Bachelor of Design in Fashion Design & Technology

FLEXILEARN
-Freedom to design your degree

Programme Structure
Curriculum & Scheme of Examination
2016-17

AMITY UNIVERSITY, CHHATTISGARH
# Bachelor of Design in Fashion Design & Tech. (Total Credits-210)

## Programme Structure

### FIRST SEMESTER

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<th>Course Code</th>
<th>Course Title</th>
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**Open Electives**

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THIRD SEMESTER  
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Concentration Electives (Choose any One Group) 2

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Group-2

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Group-3

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### SEVENTH SEMESTER

**Inspiration Fashion – Field Trip / Visits – 4 weeks (Compulsory)**

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<td>• Field Trip / Visit – Report Evaluation</td>
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<td>• Portfolio Development</td>
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<td>• Digital Design Techniques &amp; Presentation</td>
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<td>• Range Development &amp; Final Presentation</td>
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### EIGHTH SEMESTER

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Syllabus – First Semester

PATTERN MAKING AND DRAFTING-I

Course Code: FST2101 Credit Units: 03

Course Objective:
This study makes students understand the skills of developing the ideas into real garments by draping and pattern making to get the required style, shape and fit. This course gives the full knowledge of basic bodice blocks, sleeve blocks, yokes, collars and dart manipulation.

Course Content:

Module I : Basic elements to make drafts or patterns
Pattern making tools; Workroom terminology- Name of each section-Symbol key, Pattern making term, Fabric terms; Accurate measurements - How to take measurements; Pattern making methods; Types of patterns; Standard body measurements; Completing the pattern.

Module II : Drafting of Bodice Block
Basic fitted bodice block; Easy fitting bodice block; Dart less bodice block; Basic necklines; Lowering necklines; Centre front openings.

Module III : Master patterns
Giving details like grain, notches, style marks, dart marks, balance marks, seam allowances, turnings etc.

Module IV : Dart manipulation
Introducing the slash and spread patternmaking technique to transfer the darts excess from one location to another for design variation; Suppression positions; Single dart series - common dart positions and shaped darts; two dart series

Module V : Drafting of skirt block
Straight skirt; Circular skirts - Full circular skirt, half circular skirt, Quarter circular skirt.

Module VI : Different types of pockets & Drafting of Sleeves
Pockets- Size specifications Patch pocket, Flap pocket, Side seam pocket, Kurta pockets and cross pockets. Sleeves - Introduction, Development of sleeve block, Sleeve Terminology, Sleeve length variation; Set insleeves-Puff at the crown, Puff at hem, Puff at cap and hem, Short and Long Lantern, Bishop, Bell, Leg-o-mutton sleeve; Grown on sleeve-Kimono, Dolman ,Raglan , Batwing ,Dropped shoulder/ Cap /Extended

Submission of practical work records - (Compulsory)

Examination Scheme:

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

Text:
- By Gillian Holman, Pattern cutting made easy
- By Norma Carolyn, Pattern Making

References
- By Gerry Cooklin, Pattern cutting for women’s outerwear
- By Armstrong, Pattern making for fashion design
- By Gloria Mortimer, Pattern designs for children clothes
- By Zarapkar, Pattern Cutting
INTRODUCTION TO APPAREL MANUFACTURING TECHNIQUE

Course Code: FST2102  Credit Units: 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 Content:
Module I : Introduction to sewing machine
Its various parts and functions; Understanding the simple problems of sewing machine and its maintenance

Module II : Basic stitches with hand and sewing machines
Temporary and Permanent Basting - even and uneven, Diagonal and Thread mark stitch, Hemming - visible and invisible, Running, Buttonhole (plain, bound, corded), Backstitches -full, half, prick and pick, Slip stitch, Overcast and overhand stitches etc

Module III : Basic machine seams used for stitching or finishing of the garments
Plain seam, Lapped seam, French seam, Run and fell seam

Module IV : Fabric manipulation like gathers, pleats, darts and tucks
Pleats - Knife, Box, Accordion, Inverted box, Kick pleats; Tucks - Pin, Space, Cross, Shell and Release.

Module V : Necklines
Various kinds of necklines, stitches and trimmings used for various shapes. Use and differences between the basic methods used for finishing necklines - Shaped facing, Bias facing and Piping.

Module VI : Plackets and Pockets
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.

Module VII : Fixing belts

Module VIII : Construction of basic bodice

Submission of practical work records - (Compulsory)

Examination Scheme:

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Text & References:

Text:
- Reader’s Digest, Complete Guide to Sewing
- Dorothy Wood, The Practical Encyclopedia of Sewing

References
- Leila Aitken, Step by step dress making course
- Amaden-Crawford, A Guide to Fashion Sewing
- A J Chuter, Introduction to clothing production management
- Gordan, Ultimate sewing book
- Pattern making for fashion design
COMPUTER APPLICATIONS

Course Code: FST2103
Credit Units: 02

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

Course Content:

Module I : Overview of the working of a computer
Basic concepts in stored program execution, Input, output, storage devices, RAMS, ROM etc.

Module II : History of computers and it emergence

Module III : Working knowledge of Microsoft Word & Excel

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

Examination Scheme:

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

Text & References:
Text:
1. Winifred Aldrich, CAD in Clothing and Textiles

References:
1. Triedman and Cullan , Colour Graphic
2. B.B. Publications Introduction to Computers
DESIGN PROCESS AND COLOUR CONCEPT

Course Code: FST2109               Credit Units: 03

Course Objective
This course involves an interdisciplinary approach to the study of design and color by dealing with reasoned application of knowledge and skills in the areas of fashion design and technology which foster positive values and attitudes for enterprise, creativity and innovation through design-and-make activities.

Course Contents:

Module I : Design Theory applicable to Fashion Art.

Module II : Colour in visual design.

Module III : Colour Theory applicable to Fashion Art.
Pigment Wheel - Classification of hues in the pigment wheel, Primary colours, Secondary colours, and Tertiary colours. Color properties - Hue, Value, Tints and Shades, Tones, Intensity or Saturation, Colour Temperature- Warm and cool colours, Color Interaction, Color Contrast, Colour Harmony and Color Schemes- (1) Basic Colour schemes - Chromatic Colours, Achromatic, Monochromatic, Polychromatic, Analogous, Complementary- Direct complements. (2) Advanced color schemes- Split complements, Triadic, Tetradic, Square, Dyadic or Dyad, Neutral, Earth Tone, Pale colour scheme

Module IV : Design in textiles and clothing.

Examination Scheme:

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

Text:
- Richard Hora, Elements of design Colour Theory
- Bryan Peterson, Design Basics for Creative Results, F+W Media, 2003

References:
- David A. Lauer, Stephen Pentak, Design Basics, Wadsworth, USA
- Mary Buckley, Color theory: a guide to information sources
- Frank W. Baker, Media Literacy in the K–2 Classroom, ISTE, 2012
- Tom Fraser, Adam Banks: Designer's Color Manual, Chronicle Books, 2004
- Articles by Design Institute of Australia & India Design Council
FUNDAMENTALS OF TEXTILES

Course Code: FST2105 Credit Units: 02

Course Objective:
To understand the tactile and behavioral characteristics of various fibers and yarns in relation to their application and end use.

Course Contents:
Module I: The Overview of Textile Industry
Introduction to textiles; Major segments of the textile industry; Market planning for apparels; Primary and secondary sources of fabric buying and selling of finished fabric.

Module II: The Textile Fibers

Module III: The Textile Yarns.

Examination Scheme:

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

Text & References:
Text:

References:
- Anne Fritz & Jennifer Cant, Consumer Textiles, Oxford University Press, 1986
- Marjory Joseph, Essentials of Textiles
- E P G Gohl & L D Vilensky, Textile Science
- Kadolph SaraJ, Textiles, Pearson, 2009
SOCIAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING

Course Code: FST2107 Credit Units: 02

Course Objective
The object of this course is to be able to relate aspects of clothing to the society and to expand student’s perspective in fashion, in keeping with present roles, personal lifestyles, and social clothing concepts.

Course Contents:

Module I : Origin of clothing & Clothing Theories.
Origin of Clothing - Theories of clothing – Theory of modesty, Immodesty, Protections, Adornment, Combined need theory, Other theories in fashion; Relation between clothing and other disciplines- (a) Physical Health (b) Mental Health; Clothing and first impressions.

Module II : Relation between clothing, fashion and the wearer.
Personality and Self concept - Motivation in clothing choices. Individual values, Interests and attitudes related to clothing. Behavior and clothing choices - Practices and effect of fashion and clothing on the individual; Introduction to cosmetology and Fashion Grooming.

