

**SNDT Women's University
(sndt.ac.in)**

**Syllabus for Degree
of
Bachelor of Design**

(FACULTY OF INTERDISCIPLINARY)



Revised 2020-2021

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Course

B. Design- Specialization Fashion Design (FD)

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1. COURSE INTRODUCTION

FIRST YEAR B. DESIGN FOUNDATION

The first year will prepare the Foundation in “Fashion Design”.

- To introduce students with effective communication tools required in the fashion business. To acquire skills for the effective communication.
- To understand and develop the use & application of Design elements like Lines, Shapes, Texture & Color to form a good design. To gain the understanding of Design elements like Lines, Shapes, Texture & Color that covers the psychological & visual association with the study of expressive & symbolic qualities
- To make students aware about physical environment and its components with various Natural resources with the concept of Ecology.
- To develop drawing skills required for designing through line, shading exercises, Nature study, object in space through Perspective & understanding of 2D & 3D forms through Orthographic & Isometric projections.
- To acquire knowledge and awareness of the types of different materials and explain the relevance and importance of material in design. Hands-on experience with exploring different Material to create different approaches and feeling in the product.
- To briefly introduce to the History of Art and design to express the influence of art and culture on the society as well as on fashion and also Art Appreciation to be able to discuss the application of art forms in design and distinguish various Indian arts and performing art forms in terms of its characteristics and features.
- To introduce the students to computer software's like Window – Word, Excel, Power-point and Internet application

- To understand and develop the use & application of terminologies, conventions, principles, and techniques concerning technical drawing and drafting. To be able to analyze technical and figurative drawing.

SECOND YEAR B. DESIGN FASHION DESIGN

The Second Year will prepare students to acquire in depth knowledge of the subjects.

- To combine chronological as well as conceptual understanding of design history, design elements, practice and process for development of approach toward solving problems. To acquire the knowledge about the understanding and appreciation of the evolution of the Indian and western clothing at the cradle of the civilization, prehistoric times through the classical eras to the middle ages and in the most recent times.
- To learn the use and application of pattern making in fashion industry and acquire knowledge of tools and symbols used in patternmaking. They will also develop the skills for basic patternmaking along with dart manipulation techniques. To learn basic fundamentals of draping which will include blocks and basic styles. Develop knowledge and skills regarding dart manipulation
- To learn and develop the understanding for the relation of fabric and technology in the requirement of appropriate selection of the same for the desired end product. And also to acquire the skill and knowledge of the use of appropriate garment construction techniques to assemble the end product.
- To introduce two major categories of fiber-natural and manmade, yarn types its properties, spinning and two major types of fabric -woven and knits which are majorly used in the fashion field.
- To develop the skills for drawing and understanding of Fashion figure with appropriate proportions, details & its relation with garment & garment details are essential foundation to go for design process.

- To introduce the students to computer software's like Adobe Photoshop, Adobe Illustrator and Corel Draw. To acquire the knowledge of digitalized fashion figure with appropriate proportions, details & its relation with garment & garment details which are essential foundation to go for design process.
- To acquire knowledge about the marketplace and the approach towards marketing. To introduce students with effective communication tools required in the fashion business.

THIRD YEAR B. DESIGN FASHION DESIGN

The Third Year will prepare students to acquire in depth knowledge of specialized subjects in related areas of Fashion.

- To get acquainted with Digital technique through Computer inputs for developing various categories of clothing covering the various aspects of Fashion process such as fabric, construction, functionalities & design through computer.
- To gain the knowledge and skills to develop interpretation of the design sketch into draping for Style Lines, Fitted Midriff, Collars, Cowls & Bias Cut Dresses.
- To learn block development and styled patterns relating to women's or men's tailored garments like shirts, trousers and denims the conversion of dart fullness into designs like line variation, dart variation, different types of gathers, cowls.
- To obtain knowledge and understand of application of forecasting techniques to determine market demands and acquire skills to make use of the forecast for design collections.
- To learn the knowledge about the colors and prints used in creating an aesthetically pleasing design that is the most important factor in the customer's decision to purchase end product. To learn the development and understanding for the relation of fabric and technology in the requirement of appropriate selection of the same for the desired end product.

- To impart the knowledge about the Traditional fabric made using different materials and techniques which acts as an expression of the tradition and culture of India.
- To identify and introduce the crafts which are to be revived and preserved, and suggesting solutions to the craft industry through craft research and design developments.
- Introduction to research, through understanding the requirements of industry and finding solutions to the same.

FOURTH YEAR B. DESIGN FASHION DESIGN

The Fourth Year will prepare students to apply in depth knowledge gained in various subjects in related areas of Fashion as Electives.

- To learn block development and styled patterns relating to women's or men's tailored garments like shirts, trousers and denims the conversion of dart fullness into designs like line variation, dart variation, different types of gathers, cowls and added fullness.
- To develop the understanding about the purposes of the finishes and quality that prepares textile products for further processing and enhancing the aesthetics and/or performance of the final product.
- To gain work experience through Internship that can be incorporated in the Curriculum Vitae.
- To make students understand a study of the "Stylist role" in Fashion this is in tune with industry requirement.
- To learn the different components of fashion pipeline background and their purposes with the understanding of fashion retailing and Visual merchandising. The student will understand the Marketing focus, advertising approach and Fashion Promotional techniques of fashion industry.

- To make students understand how to make Portfolio which is in tune with industry requirement this is the compilation of their work.
- To develop a collection based on all the previous areas covered in fashion. This subject also aims at a thorough research on selected theme supported by a Design process to develop the whole range of clothing collection.
- To make students understand an in depth study of the electives such as “Men’s Wear, Women’s Wear, Kid’s Wear, Creative surface Development” in Fashion which is in tune with industry requirement.

CAREER OPPORTUNITIES FOR FASHION DESIGN

Designers go through a lot of training to imbibe that thought process and to become experts in developing new ideas and deriving concepts. Thus, a lot of fields and job prospects open up for them. Designers are inherently creative people, and so they can put their minds to any venture.

Fashion Entrepreneurship	Services
Fashion Stylist	Fashion Lecturer
Boutique Owner	Fashion Technologist
Accessories Designer	Fashion Stylist
Fashion Designer	Freelancers
Fashion Consultant	Fashion Coordinator
Shoot Coordinator	Fashion Illustrators
Fashion Editors	Visual Merchandisers
Specialist Shops	
Fashion Experts	
Visual Merchandisers	
Export Houses	
Production Companies	

2. Eligibility criteria for admitting students in first/second/third year in different Specializations of B. Design Program.

Eligibility criteria for admitting students in first/second/third year in different Specializations of B. Design Program.

B. Design- I Year

i. XII th Pass in any Stream – Arts/Commerce/Science/Home Science/ Minimum Competency Vocational Course (MCVC) including National Institute of Open Schooling (NIOS).

ii. Maharashtra State Board of Technical Education (MSBTE)/ State Govt. Technical Education full time diploma of minimum 3 years after Std. X (any stream)

iii. For NRI & Foreign students with equivalence from Association of Indian Universities (AIU), New Delhi

Criteria for selection of students for the 1st year (entry level) college shall conduct aptitude test on the basis of general knowledge, language and creative testing through studio test. On the basis of test performance students may be considered for the provisional admission. The provisional admitted students shall pass 12th standard exam or equivalent as prescribe by university with minimum 45%. Those colleges having less application for the seat may be filled up subjects to availability, however the aptitude test shall be conducted by the concerned college. For reservation criteria the benefits shall be parted as per the Government of Maharashtra and SNTD University Mumbai. In case the applicants are less for a

particular college, the seats may be filled up subject to availability & interviews may be conducted.

THE CET IS NOT COMPULSORY. THE COLLEGE MAY CONDUCT THE SAME AT THEIR LEVEL. IN CASE OF THE COLLEGES NOT FOLLOWING CET CRITERIA THE SELECTION OF THE CANDIDATES SHALL BE GIVEN PREFERENCE FOR THE ACADEMIC RECORD. (Minimum Eligibility 45%)

B. Design- II Year

iv. Three year Diploma, Dress making and Garment Manufacturing or Equivalent recognized by All India Council for Technical Education (AICTE) with Bridge course of 8 credits

v. Five year Diploma in Fine Arts recognized by the State Technical Board with Bridge course of 8 credits

vi. Successful completion of 1st year Degree from National Institute of Fashion Technology (NIFT)

vii. Successful completion of 1st year Degree of any B Design Fashion Or Equivalent Course offered by Indian Universities / Foreign university with equivalence from AIU.

If the **BRIDGE COURSE** is suggested details of the same.

The following bridge courses are suggested

- History of Art and Design - 4 Credits Theory 2 Practical 2credits
- Material Studies – 2 Credits Practical.
- Fundamentals of design – 2 Credits Practical.

The prescribed bridge course needs to be completed by the candidate within the period of 60 days from the date of admission.

Admission to such candidate will be given up to 30 days from the commencement of the Semester.

B. Design- III & IV Year

Eligibility for admission to third and fourth year of B. Design will be according to the passing criteria and rules for ATKT as prescribed by University (Controller of Examinations)

For the Institutes who conduct Common Entrance Test

CET Procedure

The Entrance Examination will consist of General Ability Test + Studio Test / Group Discussions + Personal Interview. It is mandatory for all the candidates to give all three tests.

3. Exam Pattern:

Proposed evaluation pattern for new modular structure syllabus						
Theory Subject						
Credit	Credit	Internal	Internal	External	External	Total
TH	PR	TH	PR	TH	PR	
4	0	25	-	75	-	100
2	2	25	25	50		100
		25+25=50				
Practical Subjects						
0	4	100-Continuous assessment		-	-	100
0	4- University Exam	-	25	-	75	100

* B Design Examination Schedule for College level Sem I , II, III, IV
University Exam for V, VI, VII & VIII.

- All Practical subject exams except University level examination will have continuous assessment.
- University level Theory and Practical Examination will be as per the table given above.

4. Equipment required in the laboratory (wherever applicable)

The list of equipment is given below for laboratory facilities (Fashion Design):

CATEGORY	SR. No.	ITEM	QUANTITY
Machine	1	Single Needle lock stitch Machine – Juki or equivalent	30
	2	5 - thread over lock Machine - Juki or equivalent	3
	3	Double Needle lock Stitch Machine	1
	4	Flat - lock 3-needle 5 - thread Machine	1
	5	Fusing Machine	2
	6	Vacuum Pressing Machine	1
	7	Emb. Machine (zig-zag) or equivalent	2
	8	2 - needle 4-thread overlock Machine – Juki or equivalent	1
	9	Bar-tech Machine	2
	10	Feed of the Arm Machine	2
	11	Juki Button Hole Machine or equivalent	1
	12	Juki Button Stitch Machine or equivalent	1
	13	7" knife cutting Machine or equivalent	1
	14	3 Thread over lock Machine or equivalent	1

	15	Zigzag Machine	1
CATEGORY	SR. No.	ITEM	QUANTITY
Equipment	1	Tracing Table	2
	2	Weaving Loom	2
	3	Warping Machine	1
	4	Fabric Stiffness Tester	1
Furniture		Drafting Tables	20
		Stools	30
		Class room tables	40
		Chairs	40
CATEGORY	SR. No.	ITEM	QUANTITY
Computer & Accessories	1	Computer – 17"	30
CATEGORY	SR. No.	ITEM	QUANTITY
Dress Forms	1	Half Dummy	30
	2	Full Dummy	5
	3	Children Dummy	5
	4	Leg Dummy	2
	5	Adjustable Dummy	1
	6	Full Mannequins	5
	7	Dummy with legs	2
	8	Small wooden Dummy	2
CATEGORY	SR. No.	ITEM	
Software	1	Window 98 or Similar open source	
	2	Coral Draw or Similar open source	
	3	Adobe Suite or Similar open source	

	4	Garment CAD-CAM Reich piece or equivalent	
	5	Fashion CAD-CAM Reich piece or equivalent	

5. Appointment Criteria

Sr. No	Post Name	Qualification
1.	Drawing Skills related Design	* Master's in Fine Arts or Master's in Drawing And Painting or Master's in Visual Arts + NET/SET + Design Computer software knowledge + Experience of Fashion Industry/Fashion Education in High reputed Institution. * For Ph. D candidate who have completed Ph.D. before 2009 for them NET/SET is not required or equivalent * Industry Experience of 5 years required. * Consideration of selection on the basis of industry experience certificate and practical exam to evaluate skill sets.
2.	Fashion Illustration	* Master's in Fine Arts or Master's in Drawing And Painting or Master's in Visual Arts + NET/SET + Design Computer software knowledge + Experience of Fashion Industry/Fashion Education in High reputed Institution. * For Ph. D candidate who have completed Ph.D. before 2009 for them NET/SET is not

		required or equivalent * Industry Experience of 5 years required. * Consideration of selection on the basis of industry experience certificate and practical exam to evaluate skill sets.
3.	Fundamental of Design and Fashion	* M.Sc. Fashion Design /M. Design (No NET/SET is available) Minimum 5 Years Teaching / Industry experience of relevant subjects or equivalent. * Consideration of selection on the basis of industry experience certificate and practical exam to evaluate skill sets.
4.	Pattern Making and Draping	* M.Sc. Fashion Design /M. Design (No NET/SET is available) Minimum 5 Years Teaching / Industry experience. (Test will be conducted) or equivalent * Consideration of selection on the basis of industry experience certificate and practical exam to evaluate skill sets.
5.	Garment Construction	* M.Sc. Fashion Design /M. Design (No NET/SET is available) Minimum 5 Years Teaching / Industry experience or equivalent. * Consideration of selection on the basis of industry experience certificate and practical exam to evaluate skill sets.
6.	Computer Aided Fashion Design	* Master's in Fine Arts or Master's in Drawing And Painting or Master's in

		Visual Arts + NET/SET + Design Computer software knowledge + Experience of Fashion Industry/Fashion Education in High reputed Institution or equivalent * Industry Experience of 5 years required. * Consideration of selection on the basis of industry experience certificate and practical exam to evaluate skill sets.
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6. Course Structure

Bachelor of Design										
Foundation										
SEMESTER I										
Sr. No.	Subject	TC	Th C	Pr C	Hours	Internal		External		Total
						Th	Pr	Th	Pr	
1011	Drawing And Sketching (C)	4	-	4	120	100 marks continuous evaluation				100
1012	Environmental Studies (C)	4	4	-	60	25	-	75	-	100
1013	Fundamental Of Design (B)	4	2	2	90	25	25	50	-	100
						25+25=50				
1014	Communication Skills (B)	4	2	2	90	25	25	50	-	100
						25+25=50				
1015	History Of Art & Design (B)	4	2	2	90	25	25	50	-	100
						25+25=50				
	TOTAL	20								500
SEMESTER II										
Sr. No.	Subject	TC	Th C	Pr C	Hours	Internal		External		Total
						Th	Pr	Th	Pr	
2011	Technical Drawing- Foundation (C)	4	-	4	120	100 marks continuous evaluation				100
2012	Advance Design (B)	4	2	2	90	25	25	50	-	100
						25+25=50				
2013	Material Studies (C)	4	-	4	120	100 marks continuous evaluation				100
2014	Computers Application In Data Management And Presentation (C)	4	-	4	120	100 marks continuous evaluation				100
2015	Art Appreciation (B)	4	2	2	90	25	25	50	-	100

