: The Measurement Systems [8 Hours]**

The human figure- Anatomy of human figure, the body parts, balance lines and reference areas in a human figure. Dress forms. Human figure vs Dress form, Classification of human body types based on age, sex, race etc. The Sizing systems, Size charts, Standard body measurements, reading/ understanding the size charts, Sizing systems for different countries and populations, Accurate measurements – How to measure the body, recording the measurements.

#### **Module III: Drafting and Pattern making of Basic Pattern set by flat pattern making [8 Hours]**

Drafting of the basic unisex bodice block- The bodice, the procedure sheet, drafting of the basic bodice block, making the pattern, creating the darts, finishing the pattern- information about fabric placement

and cutting (plain and designed) ,grain, notches, cut stitch style marks, dart marks, balance marks, seam allowances, placket openings and hem line etc. Neck line and waist line Variations

**Module IV: Drafting of basic sleeve block**

**[8 Hours]**

Drafting the basic sleeve block- The sleeve, the procedure sheet, making and finishing the draft. Matching and balancing the draft with bodice block. Completing the pattern with marks, notches and seam allowances.

**Module V: Drafting the basic skirt block**

**[8 Hours]**

Drafting the basic skirt block- The skirt, the procedure sheet, making and finishing of the draft and pattern of the basic skirt. Matching and balancing the basic pattern set

**Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	<b>30</b>	<b>05</b>	<b>15</b>	<b>50</b>

**Lab Work:**

1. To study and practice the use of Pattern making tool & equipments.
2. To Study and practice the methods of measuring the body.
3. Drafting and Pattern making of Bodice Block
4. Drafting and Pattern making of Basic sleeve block
5. Drafting and Pattern making of Basic Skirt

**Text Books:**

1. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
2. Metric Pattern cutting & Grading by Winfred Aldrich.

## **ELEMENTS OF FASHION**

**Course Code: BFD 231**

**L: 3, T: 0,P:2,C:03**

### **Objectives**

To familiarize with Fashion concepts and terminology to appreciate the relevance of fashion Forecast.  
To realize the multidimensional factors influence fashion to provide comprehensive understanding of the development of fashion, understand the scope of job prospects in the fashion industry to familiarize students with various apparel categories-men,women,kids.

### **COURSE CONTENT**

#### **Module-I Fashion Vocabulary**

- Fashion terminology ( Fashion, style , couture , haute couture, accessories, avant garde, classic , collection, Fad, Fashion Cycle, Fashion Forecast, Knock-off, Trend, Motifs, Silhouette, grading, draping, ready to wear, visual merchandising, retailer, pattern making, merchandising, merchandiser, stylist etc.)
- Design terminology(elements and principles of design)
- Color terminology(dimensions, color psychology, color wheel, color schemes)
- Fabric terms, Fibre, yarn , fabric ,weaving ,wrap ,weft ,thread count, balance ,grain line, selvedge ,knits ,etc)

- Fashion accessory terminology(Footwear,jewelry,gloves,hats,belts,scarves,umbrellas,hand bags, sunglasses etc)
- Common sewing terms (alter, seam allowance, baking, back stich, bias, fray, facing, lining, puckering etc.)

### **Module II:-Fashion Forecasting**

- Introduction Forecasting for colors, Fabrics, style, embellishment&accessories Promotion.
- Fairs(Heimtextil,Premier Vision etc)
- Journals and magazines(The Wall Street Journal, Apparel India, couture Asia,Id,Face,Apparel online, Fashion newsletter,WWD,wall Paper, Sportswear International, fashion Forecast International, Inside fashion, International Textiles,Promostyle,Here and there, textile View, trends Collezioni,Vogue,Cosmopolitan,ELLE,GQ magazine,Allure,Grazia etc.)

### **Module III: - Fashion Development**

- Fashion cycles(Introduction,acceptance,peak,decline and obsolete, waxing and waning of Fashion)
- Consumer groups(Fashion leaders and fashion Followers)
- Adoption of fashion(Traditional Fashion adoption, reverse adoption and mass dissemination)
- Consumer buying(motives, fashion selection on the basis of styling features and practical considerations)
- Fashion categories (women's wear, men's wear, Children wear, sportswear, resort wear, sleepwear, casual wear, formal wear etc.)

### **Module IV: -International Fashion**

- Fashion Education-Milan-Domus Academy, new York-fashion Institute of Technology London-London School of fashion, Royal College of Art
- Fashion capitals of the world-Tokyo,Paris,Milan,London,Germnay(exclusivity and five top designers from each capital)
- Designers(Coco Channel, Christian Dior, Yes Saint Laurent, Ralph Lauren, Donatella Versace and Vallentino,Karl Lagerfeld, Dolce &Gabbana)
- Fashion Weeks(Paris,Milian,New York, London)

### **Evaluation:**

<b>Components</b>	<b>Assignment</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	<b>30</b>	<b>05</b>	<b>15</b>	<b>50</b>

**Text:**

- By Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.

**Reference:**

- By Phyllis Tortora, The Fairchild's Dictionary of Fashion
- By S.A Hussain, Variety-Fashion for freedom
- By Sandra J. Keiser & Myrna B. Garner, Beyond Design, Fairchild publication.
- By G.J Sumathi, Elements of Fashion & Apparel Design.

**ANANDAM-II**

**Course Code: AND002**

**L: 0,T:0,P:4,C:02**

**Course Objectives:**

Anandam is a credited subject that aims to install the joy of giving and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students

**Course Outcome**

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

**Course Contents:**

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

**Evaluation:**

<b>Components</b>	<b>Project Continues Evaluation</b>	<b>Final Report</b>	<b>Total</b>
<b>Weight age (%)</b>	<b>50</b>	<b>50</b>	<b>100</b>

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

### Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects

### Third Semester

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD 301	Textile Testing	CC	2		-	2	
BFD 322	Computer Aided Design – II (Lab)	CC	-		4	2	
BFD 323	Fashion Model Drawing-II(Lab)	CC	-		4	2	
BFD 321	Textile Testing (Lab)	CC	-		2	1	
BFD 325	Pattern Making & Garment Construction - I (Lab)	CC	-	-	6	3	
BFD 326	Surface design & Ornamentation Techniques (Lab)	CC	-	-	2	1	
AND003	ANANDAM-III	CC	-		4	2	
<b>Domain Elective</b>							
BFD330	Social and Psychological Aspects of Clothing	DE	3	-		3	

<b>Open Electives</b>							
BFD330	Social and Psychological Aspects of Clothing	OE	3	-		3	
<b>Value Added Courses</b>							
BCS 301	Communication Skills – I	VA	1	-	-	1	
BSS 304	Behavioral Science – III	VA	1	-	-	1	
FLN 301 FLG 301 FLS 301 FLC 301	Foreign Language - III French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>23</b>	

## TEXTILE TESTING

**Course Code: BFD 301**

**Credit Units: L2; T0; P0: C-2**

**Objectives:**

- To develop an understanding of methods and techniques used to analyze textile fibers, yarns and fabrics for end use performance
- To acquire knowledge and understanding of various structural properties of textiles and relate them to end use fabric performance and product
- To familiarize students with the different testing equipment's, their underlying principles and the international accepted standards, test methods and the language of measurement
- To be able to analyze and interpret the results and predict the general textile behavior Performance

**Theory:**

**Module I: Importance of Textile Testing and analysis, (5)**

Objectives (reasons) of textile testing, Uses of testing information, Factors influencing Quality Control.

Statistical terms: Use of statistic in handling data in area of textile testing,

**Module II: Development of standard test methods, (6)**

National and international organizations involved in textile testing, ISO Stds. and ISO – series.  
 Precision and accuracy of testing methods: Precision and accuracy of testing methods, atmospheric conditions for textile testing, temperature and humidity, measurement of humidity and moisture in textiles.

**Module III: Testing and Evaluation of Fabric and Garment, (5)**

Strength properties of Textile & Apparel, Terminologies and definitions like force units, Breaking strength and Tensile strength, Stress, specific stress, Tenacity, Elongation

**Module IV: Fabric Test Methods, (4)**

Breaking strength – Raveled strip method, cut strip method and Grab method; Tearing Strength – Tongue tear test, Trapezoid method, Elmendorf tear test; –

**Module V: Bursting strength, (4)**

Hydraulic / Diaphragm bursting test Seam strength and yarn slippage in woven fabrics at seams, seam slippage tests for woven and upholstery fabrics, needle cutting in a fabric, sewing ability of fabrics and seam efficiency

**Module VI: Pilling Test, (4)**

Pilling – definition, causes of pilling, stages in formation of pilling, remedies for reducing pilling, methods for testing pilling resistance of fabrics.

Abrasion – definition, types of abrasion, properties affecting abrasion resistance, Common abrasion instruments and methods used for evaluating abrasion method

**Examination Scheme:**

Components	PR	ATT	MTE	ESE
Weight age (%)	30	05	15	50

**Suggested Readings:**

1. Principles of Textile Testing – J.E.Booth, Newness Butterworth, London
2. Textile Testing and Analysis – Billie J. Collier and Helen E. Epps, Prentice Hall, New Jersey
3. Textile Testing – John H. Skinkle, Brooklyn, New York
4. Handbook of Textile Testing and Quality Control – Groover and Hamby
6. Textile Testing & Quality Control Standards like – BIS, BS, ASTM, ISO, AATCC, etc.

## **COMPUTER AIDED DESIGN-II**

**Course Code: BFD 322**

**L 0; T 0; P 4; C; 02**

### **Course Objective:**

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

### **Course Contents:**

**Module I:** Develop at least two designs for the following: Nursery prints, [12 hours]  
Floral prints, Geometrical, Polka dots, Abstract, Stripes, Checks, Stylized motifs,  
Combining different elements of design.