Module III : Clothing and Society.
Clothing and Social behavior - Clothing influenced by religion and culture, Clothes and conformity, Clothes and occupation, Concept of uniforms, Clothes and social class, Clothes & color and its impact.

Module IV : Case study
Influence of global fashion in Indian cloth wearing. (Compulsory)

Examination Scheme:

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

Text & References:
Text:
- Susan B. Kaiser, The social psychology of clothing and personal adornment, Macmillan, 1985

References:
- Solomon, Consumer Behavior: In Fashion, Pearson Education India.
FASHION ART ILLUSTRATION AND MODEL DRAWING-I

Course Code: FST2108 Credit Units: 03

Course Objective:
The study of this course develops the student’s ability to visualize the ideas and putting them in concepts for fashion garments. It gives an understanding to different illustration techniques and explores other media for creating concepts through practical assignments. Whereas Model Drawing is introduced with the concept of drawing normal figures in movement and different postures.

Course Content:

Module I: Sketching of Block and Flesh Figures
Module II: Photo Analysis
Module III: Rendering of Prints into flat illustration
Module IV: Detailed drawing of Basic Styles
Module V: Draping of Garments
Module VI: Introduction to Garment Drawing
Module VII: Use of different colour medium

Submission of practical work records - (Compulsory)

Examination Scheme:

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Text & References:

Text:

References:
- Fashion Design and Illustrations
- Patrick John Ireland, Introduction to Fashion Design
- Bina Abling, Model Drawing
- Bina Abling, Fashion Sketch Book
Syllabus - Second Semester

FASHION ART ILLUSTRATION AND MODEL DRAWING-II

Course Code: FST2201  Credit Units: 03

Course Objective:
This course deals with the study of the basic styles and the optical illusion they create the identification of styles – when, where and how to use. They must understand the relevance of working drawings and learn to use them appropriately. The students start with market surveys and researches to collect various fabrics and trimmings and learn to draw and use them effectively. After the students learn the basic skills of figure drawing and proportions, they now start working on stylized sketches and experimenting with different colour mediums to exhibit the desired fabric texture.

Course Content:

Module I: Draping of different types of dresses in various silhouettes
Module II: Use of textures
Module III: Designing of casual shirts and t-shirts for teenagers
Module IV: Designing of casual and formal skirts for teenagers
Module V: Designing of casual and formal one piece dresses for teenagers
Module VI: Designing of casual and formal trousers for teenagers

Submission of practical work records - (Compulsory)

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

Text & References:

Text:
- By Patrick John Ireland, Encyclopaedia of Fashion Detail

Reference:
- Inside fashion design
- Fashion Design and Illustrations
- Ritu Bhargava, Design Ideas and accessories
- Bina Abling, Advanced Fashion sketch book
PATTERN MAKING & DRAFTING-II

Course Code: FST2202  
Credit Units: 02

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

Course Content:

Module I : Drafting of Collars
Collars -Introduction, Collar terms and classifications Flat Peter Pan collar, Flat sailor’s collar, Roll Peter pan collar, Shawl collar, Mandarin collar Gents shirt collar

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

Module III : Dresses without waistline seams
Close fitting dress block (Sheath silhouette), Semi fitted dress block (Shift silhouette); Straight line dress block (Box fitting silhouette)

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

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

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

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

Submission of practical work records - (Compulsory)

Examination Scheme:

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Text & References:

Text:
- Gillian Holman, Pattern cutting made easy

References:
- Gerry Cooklin, Pattern cutting for women’s outerwear
- Armstrong, Pattern making for fashion design
- Zarapkar, Pattern Cutting
- Gloria Mortimer, Pattern designs for children clothes
- Cloake, Cutting & Draping special occasion clothes
GARMENT CONSTRUCTION-I

Course Code: FST2203  
Credit Units: 02

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

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

Submission of practical work records - (Compulsory)

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**Text:**
- Reader’s Digest, Complete Guide to Sewing

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

Course Code: FST2204
Credit Units: 02

Course Objective:
This course focuses on the usage of computers in Fashion & Apparel Industry

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

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Text & References:
- Winifred Aldrich, CAD in Clothing and Textiles
FABRIC ARTISTRY & EMBROIDERY

Course Code: FST2205          Credit Units: 03

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

Course Contents:

Module I : Introduction to fabric decoration.

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

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

Module IV : Basic Hand Stitches
Hand Stitches - Running stitch, Basting, Gathering, Overcastting, Fagoting, and Hemming.

Module V : Basics of Fabric Embellishment. (Theory)
Constructed Artistry - Yarn design, Weave design, Knitwear design; Dye & Print Artistry - Tie & Dye, Batik, Stencil, Screen, Block Printing. Indian Hand-Painted Artistry – Pichvai of Rajasthan, Pad of Rajasthan, Kalamkari of Andhra Pradesh, Patachitra of Orissa.
Submission of practical work records - (Compulsory)

Examination Scheme:

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

References:
- The Buttrick Co. NY, USA, Buttrick Dressmaking, 1940.
- Morrel Anna, Techniques of Indian Embroidery, BT Batsford Ltd; London, 1994
TECHNOLOGY OF TEXTILES MANUFACTURING

Course Code: FST2207
Credit Units: 03

Course Objective:
This course imparts the knowledge about two major technologies of fabric manufacturing – Woven and Knits that develop the foundation for fabric application in fashion.

Course Contents:
Module I : Introduction to Fabrics

Module II : Mechanism of Weaving
Different forms of yarn packages and use - Hanks, Cones, Cheeses, and Spools. Loom- Classification of looms, Parts of Loom, Passage of warp in a loom. Basic loom mechanisms- Primary motions, Secondary motions, Auxiliary motion; Handlooms - Loom Types, Essential features of handloom Fabrics; Power looms - Loom Types, Essential features of Power loom Fabrics; Dobby, Jacquard; Special Purposed looms - Circular Looms, Multiphase loom, Magazine loom, Ribbon loom, Needle loom, Swivel loom, Box loom; Weaving Preparatory Process.

Module III : Woven Fabric Types and Analysis

Module IV : Knitted Fabric & Mechanism of Knitting
Introduction to Knit design and structure – Definition, comparison between knitting and weaving, Classification of knitting Machines; Important terms in knitting – course- wales – gauge-face loop-back loop- loop length, texture. Weft Knitting- Plain Knit stitch, Purl stitch, Rib stitch, Novelty stitches; Warp knitting- Tricot, Raschel, Crochet, Milanese; Pile knitting- Terry, Velour, Jacquard Knitting.

Module V : Knitted Fabric Types and Analysis

Examination Scheme:

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

Text:

References:
- Terry Brackenbury, Knitted Clothing Technology.
- N.N.Banerjee, Weaving Mechanism, Textile Book House, West Bengal, 1982
FASHION- BUSINESS LAWS, ETHICS AND COMMUNICATION

Course Code: FST2208                Credit Units: 03

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

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

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

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

Examination Scheme:

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References:
- S.K Kapoor, Law of Contracts
- P Narayanan, Intellectual Property Rights
- B S Jolly, Law, Ethics & Communication- FOR CA-IPCC, Tata McGraw-Hill Education
- B. Rao, Business Ethics & Professional Values, Excel Books India, 2009
Course Objective:
To provide a broad foundation to acquire the knowledge of fashion theory and its growth which develop the students’ potential for professional activities that demand considerable independence or for fashion research work.

Course Contents:

Module I: Fashion Terminology
Fashion Career Scope

Module II: Fashion Cycles & Fashion Motivation
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 Development

Module IV: Fashion Evaluation & Adoption.
Introduction - Fashion Cycles, Length of Fashion Cycles; Adoption- Traditional Fashion adaption (Trickle – Down Theory), Reverse Adaption (Trickle-up or Bottom-up Theories), Mass Dissemination (Trickle-across Theory); James Laver and Laws on the Timeline of Style

Module V: Applied Learning Assignments.
Make the influential list of Indian and International fashion designers and trace their fashion and style from the Newspapers and Magazines.

Examination Scheme:

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

Text & References:

Text:

References:
1. Phyllis Tortora, The Fairchild’s Dictionary of Fashion
2. S. A Hussain, Variety- Fashion for Freedom
5. Solomon, Consumer Behavior: In Fashion, Pearson Education India.