						25+25=50			
	TOTAL	20							500

Fashion Design										
SEMESTER III										
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External		Total
						Th	Pr	Th	Pr	
3111	Fundamentals Of Illustration & Design Concept (A)	4	-	4	120	100 marks continuous evaluation				100
3112	Introduction To Pattern Making (Flat And Draping) (A)	4	-	4	120	100 marks continuous evaluation				100
3113	Introduction To Textile(C)	4	4	-	60	25	-	75	-	100
3114	History Of Fashion (Indian & Western) And Women's Studies(A)	4	4	-	60	25	-	75	-	100
3115	Fashion Studies (A)	4	4	-	60	25	-	75	-	100
	TOTAL	20								500
SEMESTER IV										
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External		Total
						Th	Pr	Th	Pr	
4111	Basic Fashion Illustration & Design Concept (A)	4	-	4	120	100 marks continuous evaluation				100
4112	Basic Pattern Making (Flat And Draping) (A)	4	-	4	120	100 marks continuous evaluation				100
4113	Introduction To Garment Construction(A)	4	-	4	120	100 marks continuous evaluation				100
4114	Computer Aided Rendering Technique In Fashion(A)	4	-	4	120	100 marks continuous evaluation				100
4115	Fashion Management, Marketing and Merchandising (C)	4	4	-	60	25	-	75	-	100
	TOTAL	20								500
SEMESTER V										

Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External		Total
						Th	Pr	Th	Pr	
5111	Advance Fashion Illustration & Design Concept(A)	4	-	4	120	-	25	-	75	100
5112	Advance Pattern Making (Flat, Draping And Grading) (A)	4	-	4	120	-	25	-	75	100
5113	Basic Garment Construction(A)	4	-	4	120	-	25	-	75	100
5114	Computer Application In Fashion(2D) (A)	4	-	4	120	-	25	-	75	100
5115	Indian Textile And Embroideries (A)	4	2	2	90	25	25	50	-	100
						25+25=50				
	TOTAL	20								500

SEMESTER VI										
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External		Total
						Th	Pr	Th	Pr	
6111	Craft Research And Design (A)	4	-	4	120	-	25	-	75	100
6112	Introduction To Entrepreneurship And IPR(C)	4	4	-	60	25	-	75	-	100
6113	Advance Garment Construction(A)	4	-	4	120	-	25	-	75	100
6114	Fashion Forecasting(A)	4	4	-	60	25	-	75	-	100
6115	Dyeing And Printing & Surface Ornamentation(A)	4	-	4	120	-	25	-	75	100
	TOTAL	20								500

SEMESTER VII										
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External		Total
						Th	Pr	Th	Pr	
	Elective (Any Two) from 1-4									
7111	Men's wear(D)	4	-	4	120	-	25	-	75	100
7112	Women's wear(D)	4	-	4	120	-	25	-	75	100
7113	Kid's Wear(D)	4	-	4	120	-	25	-	75	100
7114	Creative Surface Development(D)	4	-	4	120	-	26	-	75	100
7115	Creative Pattern Making (A)	4	-	4	120	-	25	-	75	100
7116	Quality Assurance Management(A)	4	4	-	60	25	-	75	-	100
7117	Internship(B)	4	-	4	120	-	100	-	-	100

	TOTAL	20								500
SEMESTER VIII										
Sr. No.	Subject	TC	Th C	Pr C	Hrs.	Internal		External		Total
						Th	Pr	Th	Pr	
8111	Professional Skills and Portfolio Development(A)	4	-	4	120	-	25	-	75	100
8112	Retail and Visual Merchandising (C)	4	4	-	60	25	-	75	-	100
8113	Fashion Styling And Costume Designing(C)	4	2	2	90	25	25	50	-	100
						25+25=50				
8114	Design Collection (B)	8	-	8	240	-	100	-	100	200
	TOTAL	20								500

7. Course Details - All Subject Details

4-Year U.G. Degree Syllabus

B Design – Foundation Course

Semester – I

Subject	Credits	Total Hours	Marks		
Drawing and Sketching	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES:

The learner will be able to-

- 1) Draw landscape, portrait using shading/ coloring technique with specified tools, techniques and mediums.
- 2) Sketch motifs as an interpretation of natural, geometrical objects and further convert them into abstract and stylized form.
- 3) Draw various technical steps involved in product development process.
- 4) Draw Object, perspective, still life and human figurative drawings.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Marks
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1	To be able to draw free hand drawing of landscape and portrait using shading /Coloring skill with various mediums	Exploration of mediums – 1. Pencil 2. Colour Pencil 3. Charcoal 4. Water medium Observation skills of natural and manmade objects 1. Formal features 2. Expressive features 3. Symbolic Composition and layout	1) Practice of various types of lines. 2) Shading exercise with different grade pencils and colour pencils. 3) Detailed study of natural forms- (Leaves, Flowers) 5 nature elements to be selected	25
2	To be able to draw objects by developing various motif in different styles and to copy, enlarge or reduce the motifs proportionately	Use of natural elements and convert the same to motifs. Copying and Enlargement and reduction of motifs or illustrations.	1) Motif development - 5 nature elements to be selected and converted into design variation like Geometric, abstract, stylized. 2) Copying, Enlargement and reduction of a motif 1: 3, 1:5, 1:8 scale	25
3	To be able to render three dimensional objects with one, two, three points perspective.	Object drawing Geometrical shapes Cube, Pyramid, Sphere Perspective drawings: cube and solid studies, Detailed discussion of one, two & three point Perspective.	1) Study of 3-D geometrical objects with different angles 2) Perspective drawings of Square, Cube, Circle, Sphere, Triangle, Pyramid (one, two & three point perspective.)	25
4	To be able to apply textures in drawing. To be able to draw technical and figurative drawings.	Development of texture Practice of line quality improvement and apply it to drawings. Different stages of products, still life, object drawing Introduction of human	1) Collect different texture and rendering 2) To imagine and interpret the various stages involved in making a product, through drawings(any one product)	25

		figurative drawings. Basic measurements and proportion.		
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Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments (75 Marks) and Test (25 Marks)

REFERENCE BOOKS:

1. Deshpande R., (2004), *"Colour Pencil"*, Jyotsna Prakashan Pune, 1stEdition.
2. Kamath V. (2006) *"Sketching and Drawing"*, Jyotsna Prakashan Pune, 2ndEdition.
3. Mulik M. (2004), *"Perspective"*, Jyotsna Prakashan Pune, 1stEdition.
4. Narvekar S., Narvekar A., *"Grade Examination-Drawing Made Easy"*, Navneet Publication (India) Ltd.
5. Shelar S. (2007), *"Still Life"*, Jyotsna Prakashan Pune, 1st Edition.
6. Vaze P., (2002), *"Draw and Paint"*, Jyotsna Prakashan Pune, 1stEdition.

4-Year U.G. Degree Syllabus

B Design – Foundation Course

Semester – I

Subject	Credits	Hours	Marks			
			Th	Pr	Th	Pr
Environment Studies	4	60	25	-	75	-
Theory			Internal	External	Total	

OBJECTIVES:

The learner will be able to -

- 1) Build awareness about physical environment and its components.
- 2) Gain Knowledge of natural resources and their types.
- 3) Develop the concept of ecology and its components.

CONTENT:

Block No	Objectives	Topic/Content Analysis	Assignments	% of weightage Marks
1	To be able	The Multidisciplinary Nature of	Group	25

to create awareness about physical environment and its components.	Environmental Studies Unit 1- Definition, Scope and Importance, Need for public awareness Natural Resources Unit 1- Renewable and Non- Renewable Resources Unit 2- Natural Resources and Associated Problems- a) Forest Resources: Use and Over- exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. b) Water Resources: Use and Over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems c) Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food Resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilization- pesticide problems, water logging, salinity, case studies e) Energy Resources: Growing energy needs, renewable and non- renewable energy sources, use of alternate energy sources, case studies f) Land Resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Unit 3- Role of individual in conservation of natural resources Unit 4- Equitable use of resources for sustainable lifestyles	Discussions And Test	
2To be able to create awareness of natural resources and their types.	Ecosystems Unit 1- Concept of ecosystem Unit 2- Structure and function of ecosystem Unit 3- Producers, consumers and Decomposers Unit 4- Energy flow in the ecosystem Unit 5- Ecological succession Unit 6- Food chains, food webs and ecological pyramids. Unit 7- Introduction , types, characteristics features, structure and function of the following ecosystem- a) Forest ecosystem b) Grassland Ecosystem c) Desert ecosystem d) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries) Biodiversity and its conservation Unit 1- Introduction- Definition: genetic, species and ecosystem diversity.	Group Discussions And Test	25

		Unit 2- Bio-geographical classification of India Unit 3- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values Unit 4- India as a mega-diversity nation Unit 5- Hot-spots of biodiversity Unit 6- Threats to bio-diversity: habitat loss, poaching of wildlife, man-wildlife conflicts Unit 7- Endangered and endemic species of India Unit 8- Conservation of bio-diversity: In-Situ and Ex-situ conservation of biodiversity		
3	To be able to create awareness of ecology and its components.	Environmental Pollution Unit 1- Definition, Causes, effects and control measures of – a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards Unit 2- Solid waste management: Causes, effects and control measures of urban and industrial waste Unit 3- Role of individual in prevention of pollution Unit 4- Pollution case studies Unit 5- Disaster Management: floods, earthquake, cyclone and landslides Social Issues and the Environment Unit 1- From Unsustainable to Sustainable development Unit 2- Urban problems related to energy Unit 3- Water conservation, rain water harvesting , watershed management Unit 4- Re-settlement and rehabilitation of people; its problems and concerns. Case studies Unit 5- Environmental ethics: Issues and possible solutions Unit 6- Climate changes, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies Unit 7-Wasteland reclamation Unit 8- Consumerism and waste products Unit 9- Environment Protection Act Unit 10-Air (Prevention and Control of Pollution) Act Unit 11- Water(Prevention and Control of Pollution) Act Unit 12- Wildlife Protection Act Unit 13- Forest	Group Discussions And Test	25

		Conservation Act Unit 14- Issues involved in enforcement of environmental legislation Unit 15- Public awareness		
4	To be able to create awareness of human activities on ecology and need to conserve the resources	Human Population and the Environment Unit 1- Population growth, variation among nation Unit 2- Population explosion- Family Welfare Program Unit 3- Environment and Human Health Unit 4- Human Rights Unit 5- Value Education Unit 6- HIV/AIDS Unit 7- Women and Child Welfare Unit 8- Role of Information Technology in Environment and Human health Unit 9- Case Studies Visit to local area to document environmental assets- a) rivers/forest/grassland/hill/mountain b) Local Pollution site- Urban/Rural/Industrial/Agricultural c) Study of common plants/insects/birds d) Study of simple ecosystems- ponds, rivers, hill slope etc.	Group Discussions And Test	25

Evaluation pattern –

Internal Assessment: Test and Field Work- To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCES:

1. Agarwal, K.C. (2001), "Environmental Biology", Nidi Publi.Ltd. Bikaner.
2. Brunner R.C. (1989), "Hazardous Waste Incineration", McGraw Hill Inc.480p.
3. Clark R.S, "Marine Pollution", Clanderson Press Oxford (TP).
4. Cunningham, W.P.Cooper (2001), "Environmental Encyclopedia", Jaico Publ. House, Mumbai, 1196p M.T
5. De A.K, "Environmental Chemistry", WileelyEastem Ltd.
6. "Down to Earth", Center for Science and Environment ®.
7. Erach. B., "The Biodiversity of India", Mapin Publishing Pvt.Ltd, Ahmedabad- 380013, India.
8. Gleick, H.P (1993), "Water in crisis", Pacifics Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press.473p

4-Year U.G. Degree Syllabus
B Design – Foundation Course
Semester – I

Subject	Credits	Hours	Marks			
			Th	Pr	Th	Pr
Fundamentals of Design	4	90	25	25	50	-
Theory and Practical			Internal		External	
					Total	

OBJECTIVES:

The learner will be able to -

- 1) Apply the elements of design in apparel design.
- 2) Apply a principles of design in apparel design.
- 3) Justify the psychological, formal and symbolic qualities of elements and principle of design

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weight age Marks
1	To be able to apply elements	Study & Exploration of Elements of Design –	Students will	25

	of design justifying psychological, formal and symbolic qualities.	Point, Line, Form, Space Color, Tone, Texture.	develop 3 collages incorporating all the elements of design. They will explain the mood and concepts of those collages. They will reason out the use of elements to create the mood.	
2	To be able to apply line and shape in creating optical illusion in apparel.	Line – i) Directing ii) Dividing	Develop the given rendered figure showing directing and dividing lines with its psychological effects.	25

		Shape – i) Geometric ii) Natural iii) Non-objective iv) Silhouettes i.	Develop the given rendered figure using line creating optical illusion	
3	To be able to apply colour, texture in print form specifically required in apparel.	Texture – i. Visual ii. Tactile iii. Audible Colour – ii. Colour wheel iii. Value iv. Intensity v. Hue vi. Colour scale Colour schemes	Develop 3 Prints with the help of Natural shape, Geometric shape & Abstract shape. Use the colour schemes for rendering .	25
4	To be able to apply the principles of design in apparel design.	Study & Exploration of principles of design – Unity, harmony, balance, emphasis/ dominance, rhythm, proportion	Students will select one image related to fashion figure. They will re-render the figure incorporating all the principles of design. Total 3 figures are expected.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Everlett F. (1987), "*Fashion Design*", EDC publishing.
2. Jones. S.J.(2005), "*Fashion Design*", Laurence King.MarianL.Devis (1980), "*Visual Design in Dress*", Prentice Hall.
3. Mckelvey K.(2008), "*Fashion Forecasting*", Jennie Munslow.
4. Steckes P. (1996), "*Fashion Design Manual*", Palgrave Macmillon.

4-Year U.G. Degree Syllabus
B Design – Foundation Course
Semester - I

Subject	Credits	Hours	Marks			
Communication Skills	4	90	Th 25	Pr 25	Th 50	Pr -
Theory and Practical			Internal		External	Total

OBJECTIVE: -

The learner will be able to

1. Apply communication skills in different linguistic functions
2. Apply the skills related to listening reading, writing, and speaking
3. Effectively use the business communication skills.

CONTENT

Block No.	Objectives	Topic/Content Analysis	Assignments	Marks
1	Extract relevant and useful information for a specific purpose after listening.	Listening skills 1. Understanding of main idea. 2. Specific factual information 3. Recognizing opinions/attitudes and purpose of a speaker 4. Abstract formation of verbal speech	To listen to a specific conversation and then write the summary of the same for main idea factual information, and abstract- Two speech analysis.	25
2	Apply perception for reading with sensitivity and drawing conclusions and differentiate between key ideas and supporting details in reading.	Reading Skills 1. Reading for main ideas, 2. Reading for details 3. Understanding inferences and implied meaning 4. Recognizing a writer's opinions, attitudes and purpose.	To read a short passage, take notes on a short lecture and then write a summary including main idea, inference, writer's opinion and attitude and abstract.	25
3	Examine a text and comment on different aspects of it.	Writing Skills 1. Construct an argument based on a critical analysis of the text. 2. Develop that argument in essay format by : - Limiting the topic - Formulating a clear thesis - Developing well-constructed paragraphs - Integrating textual support	To write on a particular topic, to explain a preference, to give a description, to explain what student might do in a given situation, or to compare and contrast one idea or option with another and give a preference. The essay should be four to five paragraphs long (app.300	25

		through quotation, paraphrase and summary - Editing for unity, coherence, organization, and thoroughness.	words)-2 assignments	
4	Express the ideas and opinions in an effective way.	Speaking Skills 1. Answering a range of questions. 2. To speak at length on a given topic 3. To express and justify opinions. 4. To analyze and discuss the issues.	To give a topic to students for debate and give 30 minutes to respond to a topic on which they may speak about their views.-3 assignments	25

EVALUATION PATTERN –

Internal Assessment: Class Assignments and Class Test –To Be Converted into 25 marks (Theory 25, Practical 25)
External Assessment: Final Exam - 50Marks. (Theory).