**Module II:** Practicing logo of different brands (Corel Draw) [10 hours]

**Module III:** Drawing fashion croquies, Draping (Corel Draw) [12 hours]

**Module IV:** Accessory and foot wear designing [12 hours]

**Module V:** Adobe Photoshop [10 hours]

Functions of Tools & Working on layers

**Examination Scheme:**

Components	PR	ATT	MTE	ESE
Weight age (%)	30	05	15	50

**Text & References:**

**Text:**

1. Corel DRAW 11 for Windows: Visual Quick start Guide
2. From Sue Chastain, your guide to Graphics software
3. Corel DRAW Studio Techniques: Books: David Huss, Gary W. Priester by David Huss, Gary W. Priester.
4. CorelDraw 10 for Windows: Visual Quick Start Guide

**References:**

1. Femina, Elle, Illustrated Encyclopedia of Costume and Fashion Public Relations Writing: Principles in Practice by Dona
2. The Photoshop Cs/Cs2 Wow! Book by Linnea Dayton, Cristen Gillespie

**FASHION MODEL DRAWING - II**

**Course Code: BFD 323**

**Credit Units: L0; T0; P4- C2**

**Course Objective:**

Now students are perfect with illustrate advance female croquis they now start working with proportion of male croquis. After their perfection they start working in their own stylized form of male & female croquis.

**Course Contents:**

**Module I**

**[12 Hours]**

Illustrate Female Croquis with different medium with Rendering, staedtler, poster color and their combination.

**Module II:** [12 Hours]

Illustrate Female Croquis with different medium with Black Ink, Charcoal Pencil, wax color and their combination.

**Module III: Male Tilted figures** [12Hours]

Basic block and flesh figures, Sketching of male figures with pencil- front pose, back pose, one fourth turned, half turned, three- fourth turned etc

**Module IV: Female Movement fashion figures** [10 Hours]

Arms, legs movements and different hairstyles.

**Module V: Use of textures**  
[10 Hours]

Use of Different six textures and its use in illustrating on different fashion Croquis

**Examination Scheme:**

Components	MT	P	A	EEP
Weightage (%)	15	30	05	50

**Text & References:**

*Text:*

- Introduction to fashion design by Patrick John Ireland
- By Pepin Press, Figure Drawing for Fashion Design
- Design Studies by Manmeet Sodhia Kalyani Publishers
- Fashion Sketchbook by Abling Fairchild

*References:*

- By Bina Abling, Fashion sketch book
- Basic figure drawing and sketching
- By Rita Gersten, Innovative fashion sketching
- By Bina Abling, Model drawing

**TEXTILE TESTING**

**Course Code: BFD 321**

**Credit Units: L0; T0; P4: C-2**

**Course Objective:**

The students are made to start their work with the Textile; Testing of Textile is the application of engineering knowledge and science to measurement of the properties and characteristics of base material for the fashion. Textile Testing provide the knowledge of better material selection and quality concern.

**Module I:** [16 Hours]

Yarn Tests- Fineness; Twist testing, Yarn numbering; Yarn Strength; Additional tests for fibers and yarns

**Module II** [20 Hour]

Woven Fabric Tests- Width; Weight; Fabric strength, Fabric grading and quality control.

Fabric Strength: - Tensile strength, Tearing Strength, Pilling, Abrasion, Bursting Strength. Garment Tests-Dimensional Stability; Appearance; Seam Slippage and Strength; Button Pull Test- One Mock Sample is needed for test.

**Module III** [20 Hour]

**Fabric Analysis (10 Swatches)**

Follow the parameter: Warp and Weft Identification, Weave, Ends, Picks, Weave pattern, Reed number, Twist direction, number of twist, GSM, Crimp and Shrinkage,

**Examination Scheme:**

Components	CT	P	A	EEP
Weight age (%)	15	30	05	50

**Text & References:**

*Text:*

- By Kathryn Mc Kelvey, Fashion Source Book
- Illustrating Fashion by Kathryn Mckelvey Blackwell Series.
- Fashion Design, drawing by Elisabetta Drudi Batsford and presentation.
- Fashion Kaleidoscope by Meher Castelino Rupa and company

**PATTERN MAKING AND GARMENT CONSTRUCTION-I**

**Course Objective:**

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

**Course Contents:**

<b>Module I</b>	[16 hours]
Drafting of adult's sleeve block and its adaptation to the following: a) Plain b) Puff c) Flare d) Cap	
<b>Module II</b>	[16 hours]
Adaptation and Construction of following collars: a) Baby collar b) Peter-Pan c) Mandarin d) Cape	
<b>Module III</b>	[18 hours]
Drafting and construction of Yoked frock with Peter-Pan Collar and Puff Sleeve.	
<b>Module IV</b>	[18 hours]
Drafting and construction of A-line frock with Baby Collar and Flared Sleeve.	
<b>Module V</b>	[16 hours]
Drafting of adult's basic bodice block	

**Evaluation:**

Components	P/FW	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

**Text & References:****Text:**

- By Reader's Digest, Complete Guide to Sewing

**References:**

- By Leila Aitken, Step by step dress making course
- By A J Chuter, Introduction to clothing production management
- By Dorothy Wood, The Practical Encyclopedia of Sewing

**Course Code: BFD 326**

**Credit Units: L:0; T:0; P:2; C:1**

**Course Objective:**

To appreciate the importance of application in various Methods on fabric for really appearance to develop the product; basic elementary knowledge for small swatches for real product development on fabric. and start their work with ornamentation technique to enhance the visual impact of fashion product. They are then made product through different technique and exhibit their work to get feedback from prospective customer.

**Module I** [06 Hours]

Introduction to design development- Motif Traditional and contemporary

**Module II** [12 Hours]

Painted and Printed design- swatch development through- free hand painting; block design with various material, spray painting and other method.

**Module III** [12 Hours]

Embroidered Design- Types of Embroidery Traditional and contemporary, swatch development. Hand stitch-out line and composite stitches; band and border stitches; edging and insertion stitches; isolated stitches; ribbon work and patch work; pulled fabric; applique work.

Develop – 3 Product –1. Hand bag; fabric casement/ tissue – technique – Ribbon Embroidery  
2. Cushion in each module

**Module IV** [12 Hours]

Applique design – hand and machine applique on Fabric through beads cut Dana and other material; Swatch development;

**Evaluation:**

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

**Text Books**

Shrikant, U., Ethnic Embroidery of India Part-I, Usha Shrikant, Pune, 2009  
Indian design- 5000 motifs of design

**Reference Books:**

Villo, M., and Vinutha, M., Handlooms and handicrafts of Gujarat  
Dhamija, J., and Jain, J., Hand woven fabrics of India, Mapin Publishing. 1989

## SOCIAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING

Course Code: BFD 330

L:3,T:0,P:0,C:03

### Objectives:

To create awareness about the Indian and global civilizations and their evolution to understand the interrelation of clothing with different cultures to understand human behavior viz-a-viz clothing. To become aware of various tribes around the world. To understand the reasons leading to universalization of modern civilizations.

### Course Contents:

#### Module I: - Evolution of Civilizations

[6 Hours]

In terms of Food, Clothing, shelter, Religions, Rituals, Customs, Difference between religion, ritual and custom Interrelationship within societies Symbolism-religious and cultural.

#### Module II: - Interrelationship of Clothing and Culture

[6 Hours]

Pattern of culture, Relation to the material culture, Folkways, customs and laws, Clothes, attitudes and values Cultural change and Fashion change

#### Module III: - Clothing and Human Behavior

[6 Hours]

Clothes and self-concept, Conformity and individuality in dress, Clothing symbolism, Clothes, roles and status differentiation in the mass society.

#### Module IV: - Clothing and Social Behavior-

[6 Hours]

Clothing influenced by religion and culture, Clothes and conformity, Clothes and occupation, Concept of uniforms, Cloths and social class. Clothes & color and its impact.

#### Module V: -Case study-I & Analysis

[8 Hours]

Influence of global fashion in Indian Cloth wearing. (Compulsory)

#### Module VI: - Case study-II& Analysis

[10 Hours]

- Make a group presentation (at least three students in a group) on any one civilization from across the world studying in the detail their origin, food, clothing, shelter, religion, rituals, customs, symbolism-religious and cultural etc.
- Make a group presentation (Four students) on any Indian or International tribe studying in detail about their evolution,culture,religion,rituals,costumes and isolation and related problems
- To do a comparative study of two families viz-a-viz their origin, culture and rituals for important landmarks in life.

### Examination Scheme:

<b>Components</b>	<b>CT</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	30	05	15	50

**Textbooks:**

Horn.Marilyn, J., the Second Skin: An Interdisciplinary Study of Clothing, Houghton Mifflin Co., 1975

**Reference:**

1. Sharma, ram Sharan, Material Culture Social Formations in Ancient India, Macmillan India Ltd.2007
2. Bose,M.L.,Social and Cultural History of Ancient India, Concept Publishing Co.,1998
3. Fisher,Nora,Mud,Mirror and Thread: Folk Traditions of Rural India.Grantha Corporation,2007
4. Ganguly-Scrase,ruchira and Scrase, Timothy J.Globalization and the Middle Classes in India : The Social and Cultural Impact of Neoliberal Reforms
5. Srinivas,Mysore Narasimhachar and Srinivas,M.N.,Social Change In Modern India(rev Edn.),Orient Longman Pvt. Ltd.,2005

## **ANANDAM-III**

**Course Code: AND003**

**L: 0,T:0,P:4,C:02**

### **Course Objectives:**

Aanandam is a credited subject that aims to install the joy of giving and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students

### **Course Outcome**

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

### **Course Contents:**

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas

- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

**Evaluation:**

<b>Components</b>	<b>Project Continues Eval- uation</b>	<b>Final Report</b>	<b>Total</b>
<b>Weight age (%)</b>	<b>50</b>	<b>50</b>	<b>100</b>

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

**Format for evaluation by Project Assessment Committee**

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects

#### Fourth Semester

Code	Course	Cat- e- gory	L	T	P/FW	Cred its	Re- marks
BFD 401	Knitting and Weaving Technol- ogy	CC	2	-	-	2	
BFD402	Printing and Dyeing Technology	CC	2	-	-	2	
BFD403	Fashion Trend & Forecasting	CC	1	-	-	1	
BFD423	Fashion Trend & Forecasting	CC	-	-	2	1	
BFD 425	Computer Aided Design – III	CC	-	-	4	2	
BFD 427	Pattern Draping	CC	-	-	4	2	
BFD422	Printing and Dyeing Technology	CC	-	-	2	1	
BFD 428	Pattern Making & Garment Con- struction - II	CC	-	-	6	3	
AND004	ANANDAM-IV	CC	-	-	4	2	
<b>Domain Electives</b>							
BFD424	Design Process	DE	-	-	2	1	
BFD404	Design Process	DE	2	-	-	2	
<b>Open Electives</b>							
BFD431	Fashion Management	OE	3	-	-	3	
<b>Value Added Courses</b>							

BCS 401	Communication Skills – II	VA	1	-	-	1	
BSS 404	Behavioral Science - IV	VA	1	-	-	1	
FLN 401 FLG 401 FLS 401 FLC 401	Foreign Language – IV French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>26</b>	

## KNITTING AND WEAVING TECHNOLOGY

**Course Code: BFD 401**

**Credit Units-L:2; P:0;T-0 ;C:02**

**Course Objective:**

This course is an advancement of the fourth semester program. The study of this course develops understanding knit fabric structure construction process and divisions of knitted fabric according to fashion industry.