**List of Magazines**
Syllabus - Third Semester

FASHION ART ILLUSTRATION AND MODEL DRAWING-III

Course Code: FST2301 Credit Units: 02

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

Course Content:

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

Submission of practical work records - (Compulsory)

Examination Scheme:

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Text & References:

Text:
- Kathryn McKelvey, Fashion Source Book

References:
- Bina Abling, Fashion Model Drawing
- Patrick John Ireland, Introduction to Fashion Design
- Patrick John Ireland, Encyclopaedia of Fashion Detail, Batsford, 1987
ADVANCE PATTERN MAKING & DRAPING-I

Course Code: FST2310  Credit Units: 03

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

Course Content:

Module I : Pleats
Definition, Purpose, Identification & how to cut patterns, Box, Knife, Inverted, Double, kick etc.

Module II : Fitted and non-fitted seams
Seams within the silhouette- vertical, Horizontal, Diagonal, Straight, Curved, Angular

Module III : Waist bands & Cuffs
Straight & Shaped

Module IV : Drafting of variations of skirt blouse with collars

Module V : Drafting of sari blouse
Four dart, Katori, Princesses line, Choli cut, Long blouse

Module VI : Designing a range of sportswear for adults

Module VII : Drafting of Kurta/ female shirt
Semi fitted or fitted with neckline and style line variations

Module VIII : Drafting of salwar/chudidar/parallel

Submission of practical work records - (Compulsory)

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Text & References:

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

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

Course Code: FST2303
Credit Units: 02

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

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

Submission of practical work records - (Compulsory)

Course Evaluation:

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

Text & References:

Text:
- Reader’s Digest, Complete Guide to Sewing

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

Course Code: FST2304  Credit Units: 03

Course Objective
This course aims to provide students with the appropriate vocabulary to describe costume as well as to develop the students’ capacity to recognize the characteristic styles of each century, thereby enabling them to accurately describe the images. They will be more sensitive to the influence of culture, art and history on trends and to the various facets fashion can have in an Indian society.

Course Methodology : Research Project

The Research Project Guidelines:

1. The students will have to submit and present a Research Project Assignment; this will give the students the opportunity to demonstrate their ability to carry out some interesting and creative research in History of Indian Costumes.
2. The students will have to make sketches, collect pictures with brief points of each period and submit in a standard size file.
3. The students are asked to give a brief oral presentation with ‘Power Point’ to the class about their research. They have to explain, what kind of interests they want to develop in the research and a debate will follow as well. The submission of project assignment file and presentation will be part of student’s Examination Scheme.
4. The students will have to visit various historical places and museums for the part of their research.

The project contents will be broken down into three modules which outlined below.

<table>
<thead>
<tr>
<th>Module - I</th>
<th>Ancient Indian costumes</th>
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<tbody>
<tr>
<td>1. Indus valley civilization &amp; Vedic Period. and footwear.</td>
<td>- Men’s and Women’s costumes, jewellery, hairstyles</td>
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<tr>
<td>2. Mauryan and Sunga period. and footwear.</td>
<td>- Men’s and Women’s costumes, jewellery, hairstyles</td>
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<td>3. Kushan period. and footwear.</td>
<td>- Men’s and Women’s costumes, jewellery, hairstyles</td>
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<td>4. Satvahana period. and footwear.</td>
<td>- Men’s and Women’s costumes, jewellery, hairstyles</td>
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<td>5. Gupta period and footwear.</td>
<td>- Men’s and Women’s costumes, jewellery, hairstyles</td>
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<th>Module - II</th>
<th>Medieval Indian Costumes.</th>
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<td>Mughal period and footwear.</td>
<td>- Men’s and Women’s costumes, jewellery, hairstyles</td>
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<th>Module - III</th>
<th>Colonial Indian Costumes.</th>
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<tr>
<td>British Period and footwear.</td>
<td>- Men’s and Women’s costumes, jewellery, hairstyles</td>
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Examination Scheme:

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</table>

(A - Attendance, LR - Literature Review, B - Bibliography, P – Presentation)

References:
- Roshan Alkazi, Ancient Indian Costumes, National Book Trust, India, 1996
- John Peacock, The chronicle of Western Costumes
- Illustrated Encyclopaedia of Costume and Fashion.
- Govind Sadashiv Ghurye, Indian Costume, Popular Prakashan, 1966
- Ritu Kumar, Costumes and textiles of royal India, Antique Collectors' Club, 2006
- Chales Fabri, Indian dress: a brief history, Disha Books, 1994
TECHNOLOGY OF PROCESSING & CARE RENOVATION OF TEXTILES

Course Code: FST2305  Credit Units: 03

Course Objective:
To develop the holistic understanding of the technology of textile processing and various kinds of finishes those enhance performance and aesthetics of the fabric.

Course Contents:
Module I: Introduction to Textile Processing.
Fiber Chemistry: Molecules of the fibers, bonding, covalent bonds, benzene ring, Polarity, Hydrogen bond, Ionic compounds, Vander Waals; Molecular orientation, structure and fiber properties – Crystallinity, Amorphous regions, Water affinity, Solubility, Oxidation and Reduction; Preparatory Processing of Textiles - Singing, Desizing, Scouring, Bleaching, Mercerization, Treatment with liquid Ammonia, Preparation of Silk and Wool.

Module II: Textile Dying.
Introduction to dyeing: Dyes and Pigments, Classification of dyes – (1) Natural Dyes, (2) Synthetic Dyes - Direct, Acid, Mordant, Reactive, disperse, Vat, Azoic, Basic (cationic), Optical Brighteners; Methods of Dyeing – (1) Fiber dyeing – Dope, Top, (2) Yarn Dyeing – Skein (Hank), Package, Warp-beam, Space; (3) Fabric Dyeing (Piece Dyeing) – Winch, Jet Dyer, Beam dyer, Jig, Padding, Foam, Dyeing of Blends – Cross Dyeing, Union dyeing; Garment Dyeing; Dyeing defects – Identifications, Tests to determine colour fastness.

Module III: Textile Printing.
Introduction to Printing: Dyes and Pigments for printing; Classification of Printing styles – Direct, Discharge, Resist; Printing Methods – Block, Roller, Duplex, Stencil, Screen, Transfer, Blotch, TAK dyeing, Jet Spray, Electrostatic, Photo printing, Differential printing, Warp Printing.

Module IV: Textile Finishing.
Introduction to Finishing – Objectives, Classification, Finishing equipments; Aesthetic Finishes - Lustre, Drape, Texture, Hand; Special Purpose or Functional Finishes – Stabilization, Shape-retention, Appearance-retention, Comfort related, Biological control, Safety related.

Module V: Care Renovation of Textiles
Introduction to care of textiles – Sunlight, Dampness, High temperature, Perspiration, Wear and Tear; Stains Removal Methods for different types of fabrics; Laundering – Soaps, Synthetic or non soap detergents, Pretreatment Products; Hand laundering, Washing Machine, Dry cleaning; Storage- Methods of textile storage; Care symbols & Labeling - Canadian care labeling, European care labeling, Japanese Industrial Standard care labeling, Australian care labeling, USA care labeling: ASTM D 5489.

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

- Basics of Textiles and Visual Inspection System, Textile committee, Govt. of India, Ministry of Textiles, Mumbai.
APPAREL PRODUCTION

Course Code: FST2306  Credit Units: 02

Course Objective:
The students should be made aware of method of apparel production.

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

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

References:
- J Chuter, Introduction to Clothing Production Management.
- Apparel Online, Apparel Views, Clothesline, Moda, Vogue, Simplicity etc
BASICS OF MANAGEMENT

Course Code: FST2307
Credit Units: 01

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

Course Contents:

Module I : Meaning & Principles of management
Professional management of the fashion industry, Relevance of fashion management

Module II : Structure of an organization
Function of different departments, Relationship between individual departments

Module III : Leadership
Need for leadership, functions of a leader, and manager as a leader.

Module IV : Communication
Importance of communications, communication process, barriers of communication, making communication effective.

Module V : Authority
Types and features, relevance of authority in management

Module VI : Motivation
Characteristics of motivation, methods of improving motivation, incentives, pay, promotion, rewards, job satisfaction and job enrichment

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Text & References:

Text:
- Koontz and Heinz, Principles of Management

References:
- Mike Easey, Fashion marketing
- Philips Kotler, Marketing management
- Maria Constantino, Fashion Marketing and PR
- Nicholas Alexender, International Retailing
- V. D Dudeja, Professional Management of Fashion Industry
- Lynda Gamans, Retailing Principles
Course Code: FST2311  
Credit Units: 03

Course Objective:
This subject is designed to introduce the student to the language of design and a range of skills associated with research methods, application and development for a fashion outcome. The purpose of this project is to help students to learn the procedure of doing research on a subject of their interest related to fashion field and then analyse & evaluate it in a presentable manner. They will have to submit a report and will have to give presentation for the same. This project will be conducted during their summer break.