REFERENCE BOOKS:

1. Dr. Loughheed Lin,(2013),” *Barron’s IELTS*”, Barron’s education, Canada, 2nd Edition.
2. Educational Testing Service, (2012), “*Official Guide to the TOEFL Test*”, The McGraw- hill companies.inc, fourth edition.
3. Dahama O.P. & O.P. Bhatnagar, (2014) “*Education & Communication for Development*”, Oxford & Ibh Publications, 2nd Edition.
4. Dr. Rodrigue, “*Business communication*”.
5. Mohan K. & Banerjee M., 2009, “*Developing Communication Skills*”, MacMillan India Ltd., Delhi

B Design – Foundation Course
Semester – I

Subject	Credits	Hours	Marks				
History of Arts and Design	4	90	Th	Pr	Th	Pr	100
			25	25	50	-	
Theory and Practical			Internal		External		Total

OBJECTIVE:

The learner will be able to -

- 1) Express the influence of art & culture on the society as well as on fashion.
- 2) Express the contemporary art and its influence on fashion..

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weightage Marks
1	To be able to explain the developments of Art, culture and its influence in the Society	Art in India during Prehistoric period, Indus valley/Harappa civilization	To Prepare presentation on the arts those were present during prehistoric and Indus valley civilization.(can be a group activity, one person will study one art in-depth)	5
2	To be able to explain the tradition and perspective of Indian culture	Historic period: (Before Mughal era) Different dynasties and their sculpture, painting and traditions.	1. To Prepare presentation on the arts those were present during historic period before Mughal era 2. To Prepare presentation on sculptures, painting, traditions and renowned architecture monuments (can be a group activity, one person will study one art in-depth)	25
3	To be able analyze the traditional and cultural painting	Phase of miniature paintings: (Before British era) Mughal painting. Rajput painting, Rajasthan painting,	To develop one design related to any miniature painting and to Prepare presentation on miniature painting art of any given category.	25

		Mewar, Bundi, Jaipur and Pahari painting.		
4	To be able to express about the contemporary art of modern India	Modern Indian art.	1. To Prepare presentation on any one modern art. 2. To develop a product using one type of contemporary art.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory).

REFERENCE BOOKS:

1. Adams S. (1996), *"Art & Craft Movements"*, Quintent Publication Ltd.1st Edition.
2. Alkazi R., *"Ancient Indian Costumes Vol I and II"*, McGraw Hill.
3. Geczy A. &Karamines V. (2012), *"Fashion & Art"*, Bloomsbury Publications.
4. Miller F (2000), *"Art & Fashion"*, Thames & Hudson.
5. Pipes A. (2008), *"Foundation of art & design"*, Laurence King Pub. Ltd.
6. Ragan M., *"Understanding Art"*, McGraw Hill.
7. Ragan M., *"Exploring Art"*, McGraw Hill.
8. Tomory E., *"History Indian and western art"*, McGraw Hill.

B Design – Foundation Course**Semester - II**

Subject	Credits	Total Hours	Marks		
Technical Drawing	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES:

The learner will be able to -

- 1) Draw technical drawing of design as specified.
- 2) Analyze technical and figurative drawing.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignment	% of weight age Marks
1	To be able to describe the terminologies, conventions, principles and techniques concerning technical drawing and drafting.	Introduction of Technical Drawing. Concept of drafting and geometrical nomenclature	Draw different types of line using Technical Drawing instruments.	25
2	To be able to divide the different geometrical shapes technically..	Construction Exercises	Assignment on construction exercise.	25
3	To be able to express shape division proportionately. To be able to convert 3 dimensional shapes into 2 dimensional shapes and vice versa.	- Proportion Systems. - Geometrical study of the environment Geometrical Construction – Division of lines and Angles, Arcs and Continuous Curve, Tangents, Conic Sections, Regular Polygon, Spirals, Proportion Systems.	1 Geometrical Construction. (Divide a circle in 12 parts Conversion of 3D into 2D (Front view, Top View and Side View of One object.) Conversion of 2D into 3D (Construct 3 D Image from 3	25

		2 Dimensional Figures and 3 Dimensional figures	views of one object)	
4	To be able to interpret analytical drawing.	Analytical Drawing ☐ Continuous wire frame structure ☐ Sectional view ☐ Exploded view	To select an image and to develop the analytical drawing for the same.	25

Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments (75 Marks) and Class test (25 Marks)

REFERENCE BOOKS:

1. Anne A. & Julian S. (1994), *"Fashion Drawing The Basic Principles"*, B.T. Basford ,London.
2. Basia S.(2010), *"Technical Drawing for Fashion"*, Laurence King Pub., U.K.
3. Gordon R. (2008), *"Perspective Drawing: A Designer's Method"*, Fairchild Books Pub.
4. Zeshu T. (2009), *"Fashion Design Techniques"*, Page One Pub. Pvt. Ltd., Singapore

4-Year Degree Under Graduate (UG) Syllabus

B. Design. Foundation Course

Semester – II

Subject	Credits	Hours	Marks			
			Th	Pr	Th	Pr
Advance Design	4	90	25	25	50	-
Theory and Practical			Internal		External	
					Total	

OBJECTIVES:

The learner will be able to -

- 1) Describe and apply various color theories in design.
- 2) Depict and identify colour characteristic in relation with color psychology.
- 3) Relate Elements and Principles of design in developing a product in respect with specific theme.

CONTENT:

Block No.	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to identify different texture and its visual effects through the application in design. And also to apply the gained knowledge to interpret certain moods in apparel design.	Expressive qualities of Design Elements Line – i. Psychological effects of line ii. Optical Illusion Shape – i. Psychological ii. visual effects	Two 6X6 inches composition of geometrical shape using textures. one with pencil and one with color.	25
2	Interpretation of mood created by the texture. And to know the formal qualities of the colors by making students aware of the psychological and visual effects of various colors through diff. color combinations.	Texture – iii. Psychological effects of line iv. Optical Illusion Colour – Colour psychology Visual effects	Two 8X8 inches composition using warm and cool color schemes One nature drawing showing value and color	25
3	To be able to describe color philosophy and use	Color compositions and philosophy of colors.	Application of color Compositions	25

	them according to various moods, color harmony, contrast and apply it in various design disciplines.		Composition with the concept of psychological significance of the color	
4	To be able to describe and draw with practical experience of creating a design with various elements & colours	Creating final products justifying the appropriate application of elements and Principles of design.	Term project based on elements & Principles of Design.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Devis. M.L. (1980), *“Visual Design in Dress”*, Prentice Hall.
2. Everlett F.(1987), *“Fashion Design”*, EDC publishing.
3. Jones. S.J. (2005), *“Fashion Design”*, Laurence King.
4. McKelvey K. (2008), *“Fashion Forecasting”*, Jennie Munslow.
5. Steckes P. (1980), *“Fashion Design Manual”*, Palgrave Macmillon.

4-Year Degree Under Graduate (UG) Syllabus

B Design – Foundation Course

Semester - II

Subject	Credits	Total Hours	Marks		
Material Studies	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES:

The learner will be able to -

- 1) Use and apply the different materials that create different approaches and feelings in the product.
- 2) Relate various materials and explore them to enhance and reward various products.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weight age Marks
1	To be able to explain the relevance & importance of Materials in design	To develop an understanding of behavior, characteristic, properties, dimensionality, physical and visual potential of the basic materials (Solid, Plainer, Linear and Granular)	A report presentation on Research of different basic materials	25
2	To be able to use hands-on experience with exploring different ways of manipulating material.	To educate and create an interest for material and their potentials through manipulations		25
3	To be able to use the technical tools for material manipulation and creation of product	Orientation of basic hand tools, cutting tools & techniques to manipulate following materials 1. Wood 2. Plastic 3. Metal 4. Glass	Creation of one product using any one material.	25
4	To be able to manipulate specified materials.	Materials- 1. Paper 2. Clay 3. Textiles 4. Leather	Submission of creative paper bags [4 bags of different shapes Submission of clay relief work and	25

		5 Wax	coil pottery.	
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Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments (75 Marks) and Class test (25 Marks)

REFERENCE BOOKS:

1. Newman (June 1969), *"Plastic as an art form"*, Univ Book Service.
2. Thelmar V.R. (Mar 14, 2003), *"Material Science"*, Motilal UK Books of India.
3. Verhelst, Wilbert (January, 1988), *"Sculpture : Tools, Materials and Techniques"*, Prentice Hall; 2 Sub edition.

4-Year U.G. Degree Syllabus

B Design – Foundation Course

Semester – II

Subject	Credits	Total Hours	Marks		
Computers Application In Data Management And Presentation	4	120	100	-	100
Practical			Internal	External	Total

Fashion Industry requires a specific application in terms of preparation exclusively design slides, spread sheets, documents in specific formats. The backend software may be free sources or specific software.

OBJECTIVES:

The learner will be able to -

- 1) Use the basic principles of computer hardware, software & other devices of computers.
- 2) Use word processor, spreadsheets and presentation .

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weightage Marks
1	To be able to explain the Computer hardware components and windows.	About Computer, Software and other devices... Introduction to hardware components of computers Using internet windows Explorer Managing files and folders Network Neighborhood and shortcuts	Application based assignments ON About Windows ... Ex. Create folder, Meaning of RAM, Use of computer	25
2	To be able to use the knowledge of word processor related elements, tools and features.	Document Creation in relevant software: Introduction to Word Processor Overview of Word Processor Packages Importance & Usage of Various Tools. Use of word in different areas Document concept – (Creating, Saving, Opening, Closing Document) Formatting document (Bold, Italic, Underline, Justification, fonts, colors of fonts, format painter) Copy, cut and paste working with margins and page setup Tables	Tool & feature Based assignments on relevant software (Ex.- Insert header & footer, Picture, table, mail merge. Etc.)	25

		Uses of drawing toolbar Columns, header & footers Printing procedure Spell Check & Thesaurus Adding a chart to the report Mail Merge Converting Documents Working With Graphic & Charts.		
3	To be able to use the knowledge of Spreadsheet, related elements, tools and features.	SPREAD SHEETS Introduction to spreadsheets. Overview of spreadsheet packages. About Excel. Role of spreadsheets in day to day life. Understanding spreadsheets. Inserting, deleting and hiding columns / rows. Usage of formulae and functions. Working with charts and Graphs. Printing a sheet. Sort & Filter.	Tool & feature Based assignments on Spread sheets. Ex.- Insert Picture, table, Etc.	25
4	To be able to use the knowledge of a presentation software related elements, tools and features and making of professional presentations.	Use of presentation software. Making & Delivering Presentation. Different types of slide layouts. Slide view, slide sorter view and slide show buttons. Working with shapes, Transitions, Slide show. Applying design templates and backgrounds. Transitions & custom animation effects. Recording voice in presentation. Electronic presentations.	Tool & feature Based assignments on Presentation Package (Microsoft Power Point) Ex.- Insert Picture, transition, animation. Etc.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 100

REFERENCE BOOKS:

Usually the software manuals are available. There are open sources which may be used for teaching purpose. Certain specific software's guides are mentioned below as a reference.

1. Joe Habraken, (2010) *"Microsoft Office 2010 in depth"*, 1st Edition.
2. Steve Johnson, (2010) *"Microsoft Office 2010 on demand"*, 1st Edition.
3. Kate Shoup, (2010), *"Office 2010 Simplified"*, 1st Edition.
4. Corinne Hoisington, (2010), *"A guide tour of Microsoft Office 2010"*, 1st Edition.
5. Tom Bunzel, (2010), *"Easy Microsoft Office 2010"*, 1st Edition.
6. Anna E. Barron & Karen S. Ivers, *"The Internet and Instruction"*.

4-Year Degree Under Graduate (UG) Syllabus

B. Design. Foundation Course

Semester – II

Subject	Credits	Hours	Marks				
			Th	Pr	Th	Pr	
Art Appreciation	4	90	25	25	50	-	100
Theory and Practical			Internal		External		Total

OBJECTIVES:

The learner will be able to -

- 1) Distinguish various Indian art and performing art forms in terms of its characteristics and features.
- 2) To be able to discuss the application of art forms in design.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weight age Marks
1	To be able to explain various specified Indian arts using presentation as a tool.	Definition of art and aesthetics Classification of arts Indian Karu (skill based) and Charu art (pleasure to soul through senses) (a brief acquaintance of Kamasutra) art based on eye (visual arts) art based on eye and ear (performing arts) art based on rhythm and movement (dance and drama) professional and liberal art	1.The students will prepare presentation on all the art and its classifications 2. group discussion based on presentation	25

2	To be able to analyze Indian art sculpture/ painting	Six limbs of Indian art (shadanga) Rup bheda (form and form impact) Pramana (proportion) Bhav (expression- brief introduction on rasa theory) Lavanya yojana(aesthetic scheme) Sadrishtya (similitude) Varnika Bhanga (colour scheme)	1. The students will Prepare presentation on art work of six limbs of Indian art sculpture / painting 2. Group discussion based on presentation	25
3	To be able to develop the ability to discuss the aesthetics and beauty .	Introduction of aesthetics and Indian concept of beauty “Satyam shivam Sundaram”, Western concept of beauty	1. The students will prepare a photo montage / collage with concept of the pictures beautiful according to you A3 size 2. Group discussion of the same based on the concepts of beauty	25
4	To be able to describe the origin of Indian culture in terms of different art forms and their integration.	Introduction to various below mention arts through workshops Dance, State wise Music, State wise Paintings Handicrafts	1. The students will Prepare presentation on state wise cultural heritage like dance, music, painting and handicraft 2. Group discussion on aesthetic value and appreciation of art	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test – (Theory 10, Practical 15) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. “Aesthetics”, Ashok, Lalit Kala Publication, Aligarh
2. “Cultural Leaders of India”, Aestheticians by publication division ministry of information & broadcasting GOI.
3. “Indian Aesthetics”, Kumar Swami.