**Course Contents:**

**Module I** **[06 Hours]**

Definition of Knitting

Knitted fabrics

General description of knitting machines (Flat and Circular and their classification)

Differences between woven and knitted fabric properties

**Module II** **[06 Hours]**

Type of different needles used in knitting process (Latch, Beard and Compound).

- Knitting cycles • Classification of weft knitting machines
- Basic weft knitted structures (Plain, Rib, Interlock, Purl). Their properties

**Module III** **[06 Hours]**

Classification of warp knitting machines, Description of Raschal and Tricot machines, Knitting cycle of these machines.

**Module IV** [06 Hours]

Classification of fabrics , definition and methods of construction of weave, draft , lifting plan and denting order . Weave repeat unit and its requirements. Heald and reed calculations, and types of drafts viz: straight, skip, pointed and sateen.

**Module V** [04 Hours]

Concept of precision winding • Classification of winding machines •

**Module VI** [06 Hours]

Warping- object, classification of warping machines • Beam warping- passage • Various mechanisms • Calculation of production and efficiency.

**Examination Scheme:**

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

**Text & References:**

Text:

Terry Bracken bury, knitted clothing technology, 1st ed. (2013).

References:

1. Talukdar, M.K., “An Introduction to Winding and Warping”,
2. Textile Trade Press, Mumbai. Ajgaonkar, D.B., “Sizing : Materials, Methods and Machines”,
3. Textile Trade Press, Mumbai, 1982. Banerjee, P.K.,
4. “Industrial Practices in Yarn Winding”, NCUTE Publication, 1999.
5. Ramsbottom, “Warp Sizing Mechanisms”, Columbia Press, Manchester, 1965. Ormerod, A.,
6. “Modern Preparation and Weaving Machinery”,
7. Sadhan Chandra Ray, Fundamentals and advances in knitting technology, Ist ed.(2011)

## **PRINTING AND DYEING TECHNOLOGY-I**

**Course Code: BFD402**

**L:2:T:0,P:0,C:02**

### **Course Objective:**

- To understand the application of preparatory of textile material before coloration.
- To study various types of dyes and dyeing techniques and its advantages & disadvantages.

### **Theory:**

**Module I:** Preparation of textile for coloration **(4 Hours)**

Preparation of textile for coloration (Singing, De-sizing, Scouring, Degumming); Yellowness removing process of textile (Principal and Process of Hydrogen Peroxide bleaching, Principal and Process of Hypochlorite bleaching);

**Module II:** Steps involved of any dyeing process and their significance **(2 Hours)**

Steps involved of any dyeing process and their significance (The role of dye molecule, water & temperature, Affinity / Substantively, Concept of shade percentage, MLR (Material and Liquor ratio) & OWG (Weight of goods) & OVL (Volume of liquor)}

**Module III: Classifications of Synthetic dyes (6 Hours)**

Classifications of Synthetic dyes (Readymade Dyes: Water soluble and insoluble dyes, Developed Dyes: Water soluble and insoluble dyes, Study the method of synthetic dyes);

**Module IV: Introduction to printing (6 Hours)**

Methods of printing: Direct, Discharge and Resist printings,

**Module V: Applications of Printing (4 Hours)**

Block, Screen printing (Flat screen, Rotary screen printing), Transfer (Dry heat and Wet heat transfer), Digital Printing }

**Module VI Introduction to Fabric finishes (6 Hours)**

Introduction to Fabric finishes: Basic finishes that alter hand or texture; Felting, singeing, Surface finishes: Bleaching, de-lustering, flocking, burn out design, acid design, Functional finishes: Waterproof and water repellent finishes, shrinkage control, wrinkle resistance, durable press and flame retardant finish.

**Examination Scheme:**

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

**Suggested Readings:**

1. Textile Science – Gohl & Vilensky
2. Chemistry of organic Textile Chemicals –V.A Shenai
3. Clarke. W. 1974. An Introduction to Textile Printing. London, Newness Butter Worth.
4. Smith, J.L. Textile Processing: Printing, Finishing, Dyeing.
5. H.Panda. Modern Technology of Textile: Dyes & Pigments

## **FASHION TREND AND FORECASTING**

**Course Code: BFD 403**

**Credit Units: L1; T0; P0- C1**

**Module I:** Introduction to concept of fashion Industry and forecasting.

**(5 Hours)**

Introduction to the world of Fashion, the structure of the Industry

**Module II:** The terminologies of Fashion:

**(6 Hours)**

Style, Fashion, Design, Silhouette, Haute Couture, Ready-to-Wear; The Fashion Cycle and its stages.

Long-run and Short-run Fashions.

**Module III:****(6 Hours)**

Trends and the role of trend forecasting; Forecasting Personnel: Fashion Forecasters, Forecasting services / agencies, publications, trend portfolio; Fashion promotion as a tool for trend forecasting

**Module IV:****(6 Hours)**

Forecasting process: From Producers to Consumers, primary and Secondary Market Forecasts;

**Module V:****(5 Hours)**

Fashion Theme: Development; Fashion Trend Presentation, Fashion Shows

**Examination Scheme:**

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

**References:**

1. Fashion from Concept To Consumer by Gini Stephens Frings
2. The Business of Fashion: Designing, Manufacturing, and Marketing by Leslie Davis Burns, Kathy K. Mullet and Nancy O. Bryant
3. Fashion Forecasting by Kathryn Mckelvey, Janine Munslow
4. Fashion Forward: A guide to Fashion Forecasting by Chelsea Rousso
5. Color Forecasting for Fashion by Kate Scully
6. A trend forecaster's handbook by Raymond Martin

**FASHION TREND AND FORECASTING****Course Code: BFD 423****Credit Units: L0; T0; P2- C-1****Module I:****(5 Hours)**

To study and explore the application of Trends and Forecasts for apparel / accessories / home textiles

**Module II:****(5 Hours)**

Prepare range according to present trends and forecasting (Colors, Styles, Fabrics)

**Module III:**

**(18 Hours)**

Theme: Development; Fashion Trend Presentation

**Examination Scheme:**

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

**References:**

1. Fashion from Concept To Consumer by Gini Stephens Frings
2. The Business of Fashion: Designing, Manufacturing, and Marketing by Leslie Davis Burns, Kathy K. Mullet and Nancy O. Bryant
3. Fashion Forecasting by Kathryn Mckelvey, Janine Munslow
4. Fashion Forward: A guide to Fashion Forecasting by Chelsea Rousso
5. Color Forecasting for Fashion by Kate Scully
6. A trend forecaster's handbook by Raymond Martin

**COMPUTER AIDED DESIGN – III**

**Course Code: BFD 425**

**L: 0 T: 0 P: 4 C: 2**

**Course Objectives**

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

### Course Content

**Module I: Photoshop** [12 hours]

Colour rendering and image editing

**Module II: Figure Drawing** [12 hours]

Block figure and Flesh figure

**Module III: Fashion Illusration** [14 hours]

Drawing fashion croquis and Draping

**Module – IV** [18 hours]

Design a inspiration board, mood board and story board on any theme of your choice

### Examination Scheme:

Components	PR	A	MTE	ESE
Weight age (%)	30	05	15	50

### Text & References:

By Winifred Aldrich, CAD in Clothing and Textiles

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

## PATTERN DRAPING

**Course Code: BFD 427**

**Credit Units-P=4; T-0; L-0=02**

**Course Objective:**

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

**Course Contents:**

**Module I: Introduction**

Equipment's needed, grain, seam allowance, preparation of fabric, dress form.

**Module II: Basic Patterns**

Basic bodice (front & back), Basic skirt (front & back) Basic sleeve.

**Module III: Variations in necklines, armholes, waistlines**

**Module IV: Creating patterns by dart manipulations**

Multiple darts, Dart ticks, Gathers, Pleats, Flare, Style lines and control seams.

**Module V: Style lines and control seams**

Use of style lines, Cowls and twists in bodice, Midriff & yoke styles.

**Module VI: Variations in skirts**

Variation of the basic skirt, flared, pegged, gathered, and pleated,

**Module VII :** Peplums-flared and gathered.

**Module VII: Collars**

The Mandarin Collar

**Module VIII: The Shift**

The shift dress.

**Module IX: Final Presentation**

**Examination Scheme:**

<b>Components</b>	<b>CT</b>	<b>P</b>	<b>A</b>	<b>EE</b>
<b>Weight age (%)</b>	<b>30</b>	<b>10</b>	<b>05</b>	<b>50</b>

**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

## PRINTING AND DYEING TECHNOLOGY(LAB)

**Course Code: BFD 422**

**Credit Units: L0; T0; P2- C-1**

### **Course Objective:**

- To understand the application of preparatory of textile material before coloration.
- To study various types of dyes and dyeing techniques and its advantages & disadvantages.