Course Contents:

Stages of Thinking-Define, Research Ideate, Prototype, select, Implement, Learn, Research- Identifying drivers, Information gathering, Target Groups, Sample and feedbacks; Idea generation- Basic design directions, Themes for thinking, Inspiration and reference, Brainstorming, Value, Inclusion, Sketching, Presenting Ideas; Creative Thinking Methods - Innovation through Design Thinking - The Need for Creative and Design Thinking.

Module-II : The Research Method and Design Process.
Research -Nature and Definition; Research Process – Preparation, Information gathering-Goal, Identification of Problems and Hypothesis, Exposition of facts and interpretation, Presentation of result and findings; Research Methods – Literature review, Collection of preliminary field data, Define the problem, Analyzes and Modification, Presentation of findings; Design Process – Study historic and contemporary examples, Experimentation with materials and visual Ideas, Visual analysis and identification of design problems, Created the work series and explore in subsequent work, Board presentation.

Module-III : Fashion Product Development.
Introduction to Product development process – Target market, Merchandising, Season; Design – Concept boards, knockoffs, Fakes, Design elements – Color and Fabric selection, Design principles, Sketching Ideas – Style boards. Sample Development – Draping, Flat pattern, Prototype, Fit; Tech packs – Designer work sheets, Line selection- Editing, Reassessment of merchandising plan, Line presentation; Manufacturing- Duplicates the samples.

Guidelines for the project

In general, the File should be comprehensive and include:

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

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

- Title or Cover Page: Title Page should contain Project Title; Student’s Name; Programme; Year and Semester and Name of the Faculty Guide
- Acknowledgement(s): Acknowledgement to any advisory or financial assistance received in the
course of work may be given. It is incomplete without student’s signature.

- **Abstract:** A good abstract should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project. It should not exceed more than 1000 words.

- Table of Contents
- Introduction
- Materials and Methods
- Result and Discussions
- Conclusions & Recommendations
- Implications for Future Research
- References

**The Layout Guidelines for the Project File & Project Report**

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

**Assessment Scheme:**

- **Continuous Evaluation:** 40% (Based on punctuality, regularity of work, adherence to plan and methodology, refinements etc.)
- **Final Evaluation:** 60% (Based on the Documentation in the file, Final report, analysis and results, achievement of objectives, presentation/viva)

**References**

- Gavin Ambrose & Paul Harris, Design Thinking, AVA Publishing, Switzerland.
- Introduction to research in education, Ary Hort Reinhart,1982
- Research methodology by C. R Kothari, Published by Wiley Eastern Ltd, New Delhi, 2000
- Design Research: Methods and Perspectives, edited by Brenda Laurel
- How Customers Think: Essential Insights into the Mind of the Market – Gerald Zaltman
- Five Minds for the Future – Howard Gardner
COMPUTER-AIDED MANUFACTURING (CAM)

Course Code: FST2309                  Credit Units: 03

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

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

Examination Scheme:

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Text & References:

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

References:
- Illustrated Encyclopedia of Costume and Fashion,
- Jill B. Treadwell, Edited: Donald Treadwell, Public Relations Writing: Principles in Practice, SAGE, 2
FASHION ART ILLUSTRATION AND MODEL DRAWING-IV

Course Code: FST2410
Credit Units: 02

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

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

Submission of practical work records - (Compulsory)

Examination Scheme:

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

Text & References:

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

References:
- Patrick John Ireland, Introduction to fashion design
- Sharon Lee Tate, Inside fashion design, Pearson Education India, 2004
- Fashion design and illustrations
- Patrick John Ireland, Encyclopedia of fashion detail, Batsford, 1987
ADVANCE PATTERN MAKING & DRAPING-II

Course Code: FST2402
Credit Units: 02

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

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

Submission of practical work records - (Compulsory)

Examination Scheme:

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</tbody>
</table>

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

Text & References:
Text:
- Gillian Holman, Pattern cutting made easy
- Winifred Aldrich, Metric Pattern Cutting

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

Course Code: FST2403
Credit Units: 01

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

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

Submission of practical work records - (Compulsory)

Examination Scheme:

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</table>

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

Text & References:

Text:
- Reader’s Digest, Complete Guide to Sewing

References:
- Leila Aitken, Step by step dress making course
- Zarapkar, Pattern Cutting
- A J Chuter, Introduction to clothing production management
- Armstrong, Pattern making for fashion design
COMPUTER-AIDED DESIGN (CAD)-III

Course Code: FST2404
Credit Units: 02

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

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

Examination Scheme:

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Text & References:

Text:
- From Sue Chastain, your guide to Graphics software
- David Huss, Gary W. Priester, Corel Draw Studio Techniques.
- Linnea Dayton, Cristen Gillespie, The Photoshop Cs/Cs2 Wow!

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

Course Code: FST2405

Credit Units: 02

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

Course Contents:

**Module I**: Fashion Merchandising
- Introduction, Functions and role of Merchandiser, Merchandising Process

**Module II**: Marketing and merchandising concepts
- Study of fashion principles and fashion cycle, Fad etc., Fashion movement. Study of domestic and international markets

**Module III**: Environment and segmentation of fashion
- Market segments and target markets

**Module IV**: Merchandising systems
- Wholesaling & retailing

**Module V**: Merchandise Planning & Buying
- Sources of Consumer information, Merchandising Team, Merchandise Plan, Key trends in Merchandising and sourcing

**Module VI**: The structure of the Retail Industry
- Retail merchandising, Retail Formats & Locations, Communicating with Consumers, Value addition in the Supply Chain from Yarn/ Fabric to retail.

**Module VII**: Organizational Structures
- Structure of export house, buying house and domestic companies, Buyer’s classification and buying network in exports

Examination Scheme:

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</table>

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

Text & References:

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

References:
- Mike Easey, Fashion Marketing
- Maria Constantino, Fashion Marketing and PR
- Nicholas Alexander, international Retailing
- V. D Dudeja, Professional Management of Fashion Industry
- Lynda Gamans, Retailing Principles
QUALITY CONTROL & PRODUCTION MANAGEMENT-I

Course Code: FST2406  Credit Units: 02

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

Course Contents:

Module I : Quality Control.
Meaning and Need for quality control; Approaches to quality control; Statistical quality control; Acceptance sampling, Types of defects

Module II : Inspection and Testing
Quality of Indian clothing, manufacturers with respect to exports; Role & characteristics of Quality controller; Need and planning for inspection; Types of inspection; Role of operator and inspector in inspection; Difference between inspection and testing

Module III : Concept of TQM
Need and Importance of Quality management in all areas of production; Procurement of raw materials; Fabric defects in spinning, weaving, dyeing and printing, TQM Tools Standards and codes. Quality control instruments; National and International Codes; ISO 9000 concepts and its evolution and its implications

Module IV : Production Management
Meaning and need for production management; Types of production-Job, Batch and mass production

Module V : Material Planning & Allocation
Material planning and allocation; Process planning and process sheet; Production control

Module VI : Workroom management
Marker planning and placement of markers; Line and sample development

Module VII : Inventory control and Cost estimation
Need and advantages of inventory control; introduction and functions of cost estimation, estimation procedure, elements of cost and ladder of costs, method of calculating depreciation, overhead expenses and distribution of overhead expenses

Examination Scheme:

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Text & References:
Text:
• A.J. Chuter , Introduction to clothing production management
• Giolleo and Berks , Fashion Production Terms

References:
• Philips Kotler, Marketing management
HISTORY OF WESTERN COSTUMES

Course Code: FST2407  Credit Units: 03

Course Objective
This course aims to provide students with the appropriate vocabulary to describe costume as well as to
develop the students’ capacity to recognize the characteristic styles of each century, thereby enabling
them to accurately describe the images. Students are given the opportunity to develop both their
observation and description skills from the history, as they are applied to costume, ornamentation and
trends.

Course Methodology: Research Project

The Research Project Guidelines
1. The students will have to submit and present a Research Project Assignment; this will give the
students the opportunity to demonstrate their ability to carry out some interesting and creative
research in History of Western Costumes.
2. The students will have to make sketches, collect pictures with brief points of each period and submit
in a standard size file.
3. The students are asked to give a brief oral presentation with ‘Power Point’ to the class about their
research. They have to explain, what kind of interests they want to develop in the research and a
debate will follow as well. The submission of project assignment file and presentation will be part of
student’s Examination Scheme.
4. The students will have to visit various historical places and museums for the part of their research.

The project contents will be broken down into three parts which outlined below.