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester - III

Subject	Credits	Total Hours	Marks		
Fundamentals of Illustration & Design Concept	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES:

The learner will be able to-

1. Use the skill of draw to render garment on croqui.
2. Apply the Concept Of Design Process In product development
3. Illustrate basic garments.
4. Identify famous fashion illustrators for their individual style and demonstrate individual stylized drawing inspired from them

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weight age Marks
1	To be able to render the female fashion figure & face	- Introduction to 10 head female fashion figure (front, back, ¾, side) 10 head female fashion figure indicating joints in the body - Facial details with hair style (front, back, ¾ side)	5 - 10 head female fashion figure 5 - female fashion figure indicating joints in the body 5 - Facial details with hair style	25
2	To be able to use the skills of drawing to draw the bending figure using balance line	Bending fashion figures (front, back, ¾ side)	5 - Bending fashion figures	25
3	To be able to demonstrate the garment draping skills on croqui.	Draping 4 different basic garments	Draping 4 different basic garments	25
4	To be able to explain the styles of selected illustrators.	- Introduction to design - Understand the different process of design : mind map 7 I's, SCAMPER, 6 - thinking hats, gestalt theory (theory)	- Develop an exercise book on the following topic: * mind map 7 I's, * SCAMPER, * 6 - thinking hats,	25

		⑦ Study the method of design process in terms of Inspiration, mood, color, client boards ⑦ Study or analysis of illustrators works & repeating illustrations ⑦ Recreate the illustration ⑦ Design inspiration board.	* gestalt theory ⑦ Document of 5 fashion illustrator & 5 illustrations of each. ⑦ Select any 2 illustration & repeat the selected illustrations ⑦ Develop 1 own illustration after analysis of the 2 repeated illustrations ⑦ Based on an inspiration develop a composition of 5 croqui	
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Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments (75 Marks)
and Class test (25 Marks)

REFERENCE BOOKS:

1. Abbing B. (2004), *"Fashion Sketchbook"*, 4th edition, Fairchild Publications, Inc. New York.
2. Drudi E., Paci T. (2001), *"Figure Drawing for Fashion Design"*, The Pepin Press BV, Amsterdam.
3. Hagen K. (2005), *"Fashion Illustration for Designers"*, Pearson Education, Inc., Upper Saddle River, New Jersey 07458.
4. Ireland P.J. (1993), *"Fashion Design Illustration Women"*, B.T. Batsford Ltd. London W1HOAH.
5. Riegelman N. (2000), *"9 Heads"*, 9 Heads Media in association with Art Center college of design, Pasadena, California USA.
6. Stipelman S. (2005), *"Illustrating Fashion Concept to creation"*, 2nd edition, Fairchild Publications, Inc. New York.

B Design - Fashion Design
Semester - III

Subject	Credits	Total Hours	Marks		
Introduction to Pattern Making (Flat and Draping)	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES:

The learner will be able to-

Create drafting patterns for foundation for kids and adult's styles using flat pattern and draping method.

Draft flat patterns as well as on dress form for foundation styles in upper torso and skirts.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Marks
1	To Be able to take accurate measurements and record them to analyze the body anatomy & Be able to use professional terminology. To be able to draft a basic pattern of kids body block and plain sleeve	Introduction to pattern making Importance of pattern making in fashion industry Tools, instruments, Terminology & symbols used Standard body measurement charts. Kids Body Block and Plain Sleeve	Presentation on the body anatomy and standard body measurements related to pattern making. Submission of Kids body Block from Size year 3 – year 10, Kids Sleeve	25
2	To be able to draft a basic block pattern to aid the construction of a garment and dart manipulation skills	Adult Bodice Block Adult Plain Sleeve Dart Manipulation (Slash and spread & Pivotal transfer techniques)	Submission of Adults body Block, Adults Sleeve Submission of Dart Manipulation samples – Single dart series and double dart series	25

3	To describe the draping terminology & principles and to create basic bodice block, dart manipulation on dummy size 8 (US).	Introduction To Draping- Terminology, Dummy Preparation, Muslin Preparation Basic Bodice Block- Front And Back Dart Manipulation- Single Dart, Double Dart Series	Submission of Basic Bodice Block- Front And Back Submission of bodice block with Dart Manipulation	25
4	To create the basic pattern of adult skirt by flat pattern making and draping methods	Skirts (Adult), Basic single & double dart & Skirts Variations- A line, Paneled, Gored, Flounce, Circular, Circular with uneven hemline	Submission of Skirts: A line, Paneled, Gored, Flounce, Circular, Circular with uneven hemline by flat pattern making. Submission of Single Dart, Double Dart skirt Submission of Flared, Gathered Skirt and Skirt With Yoke by draping method.	25

Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments (75 Marks) and Class test (25 Marks)

REFERENCE BOOKS:

1. Aldrich W., “*Metric Pattern Cutting for children’s wear*”.
2. Aldrich W., “*Metric Pattern Cutting (For Men’s wear)*”, 4th Edition Blackwell Publishing Inc.
3. Aldrich W., “*Metric Pattern Cutting (For Women’s wear)*”, 4th Edition Blackwell Publishing Inc.
4. Armstrong H.J. (2009), “*Patternmaking for Fashion Design*”, Dorling Kindersley (India) Pvt. Ltd.
5. Bray N. (1986), “*Dress Pattern Designing*”, 5th Edition, Blackwell Science Ltd...
6. Handford J. (2003), “*Professional Patternmaking for Designers (For Women’s wear, Men’s casual wear)*”, Fairchild Publications Inc.
7. Knowles L.A. (2006), “*Patternmaking for Fashion Designers*”, Fairchild Publications Inc
8. MacDonald N.M., “*Flat Pattern Design*”, Fairchild Publications Inc. 3rd Edition.
9. Ablina B. and Maggio K. (2009), “*Draping Drafting & Drawing*”, Fairchild Publications.
10. Armstrong H.J. (2008), “*Draping for Apparel Design*”, Fairchild Publications, Second Edition.
11. Crawford C.A. (2005), “*The Art Of Fashion Draping*”, Fairchild Publications, Third Edition.
12. Jaffe H. and Relis N. (1993), “*Draping for Fashion Design*”, Prentice-Hall Inc. (A Siman & Schuster company), Second Edition.

4-Year U.G. Degree Syllabus
B. Design- Fashion Design
Semester - III

Subject	Credits	Total hours	Marks			
Introduction to Textiles	4	60	Th 25	Pr -	Th 75	Pr -
Theory			Internal	External	Total	

OBJECTIVES:

The learner will be able to-

1. Recognize specified fibers, yarns, weaves., knits types, preparatory process and finishing process..
2. Apply the textiles in apparel in respect with function and aesthetics . Show that textile forms the core of fashion that demands its appropriate application in technical and aesthetic form.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to recognize key attributes and application of specified textiles at different stages	The Textile Industry <u>Fibers</u>: classification, Introduction, properties and end uses of natural and man-made fibers - <u>Yarns</u>: Introduction, Types-ply yarns, novelty yarn, textured yarn. Manufacturing process- spinning systems ,Properties- yarn twist, yarn numbering, yarn hairiness, yarn diameter and its application in apparel. <u>Fabric forming methods Weaving</u>, knitting, netting and non- woven' s and its application in apparel. <u>Introduction to basic weaves</u>: plain, twill and satin , Classification, introduction, advantages and disadvantages	Identification of Fibers by solubility, burning test. Identification of woven fabrics for fabric count, yarn count and weave and knitted fabric samples for its types. Representation of basic weaves (plain, twill and satin) on graph paper.	25

2	To be able to identify and differentiate fabrics between waft and warp weft knitted fabrics.	Introduction to basic knits: warp and weft knitted , Classification, introduction, advantages and disadvantages. Comparison between knits and woven		25
3	To be able to select and apply right fabrics as an outcome of usage of specified preparatory process .	Types of Preparatory processes done on textiles for the dyeing and printing, Their effects, Advantages & Disadvantages: Singeing, DE sizing, scouring, souring, bleaching and mercerization Introduction and Classification of Dyes and its application in apparel.	Identification of fabrics for its preparatory processes and suggesting its application in apparel (25 samples).	25
4	To be able to select right fabrics for required coloration and prints in apparel.	<u>Printing</u> : Introduction, Equipment, process, Advantages, disadvantages and end uses. Methods of printing: Direct, resist, discharge Styles of Printing: Block, stencil, screen, roller, transfer, flock, warp, yarn, resist (tie and dye and batik), duplex printing and its application in fashion.	Presentation of the report on Industrial visits. In specific with manufacture , coloration and prints	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Cobman B. (1983), “*Textile from fibre to fabric*” 6th edition Mc grew-hill international edition
2. Collier B.J. & Tortora P. (2001), “*Understanding Textiles*”, 6th edition Prentice-Hall, Inc.
3. Eberle H., Hornberger M., Menzer D., Hermlin H., Kilgus G.R., Ring W. (2002) , “*Clothing Technology*”, Europa Lehrmittal.
4. Gioello D.A (1996). , “*Understanding Fabrics: from fiber to finished cloth*”, Fairchild Publication, New York.
5. Gupta S., Gard N. & Saini R. (2005), “*Text book of clothing textiles and laundry*”, Kalyani Publishers, Ludhiana.
6. Hallet C. and Jonston A. (2010), “*Fabric for fashion*”, Laurence King Publishing.
7. Humphries M. (2009), “*Fabric reference*”, Pearson Prantice Hall.

4-Year U.G. Degree Syllabus

B. Design- Fashion Design

Semester - III

Subject	Credits	Total hours	Marks			
History of fashion (Indian and Western) and Women's Studies	4	60	Th 25	Pr -	Th 75	Pr -
Theory			Internal		External	Total
						100

OBJECTIVE:-

The learner will be able to-

1. Trace the birth, evolution, decline, revival and most recent developments in Indian and western fashion.
2. Decode the fashion styles in accordance with specific era.
3. Interpret the demographic profile of women in India & the present situation in the status of women.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to explain the evolution of garments, characteristics of costumes during this era in Indian history	Introduction to the Indian Costumes -Pre Historic Era Stone Age, Bronze Age <u>Early Historic Period</u> Vedic Period, Mahajanapadas, Persian and Greek conquests, Maurya Empire <u>The Islamic sultanates</u> Delhi Sultanate, The Mughal Era, Post Mughal Period <u>Colonial era</u> The British raj. The Indian independence movement, Independence and partition <u>Modern history</u> North India, South India, West India, East India	Presentation on the male, female costumes, their hair style, head gear and jewelry. Review of movies	25
2	To relate the ancient era & characteristics of costumes during each era	<u>Introduction to Western Costumes –</u> Ancient Egypt Ancient Greek Ancient Rome Byzantine <u>Costumes of Recent Times</u> Renaissance		25

		Baroque Rococo History of fashion from 1900 – 2000 century		
3.	To be able to explain the demographic profile of women in India & the role and importance of media portraying women	To study the demographic profile of women in India and towards change 1. Sex Ratio 2. Health 3. Education 4. Employment 5. National Policy of Empowerment of women 2001 6. The role and importance of media portraying women	Debate 5 marks Discussion 10 marks Presentation 10 marks (On the given topics)	25
4.	To be able to explain the present situation and changes in the status of women & create awareness about Governmental policies and strategies for women's development and role of voluntary organizations and NGO's in women's development	To understand Women, work and development : 1. Women in the unorganized sector. 2. Women in the Organized sector. 3. Legal provision for the protection of working women 4. Governmental policies and strategies for women's development 5. Role of voluntary organizations and NGO's in women's development	Discussion 10 marks Presentation 5 marks (On the given topics)	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class test - To Be Converted in to 25

External Assessment: Final Exam - 75 Marks.

Separate internal and external Test to be conducted for History of Fashion (Indian & Western) and Women's Studies and to be combined in Mark sheet.

REFERENCE BOOKS:

1. Baclaeski K.(2010), "*Historic costumes*", 5th edition, Fairchild Publication
2. Boucher F.(1997), "*A history of costume in the west*", Thames and Hudson
3. "*Costume*", The Pepin press.
4. Eberle H., Hermeling H., Horabarger M., Menzer D., Ribng W., "*Clothing Technology*".
5. Peacock J.(2010), "*The chronicle of western costume*". Thames and Hudson
6. Racinel A., (2003) "*The Complete Costume History*", Taschen Publication.
7. Laver J.,(2002) "*Costume And Fashion*", 4th edition, Thames and Hudson
8. Tortora P., "*Survey of historic costumes*".

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester – III

Subject	Credits	Total Hours	Marks				
Fashion Studies	4	60	Th 25	Pr -	Th 75	Pr -	100
Theory			Internal		External		Total

OBJECTIVES:

The learner will be able to -

1. Recognize the basic fashion terminology, fashion categories and the working of the fashion industry.
2. Compare the influences of various designers and fashion revolutions with respect to social, cultural and psychological aspects on the fashion industry in different decades.
3. Recognize the major fashion centers globally and their importance. Identify various theories, movements and factors affecting fashion
4. Compare the fashion markets with respect to Fashion centers, global market and the study of national and international designers / brands.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to enumerate influence of specified factors on fashion and to enlist the different categories in clothing for men's, women's and kids.	Nature of fashion ☐ Definition ☐ Revolution ☐ Social, cultural conditions ☐ Designers and their influence Fashion clothing categories Men, Women, Kids.	Group discussion Presentation on 5 national and 5 international designers. Preparing individual document on all categories ☐ Casual wear ☐ Sports wear ☐ Formal wear ☐ Leisure wear ☐ Club wear ☐ Lounge wear ☐ Resort wear ☐ Lingerie ☐ Active sports ☐ Adventure wear ☐ Uniforms using magazine cutouts.	25

2	To be able to distinguish the influence of decade on the fashion and to study various factors influencing fashion.	Fashion timelines and its influence from every decade. ☐ 1920 ☐ 1930 ☐ 1940 ☐ 1950 ☐ 1960 ☐ 1970 ☐ 1980 ☐ 1990 ☐ 2000 ☐ 2010 Environment of fashion ☐ Demographic ☐ Psychographic ☐ Geographic ☐ Behavioral	A presentation based on all timelines keeping in mind demographics, psychographic, society, culture, population, innovations and changes of fashion occurred in each of them. Case study of one national and international brand in terms of suitability of factors.	25
3	To be able to use the fashion terminology related to the categories of fashion. To study different theories and analyze moments and factors influencing fashion over the period of time.	Fashion terminology ☐ Evolution of fashion ☐ Fashion capitals around the world ☐ Couture , Pret – a port and Mass fashion ☐ categories of fashion ☐ Factors affecting fashion demand. Movement of fashion ☐ Fashion theories ☐ Movement of Fashion ☐ Factors influencing fashion	Study of three brands from all the categories (men, women, kids) of fashion and segregate according to Couture, Pret – a port and Mass fashion. Develop a group personation on the theories, , moments and factors influencing fashion	25
4	To be able to describe the role of different contributors in understanding Business of fashion. To describe the nature of fashion at National and International levels.	Business of fashion ☐ Economic importance ☐ Government regulations ☐ Indian fashion scenario. Markets of fashion ☐ Fashion centers ☐ Fashion markets all over the world (USA, UK, UAE, Europe, Asia) ☐ Study of national and international designers, brands.	Prepare group wise a comparative case study on national and international fashion designer and brand.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks

REFERENCE BOOKS:

1. Stephens G., (2005), "*Fashion Concept to consumer*", Pearson.
2. Steckes P., (1996), "*Fashion Design Manual*", Palgrave Macmillon.
3. Stone E., (2004), "*Dynamics of fashion*", Fairchild Publication.
4. Eubank T., (2010), "*Survey of historic costumes*", Fairchild Publication.
5. Laver J., (2002), "*Costume and fashion – A concise history*", Thames & Hudson.
6. *Apparel View, View on color.*
7. Dickeson K., (2004), "*Inside Fashion Business*", Pearson Education, Inc.
8. Fiore A, Kimle P., (1997), "*Understanding aesthetics*", Fairchild books, New York.
9. *Promostyl / Here & There.*
10. Stone E., (2008), "*Dynamics of Fashion*", Fairchild books, New York.