### **Module I:** Preparation of textile for coloration

Preparation of textile for coloration (Singing, De-sizing, Scouring, Degumming); Yellowness removing process of textile (Principal and Process of Hydrogen Peroxide bleaching, Principal and Process of Hypochlorite bleaching);

### **Module 2:** Classifications of Synthetic dyes

Classifications of Synthetic dyes (Readymade Dyes: Water soluble and insoluble dyes, Developed Dyes: Water soluble and insoluble dyes, Study the method of synthetic dyes);

### **Module 3:** Introduction to printing

Methods of printing and style of Printing: Direct, Discharge and Resist printings, and Block, Screen and others method.

### **Examination Scheme:**

<b>Components</b>	<b>P/FW</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE(PR)</b>
<b>Weight age (%)</b>	30	05	15	50

### **Suggested Readings:**

1. Textile Science – Gohl & Vilensky
2. Chemistry of organic Textile Chemicals –V.A Shenai
3. Clarke. W. 1974. An Introduction to Textile Printing. London, Newness Butter Worth.
4. Smith, J.L. Textile Processing: Printing, Finishing, Dyeing.
5. H.Panda. Modern Technology of Textile: Dyes & Pigments

## **PATTERN MAKING AND GARMENT CONSTRUCTION- II**

**Course Code: BFD 428**

**L:,T:0,P:6,C:03**

### **Course Objective:**

This course is an advancement of the fourth semester program. The study of this course develops understanding of pattern making and sewing of more complex garments with fabric selection. Each module require a market survey for fabric selection for designer wear.

### **Course Contents:**

**Module I:** Adaptation and construction of basic sleeve to: **[18 hours]**

- a) Petal sleeve
- b) Bell sleeve
- c) Magyar
- d) Kimono

**Module II:** Dart manipulation **[18 hours]**

- a) Single dart series
- b) Double dart series

**Module III: Templates in Pattern making** **[12 hours]**

Terminology used in pattern making- Pattern drafting, flat pattern making, template, working pattern , production pattern, design specification sheet, pattern chart, cost sheet, trueing and blending, style number and pattern size.

**Module IV:** Drafting and construction of: **[18 hours]**

- a) Gathered
- b) Pegged
- c) Tiered

**Module V:** Drafting and construction of bodice with single dart and petal sleeve **[18 hours]**

**Examination Scheme:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weightage (%)</b>	<b>30</b>	<b>05</b>	<b>15</b>	<b>50</b>

**Text & References:****Text:**

Amaden Crawford, A Guide to fashion Sewing. Fairchild Publication Inc. New York. Fourth Ed.

**References:**

1. Step by step dress making course by Leila Aitken
2. Pattern Cutting by Zarapkar
3. Introduction to clothing production management by A J Chuter
4. Pattern making for fashion design by Armstrong

## **DESIGN PROCESS (LAB)**

**Course Code: BFD424**

**L:0; T-0 ; P:2=C:01**

### **Objective:**

This course asks you to step back from the acts of designing and judging your designs and to explore some ideas that can lead to a stronger intellectual base for these actions. The course will focus on the process of design, on formal methods of decision making and on methods to systematically improve design.

### **Module-1**

Plan: Research, observe, understand, analyse Interpreting, targeting, and creating of forms and messages

### **Module-2**

Design: use cases, Business Process, Wire frames, Design Concepts

### **Module-3**

Develop: Design, handover, communicate, monitor, visual design

### **Module-4**

Deploy: usability testing, verification, Design quality check and approval

### **Examination Scheme:**

Components	PR	Attendance	MTE	ESE
Weightage (%)	30	05	15	50

**Reference:**

- How to Design: Concept Design Process, Styling, Inspiration, and Methodology : Scott Robertson
- The Design Method: A Philosophy and Process for Functional Visual Communication :Eric Kar-jaluoto

**DESIGN PROCESS**

**Course Code: BFD404**

**L:2; T-0 ; P:0=C:02**

Objective:

This course asks you to step back from the acts of designing and judging your designs and to explore some ideas that can lead to a stronger intellectual base for these actions. The course will focus on the process of design, on formal methods of decision making and on methods to systematically improve design.

**Module-1**

**What is design?**

history of design methods and give an overview of the different theories of design and how design is viewed by each of them. The first set of readings give a historical overview to the question of “What is design?” and constitute a starting point for discussions that follow.

**Intuitive design process**

What are some systematic frameworks allowing one to examine the activities that designers undertake? What is the role of the media used in design, of the designer’s training, personality and experience? The processes of design will be considered from a cognitive psychological framework that views thinking as information processing.

## **Module-2**

Plan: Research, observe, understand, analyse Interpreting, targeting, and creating of forms and messages

## **Module-3**

Design: use cases, Business Process, Wire frames, Design Concepts

## **Module-4**

Develop: Design, handover, communicate, monitor, visual design

## **Module-5**

Deploy: usability testing, verification, Design quality check and approval

### **Examination Scheme:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weightage (%)</b>	<b>30</b>	<b>05</b>	<b>15</b>	<b>50</b>

### **Reference:**

- Cross N. “Designerly Ways of Knowing: Design Discipline Versus Design Science” Design Issues, v 17, n 3, pp. 49 – 55, Summer 2001. Optional readings:
- Alexander C. Notes on the Synthesis of Form, Harvard University Press, Cambridge Mass. 1964. NK1505 A4
- Simon H.A. The Sciences of the Artificial, The MIT Press, Cambridge Mass. 1981.Q175 S564 (Chapter 1).
- Reitman W.R. “Heuristic decision procedures, open constraints, and the structure of ill-defined problems” in Human Judgments and Optimality (Eds.) Shelly M. W., Bryan G. L., John Wiley and Sons, New York, 1963. pp. 282-315. BF441 S48

- Rittel H.W.J., Webber M.M. “Dilemmas in a general theory of planning”, Policy Sciences, v .4, 1973, pp. 155 – 169.
- How to Design: Concept Design Process, Styling, Inspiration, and Methodology : Scott Robertson
- The Design Method: A Philosophy and Process for Functional Visual Communication :Eric Karjaluoto

## **FASHION MANAGEMENT I**

**Course Code: BFD431**

**L:3; T-0 ; P:0=C:03**

### **Course Objectives:**

In this course students will gain the knowledge managerial skills for apparel industry and techniques of forecasting to manage the operations as per seasons.

### **COURSE CONTENT**

#### **Module-1**

Understanding Fashion Management and Market environment. Definition, Need and Scope of Fashion Management, Various steps involved in Fashion Management, Importance and role of various steps, Awareness of Fashion Market Environment, Process Involved in Fashion market, Understanding of Retail, Export, Production Environment, Different work process of Retail, Export, Production Unit

## **Module-2**

Fashion Marketing Research and Fashion Forecasting

Definition, Need and Scope, Elaborating the importance, Various Forecasting Process, Various Tools for Forecasting and importance, Effect of Fashion Forecasting on Market, Importance of Fashion Forecasting, Various tools for Fashion Forecasting, Various tools for fashion forecasting, Importance of those tools, Utilization and familiar with Fashion Forecasting Tools, Market Research and Fashion Forecast using various tools, Outcome of Market Research for projected season and region.

## **Module-3**

Managing the Fashion.

Exposure to Retail Brand Working Environment, Process involve in Retail, Brief Knowledge about Season Plan, Category Buildup, Range Plan, Mark up and Mark Downs, Profit Calculations, Different Margin Calculations Knowledge of Quantity Allocation, Price Allocation, Product Mix, Brief Knowledge of Buy Plan, Season Plan

## **Module-4**

Fashion market Planning

Planning, Steps involved in Market Planning, Impact of Planning, Effective planning, Planning for Projected season, Season Plan – Sales, Effective Season Plan, Factors for Season Plan, Season Vs Trend Vs Quantity Planning, Effective Sales Planing, Factors for Sales Plan, Opportunity Loss in Sales Projection, Sales Plan Vs Effective Sales, Definition, Scope and Opportunity of goods replenishment at store during mid season and through out.

### **Examination Scheme:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weightage (%)</b>	<b>30</b>	<b>05</b>	<b>15</b>	<b>50</b>

### **Text & References:**

#### **Text:**

1. Mike Easey, Fashion Marketing(3<sup>rd</sup> ed), Willey-Blackwell

2. Tracy Dlace & Tom Classily, Forecasting, Willey-Blackwell.
3. Virginia Grose, Basics of Fashion Management, AVA Academia Publishers

#### **ANANDAM-IV**

**Course Code: AND004**

**L: 0,T:0,P:4,C:02**

#### **Course Objectives:**

Aanandam is a credited subject that aims to install the joy of giving and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students

## Course Outcome

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

## Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

## Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

#### **Format for evaluation by Project Assessment Committee**

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects

#### **Fifth Semester**

<b>Code</b>	<b>Course</b>	<b>Category</b>	<b>L</b>	<b>T</b>	<b>P/F W</b>	<b>Credits</b>	<b>Re- marks</b>
BFD 501	Care and storage of apparel & Textiles	CC	1	-	-	1	
BFD 502	Fashion Promotion & Brand design	CC	1	-	-	1	
BFD 523	Computer Aided Design – IV	CC	-	-	4	2	
BFD 524	Accessories Design and Development	CC	-	-	4	2	
BFD 525	Pattern Making & Garment Construction - III	CC	-	-	6	3	

BFD 560	Integrated Design Project – I	CC	-	-	6	3	
AND005	ANANDAM-V	CC	-	-	4	2	
<b>Domain Electives</b>							
BFD530	Fashion Styling	DE			6	3	
<b>Open Elective</b>							
BFD531	Fashion Marketing & Merchandising	OE			6	3	
<b>Value Added Courses</b>							
BCS 501	Communication skills – III	VA	1	-	-	1	
BSS 504	Behavioral Science -V	VA	1	-	-	1	
FLN 501 FLG 501 FLS 501 FLC 501	Foreign Language -V French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>24</b>	

### **CARE AND STORAGE OF APPAREL & TEXTILE**

**Course Code: BFD 501**

**Credit Units: L01; T0; P0- C1**

**Course Objective:**

In this course students will aware the care and storage of apparel in manufacturing process and during end use.