Module I
1. Egyptian clothing
   - Men’s and Women’s costumes, jewellery, hairstyles and
   footwear.
2. Greek clothing
   - Men’s and Women’s costumes, jewellery, hairstyles and
   footwear.
3. Roman and Italian clothing
   - Men’s and Women’s costumes, jewellery, hairstyles and
   footwear.
4. Byzantine Period
   - Men’s and Women’s costumes, jewellery, hairstyles and
   footwear.

Module II
Renaissance Period
- Costumes of the Medieval World
- Men’s and Women’s costumes, jewellery, hairstyles and
footwear.

Module III
1. Victorian Period
   - Costumes of the Modern World
   - Men’s and Women’s costumes, jewellery, hairstyles and
   footwear.
2. Fashion – 1900s
   - Men’s and Women’s costumes, jewellery, hairstyles and
   footwear.
3. Fashion – 1950s
   - Men’s and Women’s costumes, jewellery, hairstyles and
   footwear.

Examination Scheme:

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</table>

(A - Attendance, L - Literature Review, B - Bibliography, P – Presentation)

References:

- Mules, Timeline of World Costumes.
- John Peacock, The chronicle of Western Costumes.
- Illustrated Encyclopaedia of Costume and Fashion.
- Lucy Johnston, 19th century Fashion in Detail.
- Pepin Press, Pictorial History of Costumes.
- John Peacock, Complete sourcebook of men’s fashion.
VISUAL MERCHANDISING

Course Code: FST2408                  Credit Units: 03

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

Course Contents:


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


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


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

Examination Scheme:

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</table>

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

Text & References:

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

References:
- Martin M Pegler, Visual Merchandising and Display
FASHION MARKETING MANAGEMENT

Course Code: FST2409 Credit Units: 03

Course Objective:
The objective of this course is to impart knowledge about fashion global market, fashion brand management, different pricing strategies, and necessary for successful employment in apparel businesses.

Course Contents:
Module I: Fashion for global market
Social, Cultural, Economic, Demographic factors relating to branded and licensed products, Analyzing potential or global market, identify target consumers and competition, market research and testing, customization

Module II: Fashion Marketing Concepts
The concept of marketing, Utility, Marketing functions and related activities, The concepts of market segmentation and niche marketing, The marketing mix, The channels of distribution used in the fashion industry, Marketing and merchandising

Module III: Economics in the Fashion Industry
The concept of economic goods/services, The concept of economic resources, The concept of supply and demand, Cost and retail, Gross profit and net profit.

Module IV: Fashion Promotional Mix
Types of media used in fashion retail advertising, The importance of special promotional events

Module V: Consumer Demand for Fashion Marketing

Module VI: Pricing strategies & Decisions
Concept and importance of pricing, Factors affecting pricing decisions, Methods of pricing

Module VII: Fashion Brand Management
Types and relevance of branding, Fashion & brand positioning, launching strategies, distribution, marketing campaigns for brand introduction

Examination Scheme:

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

Text:
- By V. D Dudeja, Professional Management of Fashion Industry

References:
- Mike Easey, Fashion marketing
- Philips Kotler, Marketing management
- Maria Constantino, Fashion Marketing and PR
- Nicholas Alexender, international Retailing
- V. D Dudeja, Professional Management of Fashion Industry
- Lynda Gamans, Retailing Principles
TRADITIONAL INDIAN TEXTILES DOCUMENTATION  
(CONCENTRATION ELECTIVES)

Course Code: FST2410  
Credit Units: 03

Course Objective:  
The conceptual idea behind this documentation project is to acquire a thorough understanding of  
the craft’s historicity and explores the creative importance and poetic potential of Indian traditional  
textiles & handcrafts productions which function as an inspirational tool for fashion design students

Course Methodology :  
Research Documentation.

Aim :  
To appreciate, document and add value to any traditional textiles & crafts of India.

Course Guidelines:  
- The project will necessarily be a scientific, methodical documentation of a particular Textile and  
  Craft traditions of India prevalent in the region, which will have the following core issues in the  
  background.
  - Textile and Craft Tradition
  - Materials, Processes and Techniques
  - Craft survey and records the old –age craft of India

- Each section will be divided into groups, each group comprising minimum of 3 students.

- The student’s group has to choose any one of the state / region of India for Documentation  
topic.

Example List:  
ANDHRA PRADESH – Kalamkari & Pochampalli, BIHAR - Madhubani, GUJARAT - Block  
Printing, KASHMIR – Jamavar, ORRISSA – Ikat, RAJASTHAN - Bandhini / Tie & Dye, TAMIL  
NADU – Kancheevaram, UTTAR PRADESH - Banaras Bocades, WEST BANGAL - Jamdani &  
Baluchar.

The students can also prepare assignment of Textile and Craft traditions found at their town /  
village, artisans and crafts communities who live in their locality.

- Visit to any craft village by each group to document any traditional craft of India. Students are  
  expected to stay in the craft village & document the process & products of the craft.

- After the completion of documentation, students could make presentation at class.

- There will be an evaluation by a jury comprising of external experts and internal faculty guide from  
  the department. Failure to submit the Project Report or failure to appear at the Viva-voce  
  Examination will be treated as “Absent” in the Examination.

- Each student will present the following on the day of evaluation.
  1. The final document file - This must be prepared on plain A3 paper. Each page should be used in  
     the same orientation (landscape or portrait). Keep this simple. Your folder should contain well  
     produced drawings, motifs, sketches, diagrams, photographs, Textile / costume sample or Value  
     added craft item, strike offs, Swatches and brief notes / points where appropriate. Additional  
     marks will be awarded for neat presentation, clearly drawn designs and correct spelling, grammar  
     and punctuation.
  2. Video / PPT of the craft’s village (location, structure, socio-economic condition, work process,  
     product range and market etc.)
### Examination Scheme:

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<th>Evaluation Components</th>
<th>RA Internal Evaluation</th>
<th>RA External Evaluation</th>
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(RA – Research Analysis, A - Attendance, P – Presentation, V – Viva voce)
STUDY ON TRADITIONAL DRESSES OF INDIA  
(CONCENTRATION ELECTIVES)

Course Code: FST2411  
Credit Units: 03

Course Objective:  
The course objective is to familiarize students with aspects of the cultural past that still shape the present way to express an Indian identity in fashion which enable students to understand the relationship between tradition and contemporary trends, form and function, creator and consumer.

Course Methodology  :  Research Project  
Aim :  To explore the linkages between, craft traditions and Indian fashion environment through project studies.

Course Guidelines:
- Each of the students has to undertake a Project individually under the supervision of a faculty and to submit the same following the guidelines stated below.
- The projects taken up for this subject may have different stages of planning, execution and presentation. The projects may be taken up in a group of students where they can work on a particular craft tradition. Students may visit the crafts-persons in clusters in various regions. In the preparatory stage, students can discuss about various crafts traditions practiced in the region, their history, distribution etc., collect all information available through various sources including library, internet and resource persons. To avail comprehensive data on various aspects of the crafts, students may develop an interview schedule and decide on number of crafts persons to be interviewed, which all places they will be visiting etc. The students must equip on interaction with crafts persons and other people from the community, type of language they should use, how to be polite with them and while handling their materials etc. Students can buy some of the product from crafts persons, take photographs after seeking their permission, make drawings, etc. which later on they can use in presentation or submission of project report.
- Following are the core issues for research and project background, the students can be choose the areas of study and topics based on this.
  1. Craft Traditions
  2. Philosophy and Aesthetics
  3. Materials, Processes and Techniques
  4. Environment & Resource Management
  5. Social Structures
  6. Economy and marketing
  7. Textile Craft Traditions and their relevance in the cotemporary fashion.
- Language of Project Report and Viva-Voce Examination may be English. There will be an evaluation by a jury comprising of external experts and internal faculty guide from the department.
- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination.
Examination Scheme:

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</table>

(RA - Research Analysis, A - Attendance, P – Presentation, V – Viva voce)
TERM PAPER

Course Code: FST2431  Credit Units: 02

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

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

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

Examination Scheme:

<table>
<thead>
<tr>
<th>Organization and relevance of content</th>
<th>Literature Review</th>
<th>Bibliography</th>
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</table>
WORKSHOP

Course Code: FST2433
Credit Units: 01

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

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

METHODOLOGY
The methodology followed at the workshop could be based on any one or more of the following:
- Case Study
- Business Game
- Simulation
- Group Activity
- Role Play
- Business Planning
- Quiz

Examination Scheme:

<table>
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<tr>
<th>Attendance</th>
<th>Active Participation</th>
<th>Multiple Choice Questions / Quiz</th>
<th>Solving the Case Assignment / Write up</th>
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FASHION ART ILLUSTRATION AND MODEL DRAWING-V