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester - IV

Subject	Credits	Total Hours	Marks		
Basic Fashion Illustration & Design Concept	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES:

The learner will be able to-

- 1) Illustrate the male fashion figure & rendering with different color mediums.
- 2) Demonstrate and render fashion garment components categories /styles designs.
- 3) Apply the design process to develop women's wear collection.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to draw and render men's figure croqui.	Men's' croqui (front, back)	5 - Men's' croqui	25
2	To be able to render using different mediums for illustrations	• Rendering different mediums – 2b/4b/6b, color pencil, water color, poster color • Rendering different mediums for 6 garments (male and	1 – rendering each medium	25
3	To be able to render the components of garments.	Components of garments rendering (Necklines, Collars, Cuffs, Folds, Pleats, Gathers etc.)	5 - each component of garment	25
4	To be able to explain the components of fashion garment and develop a women's wear collection with the help of design process.	Women's wear Fashion garment components of: • Tops (knits & woven) * t-shirts * Shirts * Other	- Learning diary - Student will stick cut outs of garments from magazines & mention 10 each category with the details like	25

		• Bottoms (knits & woven) * Shorts * Skirts * Trousers (each category will give also give the details like Necklines, Collars, Cuffs, Folds, Pleats, Gathers etc) women's wear design development	Necklines, Collars, Cuffs, Folds, Pleats, Gathers etc Develop a design concept with • Inspiration, mood, color, client board development • 5 final designs • 5 Flats development	
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Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments (75 Marks) and Class test (25 Marks)

REFERENCE BOOKS:

1. Abbing B. (2004), *"Fashion Sketchbook"*, 4th edition , Fairchild Publications, Inc. New York.
2. Drudi E. & Paci T. (2001), *"Figure Drawing for Fashion Design"*, The Pepin Press BV , Amsterdam . Publication.
3. Hagen K. (2005), *"Fashion Illustration for Designers"*, Pearson Education , Inc., Upper Saddle River , New Jersey 07458
4. Ireland P.J. (1996), *"Fashion Design Illustration Men"*, B.T. Batsford Ltd. London W1HOAH .
5. McKelvey K. and Munslow J. (1997), *"Illustrating Fashion"*, Blackwell Science Ltd. London.
6. Riegelman N. (2006), *"Color for Modern Fashion"*, 9 Heads Media in association with Art Center college of design, Pasadena, California USA .
7. Stipelman S., (2005), *"Illustrating Fashion Concept to creation"*, 2nd edition , Fairchild Publications, Inc. New York.

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester - IV

Subject	Credits	Total Hours	Marks		
Basic Pattern Making (Flat and Draping)	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES:

The learner will be able to-

- Draft components such as sleeves, collars-and style lines in women's wear using standard measurement, and using flat-pattern and draping methods.
- Create patterns and designs manipulating fabric using flat pattern and draping technic to draft chudidar and salwar.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weight age Marks
1	To acquire skills to develop patterns for sleeves by flat pattern making.	Sleeves (Set –in) - Puff & derivations, Cap, Petal, Leg-o-mutton	Submission of a complete Patterns of Puff, Cap, Petal and Leg-o-mutton Sleeves	25
2	To acquire skills to develop patterns for collars by flat and draping methods	Collars – Non-Convertible, Convertible, Mandarin.	Submission of a complete Patterns of Non-Convertible, Convertible & Mandarin Collars.	25
3	To acquire skills to develop Basic Torso block with flat pattern making and draping method. To develop skills for shoulder and armhole princess line using standard body measurements by flat pattern making.	Torso foundation Princess line - (Shoulder, Armhole) Style Lines	Submission of a complete Patterns of Torso. Submission of a complete Patterns of Shoulder, Armhole Princess line. Submission of draped designs with Different style lines	25

4	To acquire skills to develop Patterns for Salwaar & Churidar using body measurements	Salwaar & Churidar	Submission of a complete Patterns of Salwaar and Churidar	25
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Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments (75 Marks) and Class test (25 Marks)

REFERENCE BOOKS:

1. Aldrich W., “*Metric Pattern Cutting (For Women’s wear)*”, 3rd Edition, Blackwell Publishing Inc.
2. Aldrich W., “*Metric Pattern Cutting (For Women’s wear)*”, 4th Edition, Blackwell Publishing Inc.
3. Armstrong H.J. (2009), “*Patternmaking for Fashion Design*”, 4th Edition, Dorling Kindersley (India) Pvt. Ltd
4. Bray N. (1986), “*Dress Pattern Designing*”, 5th Edition, Fairchild Publications Inc.
5. Handford J. (2003), “*Professional Patternmaking for Designers(For Women’s wear, Men’s casual wear)*”.
6. Knowles L.A. (2006), “*Patternmaking for Fashion Designers*”, Fairchild Publications Inc.
7. MacDonald N.M., “*Flat Pattern Design*”, 3rd Edition, Fairchild Publications Inc.
8. Armstrong H.J. (2008), “*Draping for Apparel Design*”, Second Edition, Fairchild Publications.
9. Ablina B. and Maggio K. (2009), “*Draping Drafting & Drawing*”, Fairchild Publications.
10. Crawford C.A. (2005) “*The Art Of Fashion Draping*”, Third Edition Fairchild Publications.
11. Jaffe H. and Relis N. (1993), “*Draping for Fashion Design*”, Prentice-Hall Inc. (A Siman& Schuster company).

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester – IV

Subject	Credits	Total Hours	Marks		
Introduction to Garment Construction	4	120	100	-	100
Practical			Internal	External	Total

OBJECTIVES:

The learner will be able to-

1. Demonstrate sewing and construction skills using hand and machine stitches for different components of garments like seams and seam finishes, pocket, plackets, openings and fasteners.
2. Stich the specified components of garments in men's and women's apparel as per industry requirements.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to recognize all parts of sewing machine. To be able to construct various parts of garments. To be able to operate industrial sewing machine using proper seaming techniques.	Introduction of sewing machine & parts. Paper exercise. Introduction to hand and machine seams and seam finishes on woven fabric.	Submission of hand and machine seams	25
2	To be able to construct various types of pockets, plackets & openings for different garments.	Facing, Plackets & Openings - Slit, button and Button Hole, Continuous, T shirt, Kurta plackets. Tucks, pleats, gathers, Pockets – Patch, Flap, Box,	Submission of plackets & slit, Submission of pockets Tucks, pleats, gathers	25
3	To be able to attach various fasteners used in different garments	Fasteners – Zippers (Visible, Invisible), Button, Hook And Eye, Press button, Rivets, Eyelets and Draw Strings, Velcro.	Submission of various fasteners	25
4	To be able to construct the basic skirt which includes application of dart finishing, and combination of different components of garments	Skirt(basic)	Submission of skirt	25

	like pockets, waist band, zippers, seams, seam finishes etc.			
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Evaluation pattern –

Internal Assessment: 100 marks continuous evaluation which includes Class Assignments (75 Marks) and Class test (25 Marks)

REFERENCE BOOKS:

1. *"Complete Guide to Sewing"*, the reader's digest association, 1976.
2. Cunningham G., *"Singer Sewing Book"*, The Singer Company, 1st edition.
3. Smith Alison (1999), *"Complete Book of Sewing"*, Dorling Kindersley.
4. Smith A. (2009), *"The sewing book"*, Dorling Kindersley.

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester –IV

Subject	Credits	Total Hours	Marks	
Computer Aided Rendering Technique In Fashion	4	120	100	-
Practical		Internal	External	Total

OBJECTIVES:

The learner will be able to-

1. Use Raster Graphics software as a tool to represent and create visuals, using image editing and object creation.
2. Explain and use manipulation of Raster Graphics software.

CONTENT:

Block No.	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to use the knowledge of Raster based software and to use it effectively in making layouts, designs and images editing for fashion designing.	Introduction about Raster Based Software. ☐ Introduction color and color gradations. ☐ Development of various color Schemes.	To create colour gradations • Gray Scale • Color Wheel • Complimentary color Scheme • Contrast Color Scheme • Cool Color Scheme • Warm Color Scheme	25
2		Advance Image Editing with help of all features, Tools and technics	Image editing (One Each) Background Changing Garment Exchange Hair and features Body Tracing Body Rendering Garment Tracing Garment Rendering	25
3	To be able to operate Vector based software for	Vector based Software - Introduction of Vector based software - Introduction about Elements Of	1. To create Elements of fashion. (5 each) 1. Collar	25

	making layouts and developing drawings and designs for fashion.	Fashion (Digital) - Understanding and implementation of various Features, Tools and technics. Motif Development and implementation on garments.	2. Neckline 3. Plackets 4. Cuffs 5. Pockets 6. Fasteners (Zipper, button etc.) 7. Sleeves 8. Yokes 9. Pleats 10. Tucks 2. Motif Development for women's wear. (Party wear, Casualwear, Traditional wear etc.) 3. Implementing the elements of fashion and the developed motif design a women's wear garment.	
4	To be able to use advance tools and features related to design.	Development and rendering of fashion garments.	Development and rendering of fashion garment for men with details. (At least 2 complete attires)	25

Evaluation pattern –

Internal Assessment: 100 marks continuous evaluation which includes Class Assignments (75 Marks) and Test (25 Marks)

REFERENCE BOOK:

1. Steve Bain & Nick Wilkison, (2002), *“Corel Draw (12)- The Official Guide”*, Corel Press, 1st Edition.
2. Steven Heller & Talario Lita, 2010, *“Graphic”*, Thames and Hudson Publication, 1st Edition.
3. Pateo Jones, 2010, *“Graphic Design for Fashion”*, Lawrence King Publication Ltd., 1st Edition.
4. Paula J. Myers and Mac Devitt, 2010, *“Complete Guide to size specification Technical Design”*, Fairchild Book Publication, 2nd Edition.
5. Basia Szkutnicka, 2010, *“Technical Drawing for Fashion”*, Lawrence King Publication Ltd., 1st Edition.
6. Deke McClelland, 2002, *“A Guide to Adobe”*, Wiley Dreamtech Publication, 1st Edition.

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester – IV

Subject	Credits	Total Hours	Marks			
Principles of Management , Fashion Marketing And Merchandising	4	60	Th 25	Pr -	Th 75	Pr -
Theory			Internal		External	Total

OBJECTIVES:

The learner will be able to-

1. Explain the basic management concepts, applications & processes.
2. Explain the application in decision making , motivation terms such as leadership and communication for effective fashion business
3. Apply concepts of marketing in fashion business.
4. Identify role of merchandiser and merchandising in garment industry.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Marks
1	Principles of Management • To be able to explain the basic management Fundamentals & concepts. • To be able to explain the organization structure and its Function. • To be able to analyze business planning, implementation of processes, various organizational structure and their functioning	Introduction to Basics of Principles of Management • Types and Levels of Organization, Managerial Functions, Process of Management- Planning, Organizing, Leading and Controlling • Planning – Types, Steps and Process. SWOT Analysis. Organizational Structure, Types, Staff- line of authority, Delegation of work and decentralization. • Process of Decision making, Evaluation and selection of alternatives • Motivation and Leadership		

2	Fashion Marketing • To be able to explain the concepts of marketing. • To be able to describe the marketing processes to be used in fashion. • To be able to explain and implement the knowledge about marketing management. • To be able to explain the market trend through research.	Introduction to Marketing • Basic Concepts of Marketing • Marketing Environment • Market Oriented Strategic Planning • Consumer Behavior • Marketing Research		
3	Fashion Marketing • To be able to explain and implement the knowledge about marketing management.	• Market Segmentation • Pricing Strategies • Integrated Marketing Communications		
	Merchandising • To be able to describe and implement knowledge about the merchandising procedures in fashion.	Introduction to merchandising • Definition of Merchandising • Characteristics of Merchandising • Cycle of Merchandising • Distribution • Value Components in Merchandising • Merchandising Planning • Identifying your customers		

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks

REFERENCE BOOKS:

1. Principles of Marketing 12th Edition - Philip Kotler and Gary Armstrong
2. Fundamentals of Marketing - Stanton
3. Marketing Management – Rajan Saxena
4. Marketing Management - V.S.Ramaswamy and S.Namakumari
5. Analysis for Marketing Planning – Donald Lehmann & Russell Winer, 6th ed.
6. Case Studies in Marketing - Indian context - R.Srinivas
7. Bhattacharya S.C.,(1998), “Strategic management concept and cases”, Wheeler Publishing,5th Edition.
8. Koontz & Weihrich, “Essentials of Management”, Tata McGraw Hill Publication, 5th Edition.
9. Tripathi P.C. & Reddy P.N. (1991), “Principles of Management”, Tata McGraw hill Pub.Co.Ltd. N.Delhi.

4-Year U.G. Degree Syllabus
B Design - Fashion Design
Semester – V

Subject	Credits	Total hours	Marks			
Advance Fashion Illustration & Design Concept	4	120	Th -	Pr 25	Th -	Pr 75
Practical			Internal	External	Total	
					100	

OBJECTIVES:

The learner will be able to-

1. Illustrate the kids fashion figures
2. Render different fabrics and garments using different techniques.
3. Draw different apparel categories and components of garments in the form of flat drawings.
4. Illustrate kids & men's wear by implementing design development process

CONTENT:

Block No.	Objective	Topic/Content	Assignments	Marks
1	To be able to Draw and Render For Kids Figure	Kids Figure (Born Child, Toddlers Etc.)	Age wise 10 Kids illustrations	25
2	To be able to render different fabrics and drawing accessories	Fabric Rendering (10 Samples- Silk, Georgette, Chiffon, Satin, Denim, Tweed, Serge, Lace, Net, Velvet) Accessory Rendering (6 Accessories, Like Bags, Glares, Belts Etc.)	10 - fabric sample rendered 6 -accessory rendering	25
3	To be able to explain the different Categories Of Garments	Categories Of Clothing (Formal Casual Etc.)	1 illustration per category	25
4	To be able to illustrate men's & kids wear using design process.	Men's & kids wear design development process with technical drawings	Develop a design concept with Inspiration, mood, color, client board development 5 final designs 5 Flats development	25

Students Have To Maintain Their Own Sketch Book

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks
 External Assessment: Final Exam - 75Mark

REFERENCE BOOKS:

1. Abbing B. (2004), *"Fashion Sketchbook"*, 4th edition , Fairchild Publications, Inc. New York .
2. Drudi E. & Paci T. (2001), *"Figure Drawing for Fashion Design"*, The Pepin Press BV , Amsterdam . Publication.
3. Hagen K. (2005), *"Fashion Illustration for Designers"*, Pearson Education , Inc., Upper Saddle River , New Jersey 07458
4. Stipelman S., (2005), *"Illustrating Fashion Concept to creation"*, 2nd edition , Fairchild Publications, Inc. New York .
5. Ireland P.J. (1996), *"Fashion Design Illustration Men"*, B.T. Batsford Ltd. London W1HOAH .
6. McKelvey K. and Munslow J. (1997), *"Illustrating Fashion"*, Blackwell Science Ltd. London.
7. Riegelman N. (2006), *"Color for Modern Fashion"*, 9 Heads Media in association with Art Center college of design, Pasadena, California USA .

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester - V

Subject	Credits	Total Hours	Marks				
Advance Pattern Making (Flat, Drape And Grading)	4	120	Th -	Pr 25	Th -	Pr 75	100
Practical			Internal		External		Total

OBJECTIVES:

The learner will be able to-

Create and produce advance patterns by flat and draping method for women's wear.