## Course Contents:

### Module I: [Hours:6]

Water- hard and soft water, methods of softening water. Laundry soaps – Manufacture of soap (Hot process , cold process), composition of soap, types of soap, soap less detergents, chemical action , detergent manufacture , advantages of detergents

### Module II: [Hours:4]

Finishes – Stiffening Agents – Starch (cold water and hot water), Other stiffening agents, preparation of starch. Laundry blues, their application.

### Module III: [Hours:6]

Laundry equipment – for storage, for steeping and Washing – Wash board, suction washer, wash boiler, washing machine. Drying equipment's – outdoor and indoor types. Irons and ironing board – types of iron (box, flat, automatic, steam iron). Ironing board – different types.

### Module IV: [Hours:6]

Principles of washing – suction washing, washing by kneading and squeezing, washing by machine - Process details and machine details. Laundering of different fabrics – cotton and linen, woollens, coloured fabrics, silks, rayon and nylon.

### Module V: [Hours:6]

Special types of Laundry – water proof coats, silk ties, leather goods, furs, plastics, lace. Dry cleaning – using absorbents, using grease solvents. Storing – points to be noted. Stain removal – food stains, lead pencil, lipstick, mildew, nose drops, paint, perfume, perspiration / mildew, tar, turmeric and kum- kum. Care labels – washing, bleaching, Drying, ironing and different placements of label in garments.

## Examination Scheme:

Components	CT	ATT.	MTC	ESE
Weightage (%)	10	05	15	70

## Reference Books:

1. Singer Sewing, Clothing Care and Repair (Singer Sewing Reference Library)



and media in field of fashion and fashion brand establishment building process branding based on celebrity retail stores and designer collection. They start with the conceptualization of various brands through online market survey.

**Course Contents:**

**Module I [04 Hours]**

Introduction: Meaning, importance, role of Fashion Promotion.

Media Management for promotion for colors, fabrics, style, embellishment & accessories for Fashion Market.

**Module II Fashion Promotion and Media [06 Hours]**

Fairs, Journals and magazines, Street print media, Apparel India, Apparel online, Fashion newsletter, WWD, Wall Paper, Sportswear International, and Fashion style International, Inside fashion, International textiles, Textile View, Trends Collection.

Different Websites (www.fashioncenter.com, www.fgi.com, www.wgsn.com, www.vogue.com, www.wwd.com etc)

**Module III: [Hours:6]**

Anatomy of Trend, Image-maker, Fashion identity; Building the brand of Choice

**Module IV: [Hours:6]**

Store as star, Celebrity cells, Year model

**Module V: [Hours:6]**

Collection/behind the seams

**Examination Scheme:**

Components	CT	ATT.	MTC	ESE
Weightage (%)	10	05	15	70

**Text & References:**

**Text:**

- Mark Tungate, *Fashion Brands -branding style from Armani to Zara, 2<sup>nd</sup> Ed.*

**References:**

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

**COMPUTER AIDED DESIGN – IV**

**Course Code: BFD 523**

**L: 0 T: 0 P: 4 C: 2**

## Course Objectives

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

## Course Content

### Module I: Corel Draw

[10 hours]

Different poses of croquis, facial features and hairstyles

### Module II:

[12 hours]

Draping dresses (Indian Traditional, Casual and Formal)

### Module III:

[12 hours]

Pattern making in fashion CAD

### Module IV:

[18 hours]

Basics of Optitex

### Module V:

[14 hours]

Creating digital portfolio and its presentation.

## Examination Scheme:

Components	PR	A	MTE	ESE
Weight age (%)	30	05	15	50

## Text & References:

- By Winifred Aldrich, CAD in Clothing and Textiles
- 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

## ACCESSORIES DESIGN AND DEVELOPMENT

**Course Code: BFD 524**

**Credit Units: L0; T0; P4- C2**

### **Objectives:**

The Syllabus involves exploring, processing and experimenting with thoughts, ideas & materials in order to establish a platform for new ideas and a powerful personal expression

### **Learning Outcome:**

End of the course, the student will have in-depth knowledge, both practical and theoretical, of the fashion accessory design process.

Students have been able to develop fashion accessory space namely jewellery, body gears, home accessories, craft, furniture, footwear, bag, interiors, and in the realm of Designing experiences.

### **Course Contents:**

#### **Module I: - Concept and Elements of Market based product development.**

Mood Board, Colour Board, Inspiration Board and Story Board.

#### **Module I: - Illustrate and Design of funky jewellery /ethnic jewellery for the teenagers.**

Design the story boards and develops products including process of initial sketching.

#### **Module II: - Illustrate and Design the range of scarves, ties and stoles**

Design the concept or inspire board and then develops products.

#### **Module III: - Illustrate and Design the Belts, purses and bags.**

Design the mood or colour boards with colour plate and then develops products

#### **Module IV: - Illustrate and Design the hats and caps for kids wear**

Develop a illustration board based on self drawing and then develops products

#### **Module V: - Illustrate and Design the different style of product.**

Umbrellas / Juti / Turbans  
Cushion / Banderwar/ wall piece

Designing a story boards and then develops products

### **Examination Scheme:**

<b>Components</b>	<b>CT</b>	<b>P</b>	<b>A</b>	<b>EE</b>
<b>Weight age (%)</b>	15	30	05	50

## **Texts & References:**

### **Text:-**

- By Kathryn Me Kelvey, Illustrating Fashion
- Clarke D -1998-African Hats And Jewellery -Chartwell Books INC-New jersey
- By Phyllis Tortora, the Fairchild Encyclopedia of Fashion Accessories.

### **References:-**

- By Patrick John Ireland,Encyclopedia of Fashion detail
- By Bina Abling,Advances Fashion Sketchbook
- Balakrishnan R U and Sushil Kumar M- 2006-Indian Jewellery Dance of Peacock
- Femina, Elle, FNL, Apparel views, Clothesline, Vogue, Burda, Simplicity to consult

## PATTERN MAKING AND GARMENT CONSTRUCTION III

**Course Code: BFD 525**

**L:,T:0,P:6,C:03**

### **Course Objectives:**

This part of pattern making and garment construction course enables students to learn about details of pattern construction and stitching with variations in the basic garments.

### **Course Contents: -**

**Module I: Adaptation and construction of basic sleeve to:** **[20 hours]**

- a) Bell Sleeve
- b) Leg-O-Mutton sleeve
- c) Raglan sleeve

Pattern Development and Construction of the following:

**Module II:** Pattern Development and Construction of the following: Children garments **[20 hours]**

- (a) Jumpsuit
- (b) Romper

**Module III:** - Pattern Development and Construction of the following: Women garments

- (a) Palazzo **[22 hours]**
- (b) Straight Pant

**Module IV:** - Adaptation and Construction of following from basic skirt: **[22 hours]**

- a) Panel skirt
- b) Gored skirt
- c) Godet skirt

### **Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	30	05	15	50

**Text Books:-**

1. Helen J Armstrong, Pattern Making for Fashion Design ,Prentice Hall
2. Metric Pattern cutting & Grading by Winfred Aldrich

**Reference Books:-**

1. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture ,Oxford Pub,USA,1994
2. Ruth E.Glock,Grace I.Kunz.Apparel Manufacturing
3. Gerry Cooking, Introduction to Clothing Manufacture, Blackwell Science,UK,1999

**INTEGRATED DESIGN PROJECT –I****Course Code: BFD 560****L:,T:0,P:6,C:03****Objectives :**

- To research and evaluate a wide range of Home Textiles/Accessories/Garments.
- To experiment and combine traditional and non-traditional materials, techniques and processes in own work.

**Course Contents: -****Module: I****[Hour 10]**

Innovation means many things to many people, and means different things within a single business. Innovation and design aren't simply about new products or technology. They're also about how to improve products in everyday use, leading to reduced costs, increased usability and new business opportunities. The workshops have an emphasis on imparting practical skills and knowledge able to be easily applied in everyday business.

**Module: II****[Hour 10]**

This program is carefully tailored to suit student's group specific requirements and will involve a mixture of practical and theoretical exercises designed to encourage creative thinking.

**Module: III****[Hour 64]**

In this paper, learners will create innovative concepts for lifestyles and research.

- Prepare Client or Market survey (Brief)
- Secondary Data Collection (Re-Define Brief)
- Prepare a Story Board, Colour Board, Texture Board, Mood Board
- Prepare Collections according to the story board (For Primary Data)
- Prepare Final Collection and Documentation.
- A range (Minimum 3 articles) has to be developed.

**Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	30	05	15	50

### **FASHION STYLIZING**

**Course Code BFD 530**

**L:0;T:0;P:06,C:03**

**Objectives:** In this course students will be given opportunity understand the basics and general idea of fashion styling. They will be able to learn how to stylize a range and showcasing portfolio of their own personal style

**Course Content:**

The student will be doing a photo shoot of complete styling for a particular age, gender and occasion. At the end students will be submitting assignment file with the full details about the styling of the range with the presentation. Evaluation will be done on the basis of styling portfolio and presentation.

**Evaluation:**

<b>Components</b>	<b>Assignment</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	<b>30</b>	<b>05</b>	<b>15</b>	<b>50</b>

## **FASHION MARKETING & MERCHANDISING**

**Course Code: BFD531**

**L:3,T:0,P:0,C:03**

### **Course Objectives:**

- To acquaint students with marketing process so that they can correlate theory with practical aspect of marketing

### **Module I: Marketing: [Hours: 10]**

Introduction, Meaning, nature, functions, importance, marketing environment Definitions of Marketing, Concept of Marketing, Marketing Mix, Market Segmentation, Targeting,, Analysis of consumer markets and buyer behaviour.

### **Module II: Product & Pricing: [Hours: 8]**

Product Mix, Product Life Cycle, New Product Development.  
Pricing Objectives & Pricing Methods Development.