Course Code: FST2501  Credit Units: 02

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

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

Submission of practical work records - (Compulsory)

Examination Scheme:

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

Text & References:

Text:
- Phyllis Tortora, The Fairchild Encyclopedia of Fashion Accessories

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

Course Code: FST2502
Credit Units: 01

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

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

Submission of practical work records - (Compulsory)

Examination Scheme:

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Text & References:
Text:
- Reader’s Digest Complete Guide to Sewing

References:
- Leila Aitken Step by step dress making course
- Ann Haggar, Pattern Cutting for Lingerie, Beachwear and Leisurewear
- Winifred Aldrich, Metric Pattern Cutting
- Armstrong, Pattern making for fashion design
- Winifred Aldrich, Metric Pattern Cutting for Men’s wears
COMPUTER AIDED DESIGN (CAD)-IV

Course Code: FST2503  
Credit Units: 02

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

Course Contents:

<table>
<thead>
<tr>
<th>Module</th>
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<tbody>
<tr>
<td>I</td>
<td>Tools Introduction and usage</td>
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<tr>
<td>II</td>
<td>Cleaning &amp; Selection of fabric</td>
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<td>III</td>
<td>Color Reduction</td>
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<td>IV</td>
<td>Texture Mapping.</td>
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<td>V</td>
<td>Mood board &amp; Color board</td>
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<td>VI</td>
<td>Draping</td>
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Examination Scheme:

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</table>

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

Text & References:

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

References:
- Bina Abing, Advanced Fashion Sketchbook
- Pepin Press, Ikat Patterns
PATTERN DRAPING

Course Code: FST2504  
Credit Units: 01

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

Course Contents:

Module I : Introduction
Equipments needed, grain, seam allowances, preparation of fabric, dress form.

Module II : Basic patterns
Basic bodice (front & back), Basic skirt (front & back), Basic sleeve

Module III : Variations in necklines, armholes, waistlines, princess bodice and boned bodice

Module IV : Creating patterns by dart manipulations
Multiple darts, Dart tucks, Gathers, Pleats, Flare, Style lines and control seams

Module V : Style lines and control seams
Use of style lines, Cowls and twists in bodice, Midriff & yoke styles

Module VI : Variations in skirts
Variation of the basic skirt, flared, pegged, paneled, gathered, gored and pleated, Peplums- flared and gathered

Module VII : Collars
The Mandarin collar, Convertible Collar, Peter Pan collar, Shawl collar, Notched Collar

Module VIII : Sleeves - The Dolman sleeve, Raglan and Kimono sleeve

Module IX : The Shift
A Line, Tent, Blouson, Use of Facings, Closures and Pockets

Module X : Final Presentation

Submission of practical work records - (Compulsory)

Examination Scheme:

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

Text & References:

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

References:
- Natalie Bray, Dress Fitting
PATTERN GRADING

Course Code: FST2505  Credit Units: 01

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

Course Contents:
Module I : Introduction to Grading
History, Sizes & Measurement Sizes & Development, Importance of grading. Methods of grading- Stack and Track methods, Different types of grading- horizontal, vertical and diagonal

Module II : The Master Grades
Grading of adult bodice block- front and back, Inset and grown on sleeves

Module III : Grading of collar s and lapels
Tailored lapel, Tailored Collar, Shawl Collar

Module IV : Grading of skirts
Fitted skirt block-front and back, flared skirts, skirt variations, Grading of Sheeth Block

Module V : Grading of Trouser Block
Basic Block; Trouser variation

Module VI : Grading of Jacket
Paneled, Box and double breasted jackets

Module VII : Computerized Grading Technology

Examination Scheme:

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Text & References:
Text:
- Gerry Cooklin, Pattern Grading for Women’s Clothes
- Gerry Cooklin, Pattern Grading for Men’s Clothes
- Gerry Cooklin, Garment Technology for Fashion Designers

References:
- Natalis Bray, More Dress Pattern Designing
FASHION MERCHANDIZING-II

Course Code: FST2506  Credit Units: 03

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

Course Contents:

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

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

References:
- Mike Easye, Fashion Marketing
- Maria Constantino, Fashion Marketing and PR
- Nicholas Alexender, international Retailing
- V. D Dudeja, Professional Management of Fashion Industry
- Lynda Gamans, Retailing Principles
QUALITY CONTROL & PRODUCTION MANAGEMENT-II

Course Code: FST2507
Credit Units: 03

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

Course Contents:

Module I : Production Management
Meaning and need for production management; Types of production-Job, Batch and mass production

Module II : Material Planning & Allocation
Material planning and allocation; Process planning and process sheet; Production control

Module III : Workroom management
Marker planning and placement of markers; Line and sample development

Module IV : Inventory control and Cost estimation
Need and advantages of inventory control; introduction and functions of cost estimation, estimation procedure, elements of cost and ladder of costs, method of calculating depreciation, overhead expenses and distribution of overhead expenses

Module V : Various Production Systems
Study various production system with respect to quality. Eg. Lean, Sigma, 5S etc.

Examination Scheme:

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Text & References:

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

References:
Philips Kotler, Marketing management
FASHION FORECASTING

Course Code: FST2508  Credit Units: 03

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

Course Contents:

Module-I: Concept of fashion forecasting (Theory)
Awareness of fashion fairs and fashion centers, Knowledge of creative writing, Reading of fashion forecast magazine, Sources of information, Role of Exhibitions and Fashion shows

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

Module-III: Applied Learning Assignments. (Practical)

Market Research - On site visits to fashion retailers and cloth markets and study the market trends and collect various cloth samples, catalogs etc.

Forecasting Exploration - Students will explore a variety of sources like Magazines, News papers, Internet sites and in-site, their market research reports etc. to become familiar with apparel, textile, color, style, and general culture and consumer forecasting resources. Each student will identify and report trends found to class.

Preparation of story boards - Students will prepare story boards for specific target.

Presentation of designs - Students will prepare fashion forecast for different seasons.

Final Presentation - Each student have to submit their Research file in a standard format guided by the faculty for the final evaluation.
Examination Scheme:

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</table>


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

List of Magazines
CRAFT DOCUMENTATION  
(ORGANIZATIONAL PROJECTS)

Course Code: FST2535  
Credit Units: 06

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

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

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

FINAL RECORD PREPARATION FORMAT  
(Summary of Organizational Project Report content)
1. Cover Page
2. Inner cover page
3. Company Certificate
4. Amity University Haryana Certificate
5. Table of contents / Index
6. Acknowledgement
7. Declaration
8. Executive Summery
9. Introduction
• Brief on the Industry
• Brief on the Company

10. Project Objective
  • Primary and Secondary

11. Methodology
12. Scope of the study
13. Significance of the study
14. Project Analysis
  • Work Done Analysis
  • Research Methodology analysis

15. Tabulation and Graphical Representation
16. Inference from Study
17. Contributions
18. Learning’s
19. Suggestions
20. Conclusions

21. Achievements (In case of any appreciation letter, stipend achievement letter, Photographs on the significant occasions or any others)

22. Reference
23. Annexure.

• Language of Project Report and Viva-Voce Examination may be English. There will be an evaluation by a jury comprising of external experts and internal faculty guide from the department.

• Failure to submit the Project Report in proper manner / without company certificate / AUH certificate or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination.

**Examination Scheme:**

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<td>Conclusion &amp; Recommendations</td>
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MANUFACTURING PROCESS IN APPAREL INDUSTRY AND EXPORT MANAGEMENT
(CONCENTRATION ELECTIVES – Group-I)

Course Code: FST2509  Credit Units: 01

Course Objective:
The basic objective of this course is to provide the students with necessary knowledge, skills and foundations for acquiring a wide range of rewarding careers into the rapidly expanding Apparel Industry.

Course Contents:

Module I: Introduction to Apparel Industry.
Structure - Size Structure, Manufacturing structure – Own account, Sub-contractor, Working Methods; Sectors – Based on garment types. Product & Organization Types – Unit size, Production run, Change in fabrics, New operations, Operator skills, Salary levels, Engineering, Marketing & Design.

Module II: Organizational structure & Process of Apparel Industry.
Design Department, Marketing Department, Finance Department, Purchase Department, Production Department, Operations (Planning) Department, Shipping Department.

Module III: Production Engineering.

Module IV: Export Management

Examination Scheme:

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References:
- Albaum, International Marketing and Export Management – Pearson Education India, 2006
QUALITY ASSURANCE IN APPAREL INDUSTRY
(CONCENTRATION ELECTIVES-GROUP-I)

Course Code: FST2510                  Credit Units: 01

Course Objective:
This course puts strong emphasis on further developing students understanding and working knowledge of techniques to identify the product defects, propose solutions to these problems and strategically handle the quality control with appropriate inspection systems.