Prepare patterns by grading methods and layout and marker planning by manual and computerized methods used in Industry.

CONTENT:

Module No.	Objective	Topic/Content Analysis	Assignments	Marks
1	To make flat patterns of various women's tops (with lining & without lining)	Ladies tops & its variations	Submission of complete pattern of ladies top	25
2	To make flat patterns of women's Strapless tops	Strapless	Submission of complete pattern of strapless	25
3	To create Front, Back & Armhole Cowls and Bias Cut Dresses by flat and draping method	Cowls- Front, Back, Armhole. Bias Cut Dresses	Submission of draped designs with Front, Back, & Armhole cowls Submission of draped designs of bias cut dress.	25
4	To use grading techniques and Implement manual and computer aided design to create Grading, layout and marker Planning	Introduction to Grading and Terminology Methods of Grading Basic Block - Front and back ,Basic Skirt - Front and back, sleeve block ,trouser block CAD (Rich piece / Lectra)	Submission of the sleeves Bodice ,skirt ,sleeve, trouser Submission of Layout in 1/4th scale	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks.

REFERENCE BOOKS:

1. Aldrich W., “*Metric Pattern Cutting (For Men’s wear)*”, 3rd Edition Blackwell Publishing Inc.
2. Aldrich W. “*Metric Pattern Cutting (For Women’s wear)*”, 4th Edition Blackwell Publishing Inc.
3. Armstrong H.J. (2009), “*Patternmaking for Fashion Design*”, 4th Edition Dorling Kindersley (India) Pvt. Ltd.
4. Knowles L.A. (2006), “*Patternmaking for Fashion Designers*”, Fairchild Publications Inc.
5. Bray N. (1986), “*Dress Pattern Designing*”, 5th Edition Blackwell Science Ltd.
6. Handford J. (2003), “*Professional Patternmaking for Designers(For Women’s wear, Men’s casual wear)*”.
7. Mac Donald N.M., “*Flat Pattern Design*”, 3rd Edition Fairchild Publications Inc.
8. Armstrong H.J. (2008), “*Draping for Apparel Design*”, Second Edition, Fairchild Publications.
9. Ablina B. and Maggio K. (2009), “*Draping Drafting & Drawing*”, Fairchild Publications.
10. Crawford C.A. (2005) “*The Art Of Fashion Draping*”, Third Edition Fairchild Publications.
11. Jaffe H. and Relis N. (1993), “*Draping for Fashion Design*”, Prentice-Hall Inc. (A Siman& Schuster company)

4-Year U.G. Degree Syllabus
B Design - Fashion Design
Semester – V

Subject	Credits	Total Hours	Marks			
Basic Garment Construction	4	120	Th -	Pr 25	Th -	Pr 75
Practical			Internal		External	Total

OBJECTIVES:

The learner will be able to-

1. Construct and demonstrate actual garments for women' wear with standard and customized measurement.
2. Construct and demonstrate various types of torso, salwar and Churidar.

CONTENT:

Module No.	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to Stitch the basic torso which includes neck finish, zippers, hem finish and dart finishing	Torso foundation	Submission Of Torso	25
2	To be able to Stitch the variation of torso like the princess line shoulder and armhole.	Princess line - (Shoulder, Armhole)	Submission Of Princess	25
3	To be able to construct the salwar and churidar with customized measurements	Salwaar, Churidar	Submission Of Salwaar Submission Of Churidar	25
4	To be able to Stitch customize garment with customized measurements.	Term Garment- Ethnic Wear	Submission Of Term Garment	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks

REFERENCE BOOKS:

1. "Complete Guide to Sewing", the reader's digest association, 1976
2. Cunningham G., "Singer Sewing Book", The Singer company, 1st edition.
3. Smith A. (1999), "Complete Book of Sewing", Dorling Kindersley.
4. Smith A. (2009), "The sewing book", Dorling Kindersley.

4-Year U.G. Degree Syllabus

B. Design- Fashion Design

Semester – V

SUBJECT	CREDITS	TOTAL HOURS	MARKS			
Indian Textiles and Embroideries	4	90	Th 25	Pr 25	Th 50	Pr -
Theory and Practical			INTERNAL		EXTERNAL	TOTAL
						100

OBJECTIVES:

The learner will be able to-

1. Explain the history and characteristic feature of the traditional textile crafts and embroideries of India.
2. Apply the regional embroidery techniques & traditional textile crafts for various products current fashion.

CONTENT:

Module No	Objectives	Topic/Content Analysis	Assignments	Marks
1	To be able to explain the importance and significance of textile crafts of India. To be able to apply knowledge of the traditional textiles in original and contemporary form.	Historical significance of traditional textile. Study of the woven textiles in relation to Origin, Motifs, Looms, weaves, colors and end use of the following :- Jamdani, Baluchari, Tangial, Chanderi, Maheshwari, Ikat Patola, Pochampally, Paithani, Banaras, Brocades, Kanjivaram, Kota, Himroo, Mashru	Collection and gathering information on each textile in the following aspect History Background Process Motifs Weave type Designs Products	25
2	To be able to explain different uses of dyed and printed textiles in India.	Introduction to the Dyed & Printed Textile Origin, Significance, Method, Colours – Madhubani, Kalamkari, Patchitrabatik Print, Bagh Print, Bandhani, Ajrak Print, Sanganer Print, Bagru Print	Collection and gathering information on each textile in the following aspect History Background Process Motifs Weave type Designs Products	25
3	To be able to evaluate traditional embroideries and provide an overview of changes in embroidery style and	Introduction to the Embroidered Textiles Origin, threads, stitches, Motifs, colors layout and end use of the following state:- Kashida of Kashmir, Phulkari of	Collection and gathering information on each textile in the following aspect History Background	

	designing contemporary products.	Punjab, Embroidery of Sindh, Kutch and Kathiawar, Chikankari of Uttar Pradesh, Appliqué work of Bihar and Orissa, Embroidery of Manipur, Kasuti of Karnataka, Kantha of Bengal, Chamba Rumal of Himachal, Gold and Silver Embroidery	Process Motifs Weave type Designs Products	25
4	To be able to interpret the potential of the fabrics and its use in present world of fashion.	Introduction to the handloom industry of India and Khadi board.	To make presentation on Traditional fabrics and khadi fabric for its use in apparel.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test –(Theory 25, Practical 25) To Be Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Agarwal Y. (2003), *"Silk Brocades"*, Roli& Janssen BV, Newdelhi.
2. Bhatnagar P. (2004), *"Traditional Indian costumes and Textiles"*, AbhishekPublication, Chandigarh.
3. Desai C. (1988), *"Ikat textiles of India"*, Chronicle Books, San Francisco.
4. Chattopadhyay K. (1995), *"Handicrafts of India "*, WisdomTree, New Delhi.
5. Crill R. (1998), *"Indian Ikat Textiles"*, Weatherhill Inc..
6. Crill R. (1999), *"Indian Embroidery"*, Victoria & Albert Museum, London.
7. Dhamija J. and Jain J. (1989), *"Handwoven Fabrics of India"*, Mapin Publishing Pvt, Ltd. Ahmedabad.
8. Dr. Dedhia E. and Hundekar M. (2008), *"Ajrakh Impressions and Expressions"*, Colour Publication Private Limited, Mumbai.

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester –V

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
Computer Application In Fashion(2D)	4	120	Th -	Pr 25	Th -	Pr 75	100
Practical			INTERNAL		EXTERNAL		TOTAL

OBJECTIVES:

The learner will be able to-

1. Apply and demonstrate various type of textile weaves with the use of computer software.
2. Practice garment rendering using various tools for digital fabric, texture, Pattern of fabric and accessories creation in using CAD application.
3. Use fashion software that is specifically used in digital garment development.by industry.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weight age Marks
<u>1</u>	To be able to use CAD tools that can be efficiently used in creating weaves and fabric rendering.	Creation of deferent weaves. (10 weaves) Digital fabric Rendering. (10 Fabrics)	Development of 10 digital fabrics with help of mentioned weaves. -Plain weave -Rib weave -Mat weave - Basket weave -Twill weave -Herringbone weave -Weft twill weave - Warp twill weave -Diamond weave Satin weave -Sateen Weave	25

2	To be able to implement CAD tools to be efficiently used in motif development and repeats.	Motif Development and Motif interpretation on Fabric (creation of digital fabric) with different types of repeats.	Motif interpretation on garment. Development of 10 fabrics with help of geometric, floral and conventional motif.	25
3	To be able to use CAD tools to utilize and apply them in rendering garments digitally.	Creation of 10 digital garments	Development of 5 digitalized garment with the implementation of motifs and prints. -2 men's -2 women's -1 kids	25
4	To be able implement CAD tools to efficiently use them for drawing Technical sketches.	Development of Technical Drawings for different garment	Development of 5 garments flats with details of construction.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks.

REFERENCE BOOK:

1. Colussy M K., Berg S G.,(2005), "*Rendering fashion , fabrics and prints*", Pearson Prentice Hall.
2. Lazear S M, San Diego Mesa College,(2008), "*Adobe illustrator for fashion Design*", Pearson Prentice Hall.
3. Kondabathini R.,(2009), "*Top weave Creations Vol. 1*", Top weave Creations.
4. Cole D.,(2007)., "*Patterns*", Laurence King Publishing.
5. "*Anvil Graphic Design, Pattern + Palette.*",(2005), Rockport Publishers Inc
6. Bridges A.,(2013), "*Printed textiles Design*", Lauren kis.
7. Tallon K.,(2006)., "*Creative Fashion Design with illustrator*", Bats Ford , UK.
8. Advance Design Software Manual. (Richpeace, Lectra, Wonderweaves, Netgraphics etc) or equivalent

4 –Year Degree Under Graduate (UG) Syllabus

B. Design Fashion Design

Semester –VI

SUBJECT	CREDITS	TOTAL HOURS	MARKS				
Craft Research And Design	4	120	Th -	Pr 25	Th -	Pr 75	100
PRACTICAL			INTERNAL		EXTERNAL		TOTAL

OBJECTIVES:

The learner will be able to-

- 1) Document the craft , its process and promotional activities.
- 2) Assist the crafts community to promote their craft for diversified consumers using visual communication techniques.

CONTENT:

Block No.	Objectives	Topic/Content Analysis	Assignments	Marks
1	To be able to identify the craft and the related problem areas related craft. To be able to study the process and various organizations involved in promoting the craft.	1) Selection of the Craft 2) Research on the Craft - History - Origin - Manufacturing process - Product range 3) Search for the “Artisans” working for the craft. 4) Initial approach to the “Artisans” for explaining the Project and its importance. 5) Telephonic interaction with the Artisan regarding the current problems associated with the promotion and development of the craft. 6) Search information for the various Organizations working to preserve the craft. - NGO - Government Organization - Local Outlets 7) Application of the Craft in recent Fashion Scenario. - Designer collection - Retail collection 8) Comparative study regarding the availability of the craft (with various categories) and marketing strategies in metro cities.	Students will prepare the document in terms of following aspects. - Origin - History Process and production - Products & designs Pros and cons of the craft Promotion and marketing Information on NGO’S and other organizations.	25
2	To be able to find	List down the challenges related	Students will prepare	25

	out and identify the problem areas of the craft and suggest solutions over it.	to the “Promotion, Marketing, Sales & Visual merchandising” of the craft. 1) Analysis of Product Category based on the particular craft. - Apparel - Corporate Gifts or Stationary - Accessories - Home/ corporate Décor 2) Comparative study regarding the availability of the craft (with various categories) and marketing strategies in metro cities. 3) Approval from the concerned Faculty. 4) Approval from the Artisans regarding the changes. (through Internet) Production of various promotional materials with the help and guidance of the Artisan.	the document in terms of following aspects. Category of products Comparative study of other crafts of the region.	
3	To be able to promote the craft in the form of a Brand in the market.	Branding of the Craft- Promotion, marketing and E- Marketing of the craft through brochure, catalogues, leaflets, PPT's, DVD's, Posters, Banners, Social media broadcast (in terms of blogs, web pages, SOFT website) etc.	Students will prepare the document on the branding of the craft.	25
4	To be able to advertise and promote the brand in the form of the display.	Visual Display of the craft. Promotion of the Exhibition to the potential client and create awareness & promotional strategies to increase the footfall.	Students will design a display for the craft as an promotional activity.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks
External Assessment: Final Exam - 75Marks.

REFERENCE BOOKS:

1. Bhatnagar P. (2004), “*Traditional Indian costumes and Textiles*”, Abhishek Publication, Chandigarh.
2. Chattopadhyay K. (1995), “*Handicrafts of India*”, WisdomTree, New Delhi.
3. Crill R. (1998), “*Indian Ikat Textiles*”, Weatherhill Inc..
4. Dhamija J. and Jain J. (1989), “*Hand-woven Fabrics of India*”, Mapin Publishing Pvt, Ltd. Ahmedabad.
5. Dr. Dedhia E. and Hundekar M. (2008), “*Ajrakh Impressions and Expressions*”, Colour Publication Private Limited, Mumbai.
6. Gillow J. and Barnard N. (1991), “*Traditional Indian textile*”, Thames and Hudson, London.
7. Kapur C. and Ambasanyal (1989), “*Saris of India*”, AmrVastraKosh, Wiley Eastern Limited, New Delhi.

4-Year U.G. Degree Syllabus
B Design - Fashion Design
Semester - VI

Subject	Credits	Total Hours	Marks			
Advance Garment Construction	4	120	Th -	Pr 25	Th -	Pr 75
Practical			Internal		External	Total
						100

OBJECTIVES:

The learner will be able to-

- 1) Construct garments with various specified style lines for specified garments of Men's and Women's Wear.
- 2) Create designs for customized clothing and mass category.

CONTENT:

Module No.	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to stitch Ladies tops and its variations.	Ladies tops & its variations	Submission of ladies top	25
2	To be able to stitch Strapless garments.	Strapless	Submission of strapless	25
3	To be able to stitch denim jeans and Trouser.	Trouser & its variations, Denim Jeans	Submission of trouser	25
4	To be able to stitch Men's shirt, denim jeans and Trouser.	Men's Shirt with cuff and collar Variations	Submission of men's shirt	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test To Be Converted In To 25 marks

External Assessment: Final Exam - 75Marks..