### **Module III: Merchandising: [Hours: 8]**

Definition, Role and responsibilities of a merchandiser.  
Merchandising plan, Buying calendar. Plant Cut-Off Dates and TNA  
Retailing- types of retail operations, Distribution Channels: Types, Levels of distribution

### **Module IV: Managing the Fashion [Hours: 5]**

Exposure to Retail Brand Working Environment & Process involve in Retail,  
Brief Knowledge about Season Plan, Category Buildup, Range Plan, Season plan, Mark up and Mark  
Downs, Different Margin Calculations

### **Module V: Fashion Market Planning [Hours: 5]**

Steps involved in Market Planning,  
Impact of Effective planning for Projected season,  
Scope and Opportunity of goods replenishment at store during mid season and throughout.

**Examination Scheme:**

<b>Components</b>	<b>CT</b>	<b>ATT.</b>	<b>MTC</b>	<b>ESE</b>
<b>Weightage (%)</b>	10	05	15	70

**Text & References:**

**Text:**

1. Mike Easey, Fashion Marketing(3<sup>rd</sup> ed), Willey-Blackwell
2. Tracy Dlanice & Tom Classily, Forecasting, Willey-Blackwell.
3. Virginia Grose, Basics of Fashion Management, AVA Academia Publishers

**ANANDAM-V**

**Course Code: AND005**

**L: 0,T:0,P:4,C:02**

**Course Objectives:**

Aanandam is a credited subject that aims to install the joy of giving and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students

**Course Outcome**

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

**Course Contents:**

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

**Evaluation:**

<b>Components</b>	<b>Project Continues Eval- uation</b>	<b>Final Report</b>	<b>Total</b>
<b>Weight age (%)</b>	<b>50</b>	<b>50</b>	<b>100</b>

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

### Format for evaluation by Project Assessment Committee

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects

### Sixth Semester

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD 601	Contemporary Art Appreciation	CC	1	-	-	1	
BFD 602	Design Research Method & Process	CC	1	-	-	1	
BFD 623	Pattern Making and Garment Construction-IV	CC	-	-	6	3	
BFD 624	Range Development	CC	-	-	6	3	
BFD 660	Integrated Design Project-II	CC	-	-	6	3	
AND005	ANANDAM-VI	CC	-	-	4	2	
<b>Domain Elective</b>							
BFD630	Fashion photography	DE			6	3	
<b>Open Elective</b>							

BFD 631	Contemporary Fashion Studies	OE	3			3	
<b>Value Added</b>							
BSC 601	Communication Skills – IV	VA	1	-	-	1	
BSS 604	Behavioral Science – VI	VA	1	-	-	1	
FLN 601 FLG 601 FLS 601 FLC 601	Foreign Language - VI French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>23</b>	

## CONTEMPORARY ART APPRECIATION

**Course Code: BFD601**

**Credit Units: L1; T0; P:0- C1**

### **Course Objectives:**

The purpose of the course is to provide the student with an overview of the contemporary art. In order to help students, understand the history of art as part of a broader social and cultural panorama, the course will look at art works, the social context in which they are produced and presented, and the different theoretical models through which they have been interpreted.

### **Course Contents:**

#### **Module-I: Abstract Expressionism**

Abstract expressionism during 1950 and 1960, Abstract Imagists, minimalism

#### **Module-II: Fashion and Art**

Examines the history of relations between Fashion and art, and ideology in global culture. Examines and analyses the effects of cultural practices such as traditional and new technologies in fashion visual culture. Explores analysis of feminism, gender roles, and identity construction in art both historically and in contemporary art forms.

**Module-III: Modern Art**

Emphasizing the historical development of painting, sculpture, and architecture including philosophical and cultural perspectives in the late 19th and 20th centuries. Includes an in-depth study of Expressionism, Surrealism, Cubism, Abstractionism, Op, Pop, and Realism.

**Module-IV: Post Modern art**

Neo Expressionism, on Conceptual art, electronic art, Internet art

**Module-IV: Survey of Traditional Art In Fashion**

Designed as a survey of artistic traditions found in India. The arts of painting, sculpture, and architecture will be discussed as artistic expressions as well as visual manifestations of Indian culture.

**Examination Scheme: -**

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

**Text & References:-**

**Text:** By Phyllis Tortora, the Fairchild Encyclopedia of Fashion Accessories.and By Kathryn McKelvey,Fashion Design Process, By Charles Lawhen,Instyl

**DESIGN RESEARCH METHODS AND PROCESS**

**Course Code: BFD 602**

**L; 1, T; 0, P; 0, C=01**

**Objectives:**

- To understand the significance of statistics in Fashion Technology Research. To understand and apply the appropriate statistical technique for interpretation of data.
- To understand the basic principles of research and learn various methods available for collecting and analyzing data.

**Module I:**

Foundations of Research: Meaning, Objectives, Motivation, Utility. Concept of theory, empiricism, deductive and inductive theory. Characteristics of scientific method – Understanding the language of research – Concept, Construct, Definition, Variable. Research Process

**Module II:**

Problem Identification & Formulation – Research Question – Investigation Question – Measurement Issues – Hypothesis – Qualities of a good Hypothesis – Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance

**Module III:**

Research Design: Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables.

**Module IV:**

Analysis of case study - A plan that specifies the sources and type of information relevant to the research problem. - A strategy specifying which approach distil be used gathering and analyzing data. - Also includes the time and cost budgets since most studies are done under these two constraints.

· Phases in Research Designing The Research process proceeds in six phases: - Specifying the problem/topic to be studied - Framing research design - Planning a sample (probability or non-probability or combination of the two) - Collecting the data - Analyzing the data (editing, coding, processing, tailgating)

**Module V:**

Qualitative and Quantitative Research: Qualitative research – Quantitative research – Concept of measurement, causality, generalization, replication. Merging the two approaches.

**Module VI:**

Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association.

**Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	30	05	15	50

**Reference**

· Crotty, M., (1998), The foundations of social Research: Meaning and Perspective in the Research Process, London: Sage Publication

- Dawson Catherine, (2002), Practical Research Methods, New Delhi
- Gupta Mukul and Gupta Deepa, (2011), Research Methodology, New Delhi: PHI Learning Private Limited
- Khanzode V.V., (1995), Research Methodology: Technique & Trends, New Delhi: APH Publishing Corporation
- Kothari C.R., (2010), Research Methodology: Methods and Technique, New Delhi: New Age International Publishers
- Kumar Ranjit, (2005), Research Methodology-A Step-by-Step Guide for Beginners, (2nd.ed.), Singapore: Pearson Education.

### **PATTERN MAKING AND GARMENT CONSTRUCTION-IV (LAB)**

**Course Code: BFD 623**

**L0:,T:0,P:6,C=03**

**Course Objectives:** This part of pattern making course enables students to learn about details of pattern making and construction of formal and casual Indian wear. To enable the students to: - Design the garments, Style read the design and Construct the garments

**Course Contents: -**

**Module I:** Pattern Development and Construction of saree blouse **[18 hours]**

**Module II:** Pattern Development and Construction of Salwar and Kameez **[18 hours]**

**Module III: Drafting and construction of bodice with:** **[24 hours]**

- a) Princess lines

- b) Yokes with princess lines, gathers, pleats and tucks
- c) Torso yoke
- d) Empire line

**Module IV: Drafting and construction of bodice with:**

**[24 hours]**

- a) Contouring pattern
- b) Wrap
- c) Off shoulder
- d) Halter

**Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	30	05	15	50

**Text Books:**

1. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
2. Metric Pattern cutting & Grading by Winfred Aldrich.

**Reference Books**

1. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994

**RANGE DEVELOPMENT (LAB)**

**Course Code: BFD 624**

**L0:,T:0,P:6,C:03**

**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 conceptualisation of a design and end up with the feed back from the general public.

**Course Contents:**

**Module I**

**[18 hours]**

Trend Research- Intensive Research on Silhouettes, Colours, Fabrics, accessories & Trims, Constructions & Surface Details, wet Processing, Embellishments & Materials

**Module II**

**[8 hours]**

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

**Module III** [18 hours]

Preparation of working and spec drawings

**Module IV: Fabric selection** [18 hours]

Selection of trimmings and accessories

**Module V: Pattern layout and placement** [23 hours]

Preparation of costing sheet, Cutting, stitching, Finishing, labelling and packing of garments

**Module VI** [27 hours]

Final presentation

**Examination Scheme:**

Components	PR	Attendance	MTE	ESE
Weight age (%)	30	05	15	50

**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

## INTEGRATED DESIGN PROJECT –II (LAB)

**Course Code: BFD 660**

**L:0,T:0,P:6,C:03**

**Objectives:**

- To develop concept and designs based on clients' needs and utility.
- To explore ideas in design, develop sense in design, material technique and style.
- To understand the suitability, trends, market demand in production of range/ product for apparel, home textiles and accessories.

**Course Contents: -**

**Module I:**

**[15 Hour]**

This paper would help to develop advanced skills and exploration in processes and materials. It encourages the synthesis of ideas from both direct and conceptual sources to produce outcomes to satisfy a set design brief. The core idea behind a design project is to develop professional skills of the students and encourage independent thinking.

**Module II: :**

**[15 Hour]**

The student should also understand the importance of research and evaluating the role of the client and market in the design process and product usage and utility for Apparel, Home Textiles and Accessories.

The project may be based on a realistic brief from the industry or it may be a hypothetical brief in either case a guide will be there to supervise the project. A design project can be given as a classroom project, a group project or individual projects to students.

**Module III: :**

**[64 Hour]**

The students will be the core custodians of the project and the onus will be on them from beginning till the end which will develop a sense of ownership and commitment. The students will also learn to keep the deadlines sacrosanct. The project will lead to the development of the designer's skills and knowledge through a process of 'hands on-minds on'.

A range (Minimum 3 articles) has to be developed.

**Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	-	05	-	95

**FASHION PHOTOGRAPHY (LAB)**

**Course Code: BFD 630**

**L:0,T:0,P:6,C:03**

**Objectives:**

- To understand camera handling.