Course Contents:
Module I : Introduction and Inspection Methods
Quality control – Definition, Importance of quality, Raw material Inspection, Fabric Inspection - 4 point System, 10 point System; Trims Inspection; In process Inspection, Final Inspection – AQL random sampling inspection; Sampling Plans, Acceptance Sampling, Product Quality Audit, Comparability checks, Documents required before inspection.

Module II : Testing of Garments

Module III : Use and parameters of Quality Packing Accessories
Packing - Classification of Packing, Stand up pack, Flat pack, Hanger pack, Hanger with sandwich pack, Dead man pack; Packing materials - Poly bag – Plain / Gazetted pack, Back support board, Window board - Plain board, Inner collar patty, PVC, Outer patty, Butterfly, Plastic clips, Plain and gripper - Pins - plain and ball head, Hang tags, Price ticket, Fabric tag, Tissue paper, Size sticker, Warning sticker, Cello tape, Cartons.

Module IV : Care Labeling & Garment Defects.
Care labels - Introduction to Care labels, Different systems of Care labeling – American, British, Canadian, Japanese, and International labeling, Eco-labeling; Shade sorting-Introduction, Importance Instrumental shade sorting. Defects in garments - Major and minor defects, Pattern defects, Spreading defects, Cutting defects, Stitching defects- Broken stitch, Unraveling seams, Re-stitched seams, Rolling pockets, Skipped stitch, Wavy seams; Ways to minimize defects in garments.

Module V : Garment Industry Certification
Examination Scheme:

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Reference:
- Pradip V. Mehta, Satish K. Bhardwaj, Managing Quality In The Apparel Industry, New Age Intl, 1998
- Sara J. Kadolph, Quality assurance for textiles and apparel, Fairchild Publications, 2007
- Samuel Lloyd Myers, Textile and Apparel Testing and Labeling, Harvard University, 1954
FASHION RETAILING AND VISUAL MERCHANDISING  
(CONCENTRATION ELECTIVES - GROUP-II)

Course Code: FST2511  
Credit Units: 01

Course Objective:
The aim of the course is to provide an integrated curriculum frame work within which students are able to acquire a range of knowledge and transferable skills relevant to employment in retail industry.

Course Contents:

Module I : Introduction to Fashion Retailing & Strategies.
Fashion Retailing - Definition, Concept, Importance, Functions – Indian Retail vs. Global Scenario, 
Retail Location- Factors affecting location decision, Site Selection. Retail Directions -Value directed retailing; Service oriented retailing, Unique Merchandising, Shopping as entertainment, Street retailing, Global expansion of retailing; Types of Retail operations – (1) Specialty stores- Single brand or Private label retailers, Secondary spin-offs, (2) Department stores, (3) Mass Merchants – Discounters, Off-Price retailers, Outlet stores, Warehouse clubs, (4) Promotional stores, (5) Non store retailing - Mail order merchants, Party plan retailing, Electronic retailing, Television shopping, Online shopping.

Module II : Fashion Retail Functions & Organizations.
Retailing Functions – Merchandising, Store operations, Marketing, Sales Promotion, Finance, Real estate or Store planning, Human resources. Organizations – (1) Shopping Centers – Traditional Malls, Diversified Malls, Value centers, Outlet Malls, Transportation centers, Recreational Malls, Town center malls; (2) The small stores, (3) The large stores, (4) Store with in a store – In store designer boutiques, Leased departments; (5) Multiple -unit stores – Chain stores, Department store groups, corporate ownerships. Retail Buying – Buyer’s role, Duties & responsibilities of a retail buyer

Module III : Introduction to Visual Merchandising.
Visual Merchandising - Definition, Concept, Importance; Store Planning – Store Image, Target customers, Seasonal Visual merchandising, Store Design – (1) Windows – Special event windows, Fashion message windows, Direct-sell windows; (2) Interiors - Apparel fixtures, Folding and stacking, Accessories display

Module IV : Managing Visual Merchandising.
Elements - Mannequins, Standards Manuals, Presentation packages, Tele communications, Designer / Brand in-store shops, Store Administration - Floor space management, Managing store inventories and display.

Module V : Case Study (Compulsory)
Impact of Foreign Direct Investment (FDI) in Indian Fashion Retail Industry.

Examination Scheme:

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

- Dickerson Kitty G., Inside The Fashion Business, Pearson Education India, 2004
- Rosemar Varley, Retail Product Management: Buying And Merchandising, Routledge, 2006
FASHION PROMOTION
(CONCENTRATION ELECTIVES - GROUP-II)

Course Code: FST2512
Credit Units: 01

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

Course Contents:

Module I : Fashion- Sales Promotion.

Module II : Fashion -Advertising.

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

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

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</table>

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

Text & References:

- Phyllis Tortora, The Fairchild’s Dictionary of Fashion
- S. A Hussain, Variety- Fashion for Freedom
THE BUSINESS OF LUXURY FASHION
(CONCENTRATION ELECTIVES - GROUP-III)

Course Code: FST2513 Credit Units: 01

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

Course Contents:

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

Module II: The Luxury Fashion Consumer & Buying Behavior

Module III: Luxury Retail Design and Atmosphere

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

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

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

Text & References:

- Uche Okonkwo, Luxury Fashion Branding: Trends, Tactics, Techniques, Palgrave Macmillan, 2007,
- Berry, C.J. The idea of luxury –A conceptual and historical investigation, Cambridge University Press.
- Phyllis Tortora, The Fairchild’s Dictionary of Fashion
COUTURE DESIGN
(CONCENTRATION ELECTIVES - GROUP-III)

Course Code: FST2514                      Credit Units: 01

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

Course Contents:

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

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

Module III : Couture Apparel Design - Advanced Illustration Techniques. (Practical)
Study the muscular and skeletal functions of the human body and their relationships to the design and
creation of haute couture apparel, visualizing how anatomy and aesthetics form the basis of designing a
haute couture collection. Become proficient in the translation of ideas via the fashion design sketch and
further develop a personal drawing style and various apparel silhouettes.

Module IV : Couture Apparel Design - Advanced pattern Making & Sewing Techniques (Practical)
Skill development in taking body measurements; Developing custom fittings for customized patterns; In
depth coverage of the process of transferring a custom body fitted canvas to a couture or designer dress
form and padding it for custom sizing; The sewing techniques practiced in the finest haute couture ateliers
around the world.; Learn couture techniques in couture fabric selection, proper cutting procedures, hand
stitching, seam and hem finishes, pocket construction, inner construction methods pressing, and finishing.

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

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References:

- Caroline Rennolds Milbank, Couture, the great designers, Stewart, Tabori & Chang, 1985
- Claire B. Shaeffer, Couture Sewing Techniques, Taunton Press, 2011
- Berry, C.J; The idea of luxury – a conceptual and historical investigation, Cambridge University Press.
- Phyllis Tortora, The Fairchild’s Dictionary of Fashion
Syllabus - Sixth Semester

RETAIL MERCHANDISING AND MANAGEMENT

Course Code: FST2601

Credit Units: 03

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

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

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

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

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

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

Examination Scheme:

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References:

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

Course Code: FST2602  Credit Units: 03

Course Objective:
The objective for students is to make them understand the major home furnishings categories and the diverse consumer demand for fashionable and functional products. Information for interior designers, merchandisers, product developers, retailers, and consumers about the types of consumer goods for the home and the raw products used to make them.

Module I: Introduction to home furnishing industry, Home furnishings and the marketplace

Module II: Materials in home furnishings; Textiles, Wood, Glass, Metals, Pottery, Plastics, Other materials

Module III: The categories of home furnishings: Bedding, Linens, Carpet, rugs & flooring, Furniture

Module IV: The categories of home furnishings : Paints and wall-coverings, Lighting, Tableware

Examination Scheme:

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</table>

References:
- Virginia Hencken Elsasser, Know your home furnishings, 2003
- Fashion Apparel, Accessories & Home Furnishings, Pearson Education India, 2007
LEATHER SCIENCE APPLICABLE TO FASHION ART

Course Code: FST2603  Credit Units: 03

Course Objective:
The objective of this course is to impart knowledge about leather science which enables students to understand the designing of leather garments and accessories.

Course Contents:

Module I : Leather – Components and structure.
Layers of Hides and Skins – Epidermis/outer layer, Dermis/corium, Hyaline layer, Flesh/Adipose layer; Grain Pattern - Buff, Cow, Goat, Sheep; Chemical Composition of Hides and Skins – Water, Proteins, Fats, Minerals, Traces of pigments, carbohydrates; Characteristics of surface – Substance (Thickness), Colour, Tension and stretch, Quality.