REFERENCE BOOKS:

1. "Complete Guide to Sewing", the reader's digest association, 1976
2. Cunningham G., "Singer Sewing Book", The Singer company, 1st edition.
3. Smith A. (1999), "Complete Book of Sewing", Dorling Kindersley.
4. Smith A. (2009), "The sewing book", Dorling Kindersley

4-Year U.G. Degree Syllabus
B Design - Fashion Design
Semester - VI

Subject	Credits	Total hours	Marks			
Fashion Forecasting	4	60	Th 25	Pr -	Th 75	Pr -
Theory			Internal	External	Total	

OBJECTIVE: -

The learner will be able to-

- 1) Apply forecasting techniques to determine market demand to effectively interpret the same in design process.
- 2) Discuss the latest trends & technologies that affect the fashion forecast.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to discuss the term fashion and forecasting.	Introduction i. Meaning of Fashion ii. Meaning of Forecasting iii. The role of a forecaster iv. The precision of the forecast v. The fashion industry's components The structure of the fashion industry vii. The fashion timetable viii. Information Network ix. The selling strategy	Study of history(1900's) in terms of social , economic, cultural, and technological factors that affected fashion Visualization and forecasting Pendulum swing Fashion cycle Fashion curve	25
2	To be able to utilize the research methodology in fashion forecasting	Research Process in Forecasting Primary sources Secondary sources Tertiary sources Tracking sales Competition Demographics Value & life style i. Publication Forecasting services Plethora influences Observation posts . The new technology i. Fashion of involvement z. New uses of	Forecasting specialties Fashion scan Consumer scan Fashion analysis Social and economic trend Trend analysis Competitive analysis Integrated forecasting Sans of high end retail and design market	25

		products i. Old neighborhoods Related industries		
3	To be able to implement the fashion forecast. For product development.	Processes of Reporting i. Process of implementation ii. Promotion iii. Making the fashion happen	Identification of latest technology come up in apparel departments	25
4	To be able to assess and relate Fashion Forecasts in terms of market.	Study of various Forecasts Study of International & National Brands, each 3, for its style and identity. Application of Forecast to 1 National & International Brand.	Forecast Application Assignment for Men's Wear and Women's Wear.	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Brannon E.L. (2010), *"Fashion Forecasting"*, 3rd Fairchild Books, New York.
2. Mckelvey K. and Munslow J. (2008), *"Fashion Forecasting"*, Wiley-Blackwell.
3. Rita P. (1992), *"Fashion Forecasting"*, Fairchild Books, New York.
4. Raymond M. (2010), *"The Trend Forecaster's Handbook"*, Laurence King, U.K.

4-Year U.G. Degree Syllabus
B. Design. in Fashion Design
Semester – VI

Subject	Credits	Total hours	Marks			
Dyeing, Printing & Surface Ornamentation	4	120	Th -	Pr 25	Th -	Pr 75
Practical			Internal		External	
					Total	

OBJECTIVES:

The learner will be able to-

- 1) Practice various specified surface ornamentation techniques on textiles as a value addition in the process of designing.
- 2) Implement various dyeing and printing techniques used specifically for various fabrics.
- 3) Differentiate various techniques of surface ornamentation which can be used as per the specific requirement of the end product.

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignments	% of weight age Marks
1	To be able to use different tool and techniques of Surface ornamentation techniques.	Tools and techniques - Design transfer materials, - Sources & interpretation - Choosing color - Enlarging and reducing design Basic Embroidery Stitches - Basting, Back stitch, Chain Stitch, Button hole, Lazy Daisy , Herring Bone, Satin Stitch, French knot, Shadow Stitch, Long & Short, Mirror Work Cross Stitch, Pekinese Stitch, Cast-on-Stitch, Rose Stitch, Eyelet Stitch, Blanket Stitch, Patch work.	Make sheets of designs by reducing and enlarging the designs.	25
2	To be able to explain various type of embroidery stitches and use them effectively in the garments.	Indian Traditional Stitches - Kantha Embroidery of West Bengal, Kasuti Embroidery of Karnataka - Chikankari Embroidery of Uttar Pradesh, Manipuri Embroidery, Kathiawar Embroidery of Gujarat. - Kashida Embroidery of Kashmir Chamba Rumal of Himachal Pradesh -Phulkari of Punjab.	Submission of a composition of embroidery sample according to theme.	25
3	To be able to explain	Preparatory processes of	Preparation of	25

	the technique of dyeing process and suitability of specified range of dyes for specific fibre ,yarn and fabric application.	dyeing Dyeing of frequently used fabrics: Cotton dyeing with direct, reactive and vat dyes. Silk dyeing with acid dyes. Polyester dyeing with carrier dyeing.	journal which includes 1) Dyes and printed samples 2) Designs created for block, stencil and screen 3) Presentation of reports on workshops with craftsman 4) Preparation of one end product using block, screen or tie and dye.	
4	To be able to use different types of printing techniques and methods in surface decoration on fabrics.	Common Printing techniques used on fabrics: Process and layout. Stencil printing Block printing Screen Printing Techniques of tie and dye Technique of batik	Submissions of an article based on different printings	25

Evaluation pattern –

Internal Assessment: Journal - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Amey S. (1987), "*Malaysian Batik*", The Malaysian Handicraft Development Corporation, Malaysia.
2. Prideaux V. (2003), "*A hand book of Indigo Dyeing*", Search Press Ltd.
3. Beigeleisen(1958), "*Silk Screen Techniques*", Dover Publications, New York.
4. Brotighton K. (1995), "*Textile dyeing*", Rockport Publishers, Massachusetts.
5. Caldwell L. (2006), "*Shibori*", Lark Books, New York.
6. Gunner J. (2006), "*Shibori*", Batsford London.
7. Kendall T. (2001), "*Fabric dyeing and Printing*", Collins & Brown Ltd, London.

4-Year U.G. Degree Syllabus
B Design - Fashion Design
Semester – VI

Subject	Credits	Total Hours	Marks			
Introduction to entrepreneurship and IPR	4	60	Th 25	Pr -	Th 75	Pr -
Theory			Internal	External	Total	
					100	

OBJECTIVES:

The learner will be able to-

1. Apply the skills of Entrepreneurship in Small Business Management.
2. Explain the importance ,process and tools of IPR in regards with fashion industry.

CONTENT:

Block No.	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to explain the term entrepreneurship.	Introduction to Entrepreneurship: Definition, Concept and Need for entrepreneurship, Types of entrepreneurs Kinds of Entrepreneurship: Proprietary, Partnership and Group Entrepreneurship, Qualities of a good entrepreneur Entrepreneurial Assets: Entrepreneurial Values and attitudes, Role demands and Requirements of Entrepreneurs, Barriers to entrepreneurship Entrepreneurial Motivation: Definition and Meaning of Achievement Motivation, Need for Achievement Motivation, Motivating Factors: Internal and External Entrepreneurial Ideas: Creativity and Idea Generation, Searching and selecting Entrepreneurial Ideas, Dynamics of project Identification, Matching project and enterprise, Gather Information on what works, How to succeed and mistakes to avoid	Case study- <i>Success story of any entrepreneur</i> Assignment- <i>To study the forms of ownerships of different businesses</i>	25
2	To be able to describe the meaning and concept of Intellectual Property Rights	What is intellectual property? Definition & characteristics of intellectual property, Types of Intellectual property- An Overview, Relevance of IP at various stages of business cycle, Relevance of IP rights to export market, Brief National IP laws Understanding some basics on Trade secrets:		25

		What are trade secrets, Protection of trade secret, Adv. & disadvantage Of trade secret, Developing trade secret strategy for business Understanding some basics on Copyrights: What is copyright? What all can be protected under copyright, Advantages of copyright, Registration of copyright, Concept of collective management of copyright, "Using Work" protected by copyright		
3	To be able to Explain the concept of Industrial design and Trademark laws	Understanding some basics on Industrial design: What is an industrial design? Why to protect an industrial design? Protection of industrial design, Registration of industrial design and International Classification system, Cost to protect an Industrial Design, Protecting Industrial design abroad, Enforcing industrial design Understanding some basics on Trademarks: What is a trademark and its importance, Selection & Protection of trademark, Registration of trademark & Trademark classification system, Cost to protect a trademark, What makes a good trademark, "USING" trademark, Types of marks, Enforcing Trademarks		25
4	To be able to Explain the concept of Geographical indications and patent laws	Understanding some basics on Geographical Indications: What is geographical indications & its relevance to India, Why & what all can be protected under geographical indications, How is geographical indications protected, Geographical indications v/s rules of origin v/s trademark, Protection of geographical indications at International level Understanding some basics on Patents: What is patent & its importance, What all can be patented? How to get a patent? How much do patent cost? Advantages of patent rights & documents, Concept of Utility model, Commercializing patent technology, Enforcing patents International patent classification system (IPC) & patenting abroad, Patent Cooperation Treaty (PCT)		25

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE:

1. Granger M. and Sterling T., *"Fashion Entrepreneurship : Retail Business Planning"* , Fairchild, New York.
2. Kantikar A., *"Grassroots Entrepreneurships"* , Willey Easter Ltd..
3. Sirpolis and Nicholas C., *"Small Business Management : A guide to entrepreneurship"* .

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester – VII

Subject	Credits	Total hours	Marks			
			Th	Pr	Th	Pr
Internship	4	120	-	100	-	-
Practical			Internal		External	Total

OBJECTIVE:

The learner will be able to-

Inculcate fashion knowledge to gain expertise and proficiency in respective field under the guidance of various fashion industries and experts.

CONTENT:

Internship refers to a stage/phase during which an individual will get opportunity to experience her industry of interest before entering into it full time and opting for it as her future career.

Internships exposed to candidate about the understanding the way particular industry functions and what it would be like to work in that scenario.

The candidates gain valuable insights into their own personalities and skills.

Such an experience put them in a better situation to decide whether they are suited for particular role. The process begins with:

- 1) Preparation of C.V.
- 2) Preference sheet (Preparation for location and type of industry)
- 3) Completion of campus to corporate module.
- 4) Minimum 50% marks requirement in all subjects (College may give some relaxation on the basis of valid reasons)

The internship will enrich the student for –

- 1) Understanding of the career field
- 2) To develop useful skills
- 3) To develop useful contracts.

Internship Evaluation:

On the basis of Internal evaluation for curriculum vitae and viva to evaluate whether student having capabilities to undergo industry training (50Marks)

Final evaluation of Internship Report. (50Marks)

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester – VII

Subject	Credits	Total hours	Marks			
			Th	Pr	Th	Pr
Men's Wear (elective)	4	120	-	25	-	75
Practical			Internal		External	
					Total	

OBJECTIVE:

The learner will be able to-

1. Evaluate the requirement of domestics as well as international brands through research for men's garments.
2. Apply the same in developing a range for men's wear based on market research.

CONTENT:

Men's wear is very important category in fashion. This further includes various categories. This module imparts the skills & knowledge to design Men's wear in tune with the sub categories.

Student's research this subcategories for designers (National & International) which enables them to understand the DNA of the label. With such understanding they acquire the skill to design men's wear collection for any given category, and in tune with market requirements.

- 1) Study of designers who set trends in Men's Wear

Describe their style & importance along with appropriate work presentation using images of their a)

Gucci b) Pierre Cardin c) Valentine d) Jean Muir e) Ralph Lauren' f) Giorgio Armani g) Kenzo h) EmilioPucci i) Tommy Hilfiger j) Calvin Klein

Select any six from the above list and any four of your choice in addition to that.

- 2) Make a presentation of various categories Men's Casual wear and Men's Formal wear. Their presentation includes the subcategories of the given categories with appropriate images and written style description of all. This enable student to understand present styles that fall under the category of Men's Wear.

- 3) Develop a collection for Men's casual wear and formal wear with following details

- a) Market Research (For which market & its requirements)
- b) Inspiration (Refer Latest Forecast)
- c) Mood Board/Story Board - Color , Fabrics , Silhouette , Styles , Surface Ornamentation. d) Design Development Sheet (Min 12 design)
- 4) Final rendered design min 6 sketches along with flats & specs, Cost Sheet

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester – VII

Subject	Credits	Total hours	Marks			
Women's Wear (elective)	4	120	Th	Pr	Th	Pr
			-	25	-	75
100						
Practical			Internal		External	
					Total	

OBJECTIVE:

The learner will be able to-

1. Evaluate the requirement of domestics as well as international brands through research for women's garments.
2. Apply the same in developing a range for women's wear based on market research.

CONTENT:

Women's wear is very important category in fashion. This further includes various categories. This module impart the skills & knowledge to design Women's wear in tune with the sub categories. Student's research the subcategories for designers& brands (National & International) which enables them to understand the DNA of the label. With such understanding they acquire the skill to design Women's wear collection for any given category ,and in tune with market requirements.

- 1) Study of designers who set trends in Women's Wear –

Describe their style & importance along with appropriate work presentation using images of their a)

Jean Patou

b) Coco Chanel

c) Christian Dior

d) Missani

e) Valentino

f) Alexander McQueen

g) Donna Karan

h) Prada

i) Donna Karan

j) Roberto Cavalli

Select any six from the above list and any four of your choice in addition to that.

- 2) Make a presentation of various categories Women's Casual wear and Women's Formal wear. Their presentation includes the subcategories of the given categories with appropriate images and written style description of all. This enable student to understand present styles that fall under the category of Men's Wear.

Develop a collection for Women's casual wear and formal wear with following details.

a) Market Research (For which market & its requirements)

b) Inspiration (Refer Latest Forecast)

c) Mood Board/Story Board -Color, Fabrics, Silhouette, Styles, Surface Ornamentation.

d) Design Development Sheet (Min 12 design)

4) Final rendered design min 6 sketches along with flats & specs, Cost Sheet

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester – VIII

Subject	Credits	Total hours	Marks			
			Th	Pr	Th	Pr
Kids Wear (elective)	4	120	-	25	-	75
Practical			Internal		External	Total

OBJECTIVE:

The learner will be able to-

1. Evaluate the requirement of domestics as well as international brands through research for Kid's garments
2. Apply the same in developing a range for kid's wear based on market research.

CONTENT:

Kid's wear is very important category in fashion. This further includes various categories. This module impart the skills & knowledge to design Kid's wear in tune with the sub categories. Student's research the subcategories for designers& brands (National & International) which enables them to understand the DNA of the label. With such understanding they acquire the skill to design Kid's wear collection for any given category ,and in tune with market requirements.

- 1) Study of designers who set trends in Kid's Wear –

Describe their style & importance along with appropriate work presentation using images of their

1. Minti Kids Clothing
2. Cotton On Kids
3. American Apparel Kids
4. Gap Kids
5. Monster Kids
6. Lilliput
7. Catmoss
8. Zapp
9. Palm Tree
10. Gini&Jony

-Select any six from the above list and any four of your choice in addition to that.

-Make a presentation of various categories Kid's wear.

- 2) Their presentation includes the subcategories of the given categories with appropriate images and written style description of all.

- 3) Develop a collection for Kid's wear with following details.

-Market Research (For which market & its requirements)

-Inspiration (Refer Latest Forecast)

-Mood Board/Story Board -Color, Fabrics, Silhouette, Styles, Surface Ornamentation.

-Design Development Sheet (Min 12 design)

- 4) Final rendered design min 6 sketches along with flats & specs, Cost Sheet

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester – VII

Subject	Credits	Total hours	Marks			
Fabric Styling for Apparels (elective)	4	120	Th -	Pr 25	Th -	Pr 75
Practical			Internal		External	Total

OBJECTIVE:

The learner will be able to-

1. Able to style the fabric using the given creative surface development technique , as required by the theme or inspiration.
2. Evaluate various techniques used in Domestic as well as International brands that can be effectively demonstrated in styling.