- To explore ideas and implement through photographs.
- To understand the suitability, trends, market demand in production of range/ product for apparel, home textiles and accessories for digital marketing and promotion purpose.

**Module I:**

- Introduction of camera: understand camera settings and importance of Aperture, Shutter speed, ISO, White Balance and exposure control.
- Indoor outdoor lighting: Understand the methods of indoor and outdoor lighting for fashion or portrait photography.

**Module II:**

- The rule of Black and white fashion photography with Fashion accessories
- The rule of Street Fashion Photography

**Module III:**

- Professional and Creative Portraits
- Fashion Poses etc.
- Photo editing

\*\*\* Students have to submit their portfolio along with minimum 10 photographs form each module.

**Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	30	05	15	50

**Objectives:**

To create a fundamental understanding of the concepts related to design and Fashion & to introduce the students to the various terminologies and aspects of fashion

**Module 1: Introduction to Fashion**

- Introduction to fashion,
- Fashion Terminology: accessories, altamoda, atelier, bespoke, boutique, brand name, custom made, classic, couture, designer, draping, fad, fashion, fashion merchandising, haute couture, high fashion, knock-off, licensing, line, modapronta, prêt-a-porter, ready-to-wear, silhouette, style, stylist, toile, trend.
- Factors affecting Fashion- Social, Political, Technological, Geographical, Demographical, Psychological, Lifestyle changes

**Module 2: Fashion Adoption**

- Theories of Fashion Adoption and Fashion Cycle
- Fashion Movement: Trickle up, Trickle down and Trickle across
- Fashion Seasons: International market and Indian Market

**Module 3: Consumer Preferences & Research**

- Consumer research through
- Segmentation
- Brand awareness
- Relation to forecasting
- Connection to marketing / business initiatives

**Module 4: Study of Fashion Centres**

Major fashion centers of the world and their leading designers- Paris, Milan, Tokyo, New York, London, India

**Module 5: Fashion Brands & Icons**

## Fashion Brands, Fashion Icons and Role of Fashion in Movies, Sports, Politics

### Evaluation:

<b>Components</b>	<b>Assignment</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	<b>10</b>	<b>05</b>	<b>15</b>	<b>70</b>

### References:

- Frings Gini, (1996), Fashion-From Concept to Consumer, (4th Edition), Prentice Hall Publications.
- Stone Elaine, (2008), The Dynamics of Fashion, Fairchild Publication.
- Marshall S G, Jackson H O, Stanley MS, Kefgen M & Specht T, (2009), Individuality in Clothing & Personal Appearance, 6th Edition, Pearson Education, USA

## ANANDAM-VI

**Course Code: AND006**

**L: 0,T:0,P:4,C:02**

### **Course Objectives:**

Aanandam is a credited subject that aims to install the joy of giving and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students

### **Course Outcome**

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

### **Course Contents:**

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers

- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

**Evaluation:**

<b>Components</b>	<b>Project Continues Eval- uation</b>	<b>Final Report</b>	<b>Total</b>
<b>Weight age (%)</b>	<b>50</b>	<b>50</b>	<b>100</b>

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

**Format for evaluation by Project Assessment Committee**

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects

## Seventh Semester

Code	Course	Category	L	T	P/F W	Credits	Remarks
BFD 701	Entrepreneurship Management with Project	CC	1		-	1	
BFD 702	Design Ethics and Intellectual Property Rights	CC	1		-	1	
BFD 723	Pattern Making and Garment Construction-II	CC	-		6	3	
BFD 724	Portfolio and Design Development	CC	-		6	3	
BFD 750	Internship	CC	-	-	-	3	15 days Internship
AND007	ANANDAM-VII	CC	-	-	4	2	
<b>Domain Elective</b>							
BFD730	Fashion Communication	DE	3	-	-	3	
<b>Open Elective</b>							
BFD731	Consumer behavior & fashion marketing	OE	3	-	-	3	
<b>Value Added Course</b>							
BCS 701	Communication Skills – V	VA	1	-	-	1	
BSS 704	Behavioral Science – VII	VA	1	-	-	1	
FLN 701 FLG 701 FLS 701 FLC 701	Foreign Language - VII French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>23</b>	

## **ENTREPRENEURSHIP MANAGEMENT WITH PROJECT**

**Course Code: BFD 701**

**L: 1, T: 0, P: 0, C: 01**

### **Course Objectives:**

The object of subject Entrepreneurship, Management and Organization focuses on the problems, challenges and opportunities of small and medium-sized firms and focused on issues related to the functioning of boards of directors, especially in family-owned companies project and Research method also apply for conducted on financing, innovation, and internationalization and business networks.

### **Course Contents:-**

#### **Module I: Entrepreneurship: Introduction [Hours: 6]**

Entrepreneurship: Concept and Theories; Types of Entrepreneurs, Myths about entrepreneurship, The need for entrepreneurs in our economy Environmental Factors Affecting Entrepreneurial Development and Competencies of Entrepreneurs. Economic System and Entrepreneurial Behavior. Entrepreneurial Strategy: generating and exploiting new entries. Role of Creativity & Innovation in Entrepreneurship; Leadership through entrepreneurship. Difference between intrapreneur and entrepreneur. Social entrepreneurship.

#### **Module II: Entrepreneurship Skill [Hours: 4]**

Entrepreneurship Development Programme and their Evaluation. Different aspect of entrepreneurial organization and performance of entrepreneurial skills;

#### **Module III: Development Program [Hours: 6]**

Role of Government and Other Institutions in Entrepreneurship Development Women Entrepreneurs. Entrepreneurial Opportunities: Scanning, Positioning & Analysis, B-Plan Role of Consultancy organizations - Role of Financial Institutions - Bank Finance to Entrepreneurs

#### **Module IV: Small & Medium Scale Industries in India [Hours: 6]**

Project Formulation, Status and Outcome of Incubation Centre and start-up policy. Management of Small & Medium Units, MSMED Act 2016 Committee Reports on Small Scale Units and Related Government Policy. Problems & Remedial Measures of Small & Medium Enterprises

**Module V: Industrial Sickness [Hours: 6]**

Reservation of Spheres and Concessions for Small Units, Industrial Sickness and Small Units: Causes, Prevention and Remedies. Technology upgradation in Small Scale units.

Case studies of Successful Entrepreneurial Ventures, Failed Entrepreneurial Ventures and Turnaround Ventures

<b>Components</b>	<b>Assignment</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	<b>10</b>	<b>05</b>	<b>15</b>	<b>70</b>

**Examination Scheme:**

References:

1. Desai, Vasant: Entrepreneurship Development, Himalaya Publishing House, 2013
2. Desai, Vasant: Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, 2013
3. Drucker, Peter, F.: Innovation and Entrepreneurship, HarperCollins Publishers,2006
4. Gupta, C.B.: Entrepreneurship Development, Sultan Chand Publishers,2014
5. Kenneth, P . & V an V oorthin: Entrepreneurship and Small Business Management, Himalaya Publishers,2008
6. Pareek, Udai & Venkteswara, Rao, T.: Developing Entrepreneurship- A Hand- book on Learning System, Himalaya Publishers,2002

## **DESIGN ETHICS AND INTELLECTUAL PROPERTY RIGHT**

**Course Code: BFD 702**

**L: 1, T: 0, P: 0, C: 01**

### **Course Objectives:**

Design ethics and Intellectual Property Right subject aware object the legal relationships established in the fashion field and it seeks to present answers and solutions to the demands involving the entire production chain of the fashion business.

### **Course Contents: -**

#### **Module 1**

**[Hours: 4]**

Designs, GI and other forms of IP Designs Meaning and evolution of design protection , Concept of novelty , Concept of original , Registration, Term of protection ,Rights of holder , Unregistered designs Geographical Indication .Meaning and evolution of GI, Difference between GI and Trade Marks, Registration , Rights Authorized user

#### **Module II –**

**[Hours: 6]**

Introduction , Meaning of property, Is IP a property , Justifications for protection of IP ,Major forms of IP i Copyright ii. Patent iii. Trade Marks iv. Designs v. Geographic indication, Semiconductors, vii. Plant varieties Major international documents relating to the protection of IP- i. Berne Convention ii. Paris Convention iii. TRIPS

#### **Module III**

**[Hours: 6]**

Meaning and historical development of copyright, Subject matter, Original literary, dramatic, musical, artistic works ii. Cinematograph films, Sound recordings, Ownership of copyright, Term of copyright Rights of owner - Economic Rights, Moral Rights.

**Module IV – Patents****[Hours: 6]**

1. Meaning and historical development
2. Criteria for obtaining patents - Novelty , Inventive step, Utility, Non-patentable inventions
3. Procedure for registration- i. Application ii. Specification, iii. Publication iv. Examination v. Opposition vi. Grant of patent
5. Term of patent, Rights of patentee , Compulsory license, Revocation, Government use of patent ,Infringement of patents , Exceptions to infringement , Remedies, Patent office and Appellate Board.

**Module V – Trade Marks****[Hours: 6]**

1. Meaning and historical development of marks
2. Functions of marks, Commercial aspect, Consumer aspect
3. Concept of distinctiveness, Absolute grounds of refusal, Relative grounds for registration
4. Doctrine of honest concurrent user, Procedure for registration i. Application ii. Advertisement iii. Opposition iv. Registration,Term of mark , Rights of holder, Assignment and licensing of marks, Infringement , Passing Off ,Trade Marks Registry and Appellate Board

**Examination Scheme:**

<b>Components</b>	<b>Assignment</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	<b>10</b>	<b>05</b>	<b>15</b>	<b>70</b>

**Reference:**

1. The Copyright Act, 1957
2. The Patent Act,
3. 1970 The Trade Marks Act,
4. 1999 The Designs Act,
5. 2000 The Geographical Indication of Goods Act,
6. 1999 The Protection of Plant Varieties and Farmers' Rights Act,
7. 2001 The Semiconductor Integrated Circuits Layout Design Act,2000

**Books**

1. W.R.Cornish & D. Llewelyn , Intellectual Property: Patents, Copyrights, Trade Marks and Allied rights, Sweet & Maxwell.
2. Lionel Bently & Brad Sherman, Intellectual Property Law, Oxford.
3. P. Narayanan, Intellectual Property Law, Eastern Law House

## **PATTERN MAKING AND GARMENT CONSTRUCTION**

**Course Code: BFD 723**

**L:,T:0,P:6,C:03**

**Course Objectives:** This part of pattern making course enables students to learn about details of pattern making and construction of formal and casual Indian wear. To enable the students to:- Design the garments, Style read the design and Construct the garments.