Module II : Types of Leather
Garment leathers – Grain Leather (Nappa), Natural Dry Milled leather (NDM), Printed Dry Milled leather (PDM), Oil pull up, Antique, Two-Tone. Shoe Leathers – Non-Grain leathers – Nubuck, Suede; Split Leather- Leathers for footwear- Cow, Buff, Goat, Sheep; Burnish, Corrected Grain (CG), Embossed, Softy. Range of Thickness – Footwear leather; Garments.

Module III : Processing of Leathers.

Module IV : The Leather Industry

Module V : Fur Clothing
History and Use, Fur Sources, Processing of Fur, Nature of Fur Trade, Anti-fur campaigns

Examination Scheme:

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

- K. J. Adcock, Leather: From Raw Material to the Finished Product, Sir Isaac Pitman & Sons
- Eiri, Hand Book Of Leather & Leather Products Technology, Engineers India Research In, 2007
- Frings, Frings Gini Stephens, Fashion: From Concept To Consumer, Pearson Education India, 2002
ENTREPRENEURSHIP

Course Code: FST2604       Credit Units: 03

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

Course Contents:

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

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

Module III : Entrepreneurial Opportunities and Enterprise Creation
Sensing Entrepreneurial Opportunities, Environment Scanning, Market Assessment, Identification of Entrepreneurial Opportunities


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

Examination Scheme:

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References:
- Steve Mariotti, Entrepreneurship
- Peter F Drucker, Innovation and Entrepreneurship
NONWOVENS IN FASHION APPAREL APPLICATIONS

Course Code: FST2605  Credit Units: 03

Course Objective:
The aim of this course is to provide the students with necessary knowledge associated with nonwoven fabrics with special reference to apparel applications, and fashion designers to assure nonwoven start gaining ‘respect’ in fashion apparel products.

Course Content:

Module I : Overview of nonwovens
Nonwoven fabrics – Introduction, Definition of nonwovens by EDANA, Comparison of nonwovens between other textiles, Nonwoven fabric properties, Specific properties; Usage; Nonwoven Industry – Market overview.

Module II : Production Process.

Module III : Finishing Treatment.
Introduction- Classification of Finishes, Dry Finishing –Shrinkage, Wrenching, Creeping, Crabbing, Calendaring, Pressing, Perforating, Slitting, Splitting, Graining and Velouring, Singing; Wet Finishing – Washing, Dyeing, Printing; Chemical Finishing – Antistats, Antimicrobials, Water repellents, Lubricants; UV absorbers and polymer stabilizers, Flame retardants, Softeners, Absorbency and rewetters, Thermoplastic binders, resins and emulsion polymers, Thermosetting resins and cross-linking agents, Soil release, Optical brighteners; Coating, Laminating, Flocking.

Examination Scheme:

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References:
- Wilhelm Albrecht, Nonwoven Fabrics, John Wiley & Sons, 2006
- Frings, Frings Gini Stephens, Fashion: From Concept To Consumer, Pearson Education India, 2002
DESIGNING AND DEVELOPMENT OF FASHION ACCESSORIES

Course Code: FST2606 
Credit Units: 03

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

Module I: Introduction to fashion accessories, Types of accessories

Module II: Functional and decorative importance of accessories

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

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

Examination Scheme:

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

Objectives

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

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

<table>
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<tr>
<th>Course Code:</th>
<th>Concentration Electives -2</th>
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<td>FST2607</td>
<td>Sportswear Design and Development</td>
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<td>FST2608</td>
<td>Costume Design pertaining to performing arts.</td>
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<td>FST2609</td>
<td>Functions of Indian Buying Houses/Agents – A study</td>
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Project Guideline

- Students’ team has to complete the project through various research methods.

- **Research Project Idea Generation:** current (or perennial) problems and controversies in the apparel field with relevant chosen topic. This method allows historians the opportunity to explain how the current situation came about and to analyze contributing factors to the problem. To find perennial problems in the apparel industry, search through apparel-related journals. Based on this analysis, formulate the purpose of a potential research study. Think about WHY this topic is important to study (the “so what” question). Summarize the points (research question/purpose; why significant; brief literature review) in a one page outline – Design Brief. Critically think about the purpose of your research study.

- **The Final Research Paper:** This will include the updated sections: introduction, literature review/background, methods, and results with discussion, conclusion and ideas for future research. Students should include images as well as a complete reference list. All citations should comply with requirements for submitting a paper.

- **Professional Presentation:** Students will prepare a PowerPoint presentation for a maximum of 15 minutes (about 15-20 slides) including: introduction, brief literature review, methods, results and discussion, and conclusion. Images should be embedded within the PPT.

**Project Evaluation**

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

FABRIC MANUFACTURING TECHNOLOGY:
CROCHET & NON-WOVEN

Course Code: FST2701  Credit Units: 03

Course Objective: Overview of nonwovens: Definition, Structure, and Creation, Staple-fibre based processes: fibre preparation and web formation, Web bonding processes: Mechanical Thermal, and Chemical, Polymer-extrusion based technologies: Spunbond and Meltblown, Finishing processes: Mechanical and chemical, Basics of crochet techniques

Module 1: Apparel Applications
Nonwoven Apparels – Introduction, Advantages; Manifesting fashion apparel requirements - Physical requirements, Thermo-physiological requirements, Biomechanical requirements, Psychological requirements, Nonwoven Performance from Apparel Perspective – Bending, Area Modification, Nonwoven Fashion Apparels: From 1960 to 2012 - Disposable fashion garments, NCSU nonwoven fashion garments, Nonwoven woollen apparel, Fabrican Spray-on fabric.

Module 2: Crochet Introduction: Discussion of needle sizes, stitch sizes & types of yarn (weight, texture). Learn chains, slip stitch, single crochet, half double crochet, double crochet, treble crochet, joining new ball of yarn. Practice single crochet stitches


Examination Scheme:

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References:

FIELD TRIP/VISIT DOCUMENT EVALUATION

Course Code: FST2702  Credit Units: 04

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

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

Teaching Tools:
Self Study, Observation

Learning outcome: Students are exposed to practical aspects of the functional areas of fashion industry and expected to learn the work-flow of fashion business
COMPUTER-AIDED DESIGN (CAD) - V

Course Code: FST2703
Credit Units: 03

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

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

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Text & References:
- Winifred Aldrich, CAD in Clothing and Textiles
GRADUATION DESIGN COLLECTION

Course Code: FST2704          Credit Units: 10

Course Objective:

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

Course Methodology: Research Project & Product Development

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

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

1. **Fashion Market Study** - Fashion market research information helps the students to understand what, where, and why consumers are buying across all retail channels. It combines point-of-sale (POS) market tracking with consumer panel insights so students can stay on top of fashion industry trends and effectively connect with the fashion consumer.

2. **Field trip / Visit** - The students will have the opportunity to create or styles a collection of designs based on various design inspirations and trends, and learn how to put together presentation boards and portfolio pages.

3. **Portfolio Development** - A portfolio is a collection of work that shows an applicant's skills and knowledge across a number of projects or studies. It is a visual representation of interests, exploration, experimentation, development and final pieces. So fashion portfolio is a critically important tool for successfully applying for additional education opportunities or landing your first internship or entry level job. It reflects your professional skills and best work.

4. **Digital Design Techniques & Presentation** - Include Computer-generated (CAD) mood, color, textile, fashion plate, and flat drawing pages as separate pages or in combinations, these demonstrate the designer’s skills with CAD programs. Pages should be all portraits or all landscape orientation, with a few exceptions if needed, to allow for easy viewing by interviewers.

5. **Range Development** – The students will explore what makes a good range, taking into account customers, competitors, price points, fabrics, core items and seasonal specials.

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

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GRADUATION PROJECT

Course Code: FST2837  Credit Units: 16

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

Course Content:
Week 1 – Week 16: Self study and practical observation by student in the industry.
Week 17: Internal Jury
Week 18: External Jury

Teaching Tools:
Self Study, Observation

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

Parameters to be considered in External Jury:
• Title of the Project
• Objective
• Research Methodology and Design
• Appropriateness of data
• Scope and coverage of the survey
• Comprehension and analysis
• Findings and recommendations
• Innovative approach to the industrial problems

Parameters to be considered in internal Jury:
• Title page
• Objective
• Report framework and methodology
• Context and analysis
• Comprehension and interpretation
• Findings and recommendations
• Report presentation
• Meeting the time requirements of DP schedule

Examination Scheme:

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(PA – Project & Analysis)