CONTENT :

Block No.	Objective	Topic/Content Analysis	Assignments	Marks
1	To be able to explain the importance of fabric styling.	Introduction to fabric styling & it's different techniques	Using different techniques develop 10 samples each technique	25
2	To be able to describe styling fabrics depending on brand identity & market.	Analyze a national, international & couture brands to style fabric according to the brand needs	Select 1 brand from the international, national & couture market each & develop 5 samples each brand with presentation	25
3	To be able to identify different creative Surface Ornamentation Techniques.	☐ Develop creative Surface Ornamentation Techniques to develop the look of the fabric ☐ Creative Quelling ☐ Creative Origami ☐ Creative Appliqué ☐ Creative Quilting ☐ Creative Cutwork ☐ Creative Patchwork ☐ Creative Weaving	Develop 5 samples of creative Surface Ornamentation Techniques to develop the look of the fabric with presentation	25

4	To be able to use the design development process for the fabric styling with respect to the design development process.	Develop Surface Ornamentation Techniques & fabric styling based on a design concept & research on international & national brands	Research on any 2 international & 2 national brand & further develop 2 swatches each brand with a design development process in mind (inspiration board, mood board, element board, color pallet, client board.)	25
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Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE BOOK

1. 2001), "Decorative Crafts Sourcebook", Apple Publication.
2. Reakes J., (2001), "Beautiful Ragwork", Search Press.
3. Raymest J., "Creative Tucks & Textures", B T Batsford.
4. Crabtree, C & Shaw C., "Quilting Patchwork & Applique", Thames & Hudson.
5. Niekark D., (2007), "Ribbon embroidery & Stumpwork", Search Press.
6. Harding V., (1983), "Strip Patchwork", Dover Pub. , New York.

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester - VII

Subject	Credits	Total Hours	Marks				
Creative Pattern Making	4	120	Th	Pr	Th	Pr	100
			-	25	-	75	
Practical			Internal		External		Total

OBJECTIVES:

The learner will be able to-

Read & implement pattern according to the design by applying the flat pattern making and draping principles to develop creative garments.

CONTENT:

Module No.	Objective	Topic/Content Analysis	Assignments	Marks
1	To make patterns of women's trousers, denims	Trouser & its variations, Denim Jeans	Submission of complete pattern of trouser	25
2	To make pattern of men's shirts	Men's Shirt with cuff and collar Variations	Submission of complete pattern of men's shirt	25
3	To implement the flat pattern making and draping principles to develop creative garments.	Conversion of dart fullness into creative pattern making for upper and lower garments – Lines (straight, Diagonal, curved, zigzag) Darts (Multiples, Parallel, Curved, Graduating, Radiating, Asymmetrical, Tuck Dart) Dart conversion into gathers, pleats.	Submission of the garments	25
4	To create pattern of sleeve variations	Sleeve variations Sleeve Bodice Combinations (Raglan, Kimono, Batwing)	Submission of the sleeves ,Sleeve Bodice Combinations garments	25

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Aldrich W., "*Metric Pattern Cutting (For Men's wear)*", 3rd Edition Blackwell Publishing Inc.
2. Aldrich W. "*Metric Pattern Cutting (For Women's wear)*", 4th Edition Blackwell Publishing Inc.
3. Armstrong H.J. (2009), "*Patternmaking for Fashion Design*", 4th Edition Dorling Kindersley (India) Pvt. Ltd.
4. Bray N. (1986), "*Dress Pattern Designing*", 5th Edition Blackwell Science Ltd.
5. Handford J. (2003), "*Professional Patternmaking for Designers (For Women's wear, Men's casual wear)*".
6. Knowles L.A. (2006), "*Patternmaking for Fashion Designers*", Fairchild Publications Inc.
7. Mac Donald N.M., "*Flat Pattern Design*", 3rd Edition Fairchild Publications Inc.
8. Armstrong H.J. (2008), "*Draping for Apparel Design*", Second Edition, Fairchild Publications.
9. Ablina B. and Maggio K. (2009), "*Draping Drafting & Drawing*", Fairchild Publications.
10. Crawford C.A. (2005) "*The Art Of Fashion Draping*", Third Edition Fairchild Publications.
11. Jaffe H. and Relis N. (1993), "*Draping for Fashion Design*", Prentice-Hall Inc. (A Siman& Schuster company)

4-Year U.G. Degree Syllabus

B. Design- Fashion Design

Semester – VII

Subject	Credits	Total Hours	Marks			
Quality Assurance Management	4	60	Th 25	Pr -	Th 75	Pr -
Practical			Internal	External	Total	

OBJECTIVE:

The learner will be able to-

- 1) Explain the importance of quality at designing ,merchandising ,delivery and retailing point.
- 2) Identify the complexity of managing quality in apparel manufacturing from fiber ,fabric. to apparel

CONTENT:

Block No	Objective	Topic/Content Analysis	Assignment	Marks
1	To be able to explain the importance of quality in fashion industry at mentioned points .	Introduction –What is quality? Why quality is important? Inspection - -Raw material inspection -In process inspection -Final inspection -How much to inspect -Definitions of fabric defects -Packaging -British standards of interest to garment manufacturers - ISO standards of interests to garment manufacturers	Comparison of three brands of to find out difference in term of quality in apparel industry	25
2	To be able to express the quality parameters for given specified tests.	Textile Testing & Product Evaluation -Precision & Accuracy of Test Methods -Atmospheric conditions for testing Testing Standards for Yarns used for making fabrics Yarn strength and elongation -Yarn number -Yarn twist Testing Standards for fabrics used for apparel -Strength properties -Fabric stretch properties -Dimensional changes in apparel due to laundering, dry-cleaning, steaming & pressing. -Needle cutting / yarn severance	Report on the visit to a textile testing lab.to understand the importance of testing methods and its relation to quality	25

		-Sew-ability of fabrics -Bow and skewness (Bias) in woven and knitted fabrics -Soil and stain release testing -Fabric thickness -Abrasion resistance -Wear testing -Color fastness Testing Standards for related accessories used in apparel -Testing of fusible interlinings -Testing of zippers -Elastic waistband testing -Sewing Threads Understanding Ecological aspects		
3	To be able to develop care label and quality cost	Care Labeling of apparel Quality cost Quality management	Presentation of reports on different types of label used for different categories of clothing.	25
4	To be able to explain about the various standards used in apparel industry	Standards-Introduction, benefits, levels, sources (ASTM, ISI,BSI,ISO)	Presentation on the type of problems occur during the manufacturing of apparel.	25

Evaluation pattern –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Adolph S.J. (1998), *"Quality Assurance for textiles and apparel"*, Fairchild Publications, New York
2. DR. S. Das (2009), *"Quality Characterisation of apparel"*, Woodhead Publishing India pvt.Ltd.
3. Mehta P.V., Bhardwaj S. (1998), *"Managing quality in the apparel industry"*, New Age International Ltd...
4. Mehta P.V. (2004), *"An Introduction to Quality Assurance for the Retailers"*, I Universe, Inc.

4 -Year U.G. Degree Syllabus

B Design - Fashion Design

Semester – VII

Subject	Credits	Total Hours	Marks			
Fashion Styling and Costume Designing	4	90	Th 25	Pr 25	Th 50	Pr -
Theory and Practical			Internal	External	Total	

OBJECTIVE:

The learner will be able to

1. Study, identify and analyze various fashion eras that influence today's fashion.
2. Explore different ISM's applied in different eras of history in clothing.
3. Depict the same to evaluate and understand costume design for contemporary movies and drama.

CONTENT:

Block No	Objective	Topic/Content Analysis	ASSIGNMENT	Marks
1	To be able to explain and compare the different looks & fashions for each era including the cultural & social influences.	Identification of looks in fashion for the different era's in detail (1900-2000)	? Group assignment Develop a presentation on the bases of the era given & its details	25
2	To be able to describe and relate the effect of the different "ISM's" on the fashion & develop a collection	Analyze the influences of the different periods and ISM's on Fashion & apply the research in developing a collection: ? Renaissance ? Baroque ? Rococo ? Romanticism ? Neo- Classism ? Modernism ? Impressionism ? Realism ? Cubism ? Futurism ? Art Deco ? Dadaism ? Abstraction ? Art Nouveau ? Expressionism ? Bauhaus	? Group presentation Develop a presentation based on the ISM received Individually develop a collection with the ISM as inspiration. ? Content : * Inspiration board * Mood board * Color pallet * Client board Design development sheets * Final designs	25

		? Op Art ? Pop Art ? Post modernism		
3	To be able to Explain contemporary fashion trends in terms of trade magazines & trade shows.	Analysis of contemporary fashion trends reviewing the trade magazines & trade shows.	Student will analyze the trade magazines & trade shows 5 each & develop the overall contemporary style that has been reflected through these shows & magazines.	25
4	To be able to describe and relate costumes on the bases of character & develop costumes with design development process.	Analyze the costumes for any one historical & contemporary movie	To present the costume collection for 3 to 4 characters	25

Evaluation pattern –

Internal Assessment: Class Assignments and Class Test –(Theory 25, Practical 25) To Be

Converted In To 25 marks

External Assessment: Final Exam - 50Marks. (Theory)

REFERENCE BOOKS:

1. Aspelund K. (2009), *"Fashioning Society"*, Fairchild Pub.
2. Athaiya B., *"The Art of Costume Design"*, Collins Publications.
3. Boucher F. (1997), *"A History of Costume in West"*, Thames & Hudson.
4. Engelmeier P.W. (1997), *"Fashion in Film"*, P. Restel-Verlag, Munich.
5. Laver J. (2002), *"Costume & Fashion- A concise History"*, Thames & Hudson.
6. Tortora P. and Embark K., (2010), *"Survey of Historic Costume"*, Fairchild.
7. Boucher F., (1997), *"A History of Costume in West"* Thames & Hudson.

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester – VIII

Subject	Credits	Hours	Marks				
Professional Skills and Portfolio Development	4	120	Th -	Pr 25	Th -	Pr 75	100
Practical			Internal		External		Total

OBJECTIVES:

The learner will be able to -

- 1) Review the workplace culture for an effective delivery of work.
- 2) Work effectively keeping time and resource management as key aspects.
- 3) Understand the set of skills and a visual imprint of the process and completion of a job placement portfolio.
- 4) To differentiate between various types of specialized collections that can be incorporated in portfolio.

BLOCK	OBJECTIVE	CONTENT	ASSIGNMENT	MARKS
1.	To review the workplace relationships and communication, including making a positive first impression, collaborative stakeholder relationships and role models in the workplace, this will develop professional behaviours and workplace culture.	Creating A Positive First Impression • Verbal and Nonverbal Communication Becoming a Role Model in the Workplace • Traits of the role model	Presentation on verbal and non verbal communication on the basis of case study Select three assignments to justify	15
2.	To review the range of time management techniques, and how they can be applied. To explore networking for the personal brand, and how social networks can help in professional networking.	Effective Time and Resource Management • Managing time effectively • Collaborative relationship • Effective delegation Networking- • Personal branding • Social branding	Assignment on social branding using mixed media.(Digital brochure, video or anything related)	15
	To define a market	Focused Portfolio	Select three	

3.	focused portfolio through proper planning and understanding of the key aspects.	• Statement of purpose(SOP) • Skill sets and knowledge domain • Gender and age focused • Focus on functional categories • Specialized Portfolios	assignments to justify statement of purpose, skill set and knowledge domain.	40
4.	To build a final portfolio adapted to ones focus used for job interviews and other presentations.	• Building of the portfolio • Digital and Web Based portfolio • Interview Insights	Prepare a digital / handmade portfolio appropriate for the selected market.	30

Evaluation:

Internal Assessment: Class Assignments and class test - To Be Converted In To 25

External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Clazie Ian. (2010), "*Creating your digital design portfolio*", Rotovision SA.
2. Barrett J C. (2006), "*Designing your fashion portfolio*", Fairchild Books, New York.
3. Linda T.(2013), "*Portfolio Presentation for fashion Designers*" , Fairchild publications, Inc.
4. Bowstead, M J,(2011), "A guide to preparing your portfolio" A & C Black, London
5. Ted Talk | Your Body Language Shapes Who You Are

4-Year U.G. Degree Syllabus

B Design - Fashion Design
Semester - VIII

Subject	Credits	Hours	Marks				
Retail and Visual Merchandising	4	60	Th 25	Pr -	Th 75	Pr -	100
Theory			Internal		External		Total

OBJECTIVES:

The learner will be able to-

- 1) Enumerate the Importance of visual merchandising in fashion industry through elements and theories for store display.
- 2) Present SWOT analysis based on the listed factors.

CONTENT:

Block No.	Objective	Topic/Content Analysis	Assignment	Marks
1	To be able to explain the concept of Visual Merchandising.	Introduction to Visual Merchandising: The role of Visual Merchandising in a store, the growing significance of Visual Merchandising Theories of Visual Merchandising: Color and Texture, Line and composition, Lights and lighting	Case study- <i>Future group (diversification)</i>	25
2	To be able to identify and Implement visual merchandising tools in stores in form of presentation.	Areas of display: The store exteriors, Window display, Store interiors Means of visual communication: Furniture's and fixtures, props, Graphics and signage, Mannequins	Documentation and presentation)- <i>Study and compare 2 retailers with similar positioning w.r.t. any 2 parameters</i>	25
3	To be able to differentiate between various types of retails and retailers.	Introduction to retail: Introduction to the world of retailing; roles performed by a retailer, Types of retailers: retail formats, Multi- channel retailing, Customer buying behavior	To study and compare 2 retailers w.r.t. store fixtures and signage used To Collect pictures of Retail store signage	25
4	To be able to Describe and grade the brand in	Retail branding & customer relationship: The value delivery process: customer value, perceived value,	(Documentation and presentation) - <i>SWOT Analysis of</i>	25

	mentioned criteria.	customer expectations, customer satisfaction & delight, customer loyalty, customer lifetime value, Retail branding: brand equity, brand identity prism	<i>Indian Retail Industry</i>	
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EVALUATION PATTERN –

Internal Assessment: Class Assignments and class test - To Be Converted In To 25
External Assessment: Final Exam - 75 Marks.

REFERENCE BOOKS:

1. Dennis C., Fenech T., and Merrilees B. (2004), "*E- retailing*", Routledge, London.
2. Kapferer J.N., (1994) "*Strategic Brand Management*", Free Press Publication.
3. Khera P., "*Franchising*", Tata McGraw Hill, 1st Edition.
4. Levy M., Pandit A. and Weitz B., "*Retailing management*", Tata McGraw Hill, 6th Edition.
5. Pegler M.M., (2006) "*Visual merchandising & display*", Fairchild Publication, 6th Edition.
6. Serrats M., (2006), "*Point of purchase*", Harper Design Publications.
7. Weishar J. (2005) , "*The aesthetics of merchandise presentation*", ST Media Group International Inc.,1st Edition.

4-Year U.G. Degree Syllabus

B Design - Fashion Design

Semester – VIII

Subject	Credits	Hours	Marks				
Design Collection	4	120	Th -	Pr 50	Th -	Pr 150	200
Theory			Internal		External		Total

OBJECTIVE:

The learner will be able to-

- 1) Implement the design process to develop a design collection that is in sync with the fashion industry.
- 2) Showcase design collection which is aesthetically appealing and commercially viable as per that industry requirement.

CONTENT:

This show creates an opportunity to passing out students to understand the process of fashion show. Students interact with various related professionals which expose them to related areas of fashion business.

Such module requires industry expert's support (Industry expert means renewed designers having their own labels or senior designers working in the industry.)

Students apply their knowledge and skills acquired so far to showcase their capabilities.

Identifying areas of Interest:

- 1) Mass/Perf
- 2) Hi- end garments
 - Supported with necessary surveys for the category.
 - Inspirations: Minimum 3 concepts showing inspiration to select one best out of it by mentor.
 - Mood Board/Story Board for the selected inspiration. (Story includes Client's profile/colour story/fabric story/market.) Design development shows accessories.
 - Mentor will approve the mood board and story board
 - Making of toils using cora
 - Necessary changes as per mentor's suggestion
 - One entire

Evaluation pattern –

Internal Assessment:100 marks continuous evaluation which includes Class Assignments