**Course Contents:-**

**Module I:** Pattern Development and Construction party wear gown

**Module II:** Pattern Development and Construction bridal dress

**Module III:** Pattern Development and Construction of Formal shirt for ladies

(with collars and cuffs)

**Module IV:** Pattern Development and Construction of Jacket **Module V:** Pattern Development and Construction of trouser

**Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	30	05	15	50

**Text Books:**

1. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall
2. Metric Pattern cutting & Grading by Winfred Aldrich.

**Reference Books**

1. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
2. Ruth E. Glock, Grace I. Kunz. Apparel Manufacturing
3. Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991

**PORTFOLIO AND DESIGN DEVELOPMENT****Course Code: BFT 724****Credit Units: L0, T0, P6 - C03****Course Objective:**

The students incorporating the skill in document all their presentable work done through all semesters and those that portray the student's areas of interest. The portfolio can be an effective means of communicating the capacities and capabilities of the students to anyone who seeks their skills and talents.

**Learning Outcomes:**

The students shall be incorporating the skills that they have learnt in the last five semesters. It is aiming at enabling you to realize your own ideas, individual views and concepts about aspects of design in fashion.

You are expected to work independently, to create your own Art plates, to identify your own aims and objectives and to investigate thoroughly towards finding appropriate as well as original solutions in the area of design which you have identified.

**Presentation & Evaluation [84 hours]**

The portfolio would be done using the art software's of which the student have under gone training. Students should use computer aided backdrops and various innovative layouts. Appropriate selection of designer display folders & different design options are possible for showcasing their creative works.

**Suggested Reading:**

**Examination Scheme:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	30	05	15	50

**INTERNSHIP/ IN HOUSE TRAINING**

**Course Code: BFD 750**

**L:0,T:0,P:0,C:03**

**Objectives:** To impart knowledge on working of apparel industry.

To gain practical knowledge on different departments of apparel industry

Internship Training/ Training Documentation Internship with any garment based industry or company  
.A report to be submitted for evaluation. Craft Documentation Objectives

- In depth knowledge of Fashion Industries and handicrafts.
- To learn research and documentation of various Indian crafts by visiting and meeting the craftsman and artisans personally.
- Documentation should contain the following

Introduction

Aim

Objectives

Hypothesis

Procedure

Design

Pictures of crafts

Questionnaire for survey/ information collection. Results and discussion

Summary and conclusion

Bibliography

**Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	30	05	15	50

**FASHION COMMUNICATION**

**Course Code: BFD 730**

**L:3,T:0,P:0,C:03**

**Course Objectives:**

The course aims at giving an overview of the fundamentals of global fashion and to equip students with the knowledge and understanding of the components of communication design.

**UNIT I: Fashion Communication**

- Strategy
- Market Research
- Planning
- Briefing
- Presentation

**UNIT II: Communication Strategies:**

- Advertisements

- Editorial coverage
- Product placements
- Collaborations
- Events and sponsorships
- Guerilla marketing and viral marketing
- Web presentation
- Mobile strategies
- Recommendations

### **UNIT III: Fashion and Media**

- Communication design for brands/producer and consumer
- Fashion Journalism
- Fashion, beauty and luxury publishing
- Fashion advertising and PR

### **UNIT IV: Brand Image and Communication**

- Luxury brands and mass market, different products but similar communication approaches.
- An integrated communication strategy in fashion
- Difference between communication and P.R
- VIP and influencer marketing

### **References:**

- Greenwood, G. L. (2012) Fashion Marketing Communications, John Wiley and Sons
- Jay, Phyllida (2015) Fashion India, Thames and Hudson, London.
- Posner, Harriet (2011) Marketing Fashion, Lawrence King Publishing, China

## CONSUMER BEHAVIOUR & FASHION MARKETING

**Course Code: BFD 731**

**L:3,T:0,P:0, C:3**

### **Course Objective :**

In this course students will gain the knowledge of consumer behaviour cultural influence and their buying behaviour.

### **Course Contents:**

#### **Module !:**

7 hours

Fashion concept, theories and consumer behaviour, cultural influence, creation and diffusion of fashion consumer culture.

#### **Module I!:**

7 hours

Consumer characteristics- Individual consumer dynamics, motivation and value.  
Demographic subculture, age, race, ethnicity, income, social class

#### **Module II!:**

8 hours

Psychographics- Personality, Attitudes and life style, consumer perception

#### **Module !V:**

6 hours

Fashion communication for buying and disposing

### **Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	30	05	15	50

**Text and references:**

Michael Solomon, Nancy J.Rabolt, Consumer Behaviour in fashion, Dorling Kindersley (India)

**ANANDAM-VII**

**Course Code: AND007**

**L: 0,T:0,P:4,C:02**

**Course Objectives:**

Aanandam is a credited subject that aims to install the joy of giving and sharing in young people through community participation, helping them to be responsible citizens and be initiators of change for a healthy society. The faculty will inspire students for Individual Social Responsibility (ISR) and will inculcate the qualities of compassion, an open mind, a willingness to do whatever is needed and positive attitude in students

**Course Outcome**

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

### Course Contents:

The students and mentor as per their interest would support activities of community service such as:

- literacy programs, in today's digital age many organizations/individuals might also need help with email and websites
- livelihood projects,
- time giving activities to adopted communities (awareness regarding Govt. programmes) sports like yoga, meditation, drills, and physical exercises in adopted areas
- activities on arts and culture such as restoration of traditional art and culture and monuments.
- understand their responsibility in taking care of environment and appreciating cultural diversity
- While some students would be interested in awareness about environment such as protecting and preserving natural resources and animal species (the flora and the fauna). Plantation and animal care centers
- A few would be concerned with healthcare like medical and dental missions, first-aid training, etc.
- Another group may be formed for attending to old people (who have money but need assistance for market and groceries) [Time Bank]
- Another group may be formed for civic activities, awareness programmes.
- Local social problems to be taken up and solutions devised
- Innovations and Startups to be encouraged
- help plant a community garden, help out at a children's camp

The students have to select a project and continue it for all the year

### Evaluation:

Components	Project Continues Evaluation	Final Report	Total
Weight age (%)	50	50	100

- **Project Assessment Committee** will assess the Group Community Service Project Report
- submitted by the students, in the duly filled given format, based on:
- Submission of the student dedicated daily diary as per student attendance norms students' performance and interaction with the community
- presentation of the project report
- impact on society and the course outcome results

**Format for evaluation by Project Assessment Committee**

- Submission of register of everyday activity mandatory (if register is not submitted by the student, he/she will not be evaluated and considered for the award)
- Report contains presentation /video
- Photographs of Students' participation and involvement of community
- Problem solving and challenging issues addressed/ innovation

Project Assessment Committee constituted will assess the projects

**Eight Semester**

Code	Course	Category	L	T	P	Credits
BFD-850	Internship	CC	-	-	-	12
BFD-860	Graduation Design Collection	CC	-	-	12	6
<b>Total-</b>						18

**Note:-** CC - Core Course, VA - Value Added Course, OE - Open Elective, DE - Domain Elective,  
FW - Field Work

**INDUSTRIAL TRAINING /INTERNSHIP**

**Course Code: BFD 850**

**L:0,T:0,P:0,C:12**

**Objectives:** Exposing students in real life working environment as a part of an academic curriculum helps the students to develop and enhance academic, personal and professional competencies. Through this, the students will understand the importance of industrial training which includes:

1. Application of knowledge learned
2. Acquire and develop practical skills
3. Strengthen work values
4. Gain interpersonal skills
5. Get an understanding of how the market functions

The report will be evaluated by an external examiner, an internal examiner the marks of the continuous assessment obtained from the industry will be compiled based on various interim reports of mid-term/end of term evaluation received from the host organization and timely submission of report.

Project Report submit by following points.

1. Contents List of tables and figures
2. Introduction about the company
  - 2.1. Company's divisions
  - 2.2. Wovens division, Knits division, Home furnishing divisions, Infrastructure, Quality and R&D. Clients etc
3. Background of the project
  1. About the project
  2. Project objectives
4. Review of literature
5. Fashion/Textile industry in India
6. Contribution to employment generation
7. Methodology
8. Designing
9. Developing fashion/textile/apparel/accessories designs
10. Sampling / Sampling Process
11. Product Development / Garment/Home textile/ apparel/accessories
12. Merchandising
13. Merchandiser
14. Roles and responsibilities of a merchandiser
15. Findings and Recommended
16. Solutions

- 17. Learning
- 18. References
- 19. Appendices

**Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	30	05	15	50

## GRADUATION DESIGN COLLECTION

**Course Code: BFT 860**

**L:0,T:0,P:12,C:06**

### **Course Objective:**

In the final semester the students are given an opportunity to design and present their own collection starting from inspiration and conceptualization, design process, sourcing, styling, pattern making, photography, accessories and the presentation of their collection at a fashion show before and invited trade audience.

Evaluation depends on the student present and show number of characteristics as a Fashion designers, product developers, creative pattern makers, fashion coordinators, fashion stylists, design merchandisers, fashion educators, fashion illustrators, costume designers all are connected from syllabus.

### **Course Contents:**

#### **Module I**

Collection, construction and Presentation

### **Examination Scheme:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weight age (%)</b>	30	05	15	50

- 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 fashion forecasts and update fashion market so that they can prepare their collection accordingly.

### **References:**

- By Tracy Diane and Tom Cassidy, Color Forecasting

- Apparel Online, Apparel Views, Clothesline, Moda, Vogue, Simplicity etc. to be consulted regularly.