

AMITY UNIVERSITY

-----R A J A S T H A N-----

***SCHEME OF EXAMINATION***

***AND***

***COURSES STRUCTURE***



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

**PROPOSAL OF SYLLABUS**

**(TO BE IMPLEMENTED FROM THE ACADEMIC YEAR 2015-16)**

**AMITY SCHOOL OF FASHION TECHNOLOGY**

**Programme learning outcome B.Des FD**

The objective, learning value and standard for each course are predetermined, but the context and relevance is repositioned by the faculty depending on the changing realities of the design profession and the level of professional competence achieved and demonstrated by the each group of students.

To provide interdisciplinary and progressive knowledge of design but with a focused understanding of an area of specialisation suited to the professional design practice.

There should be ample opportunity to develop innovative and exploratory thinking, necessary technical skills and the ability to locate individual design approaches within the appropriate professional context.

## Credit Summary

### Programme – B.Des (FD) ( 4 years/8 Semester)

Semester	Core Course	Value Add Courses	Domin Electives (DE)	Open Electives (OE)	Total
I	21	4	-	-	25
II	20	4	3	0	27
III	18	4	3	3	28
IV	17	4	3	3	27
V	15	4	3	3	25
VI	15	4	3	3	25
VII	16	4	3	3	26
VIII	18	0	0	0	18
<b>Total</b>	<b>140</b>	<b>28</b>	<b>18</b>	<b>15</b>	<b>201</b>

**BACHELOR OF FASHION DESIGN (BFD) & 3C  
PROGRAMME STRUCTURE-BOS ODD SE 2018,15Oct.2018**

**First Semester**

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD101	Introduction to Textile -I	CC	3	-	-	3	
BFD102	Basics of Fashion	CC	2	-	-	2	
BFD103	History of Fashion-I	CC	2	-	-	2	
BFD104	Color Studies	CC	2	-	-	2	
BFD105	Basic Designing	CC	3	-	-	3	
BFD106	Traditional Textile	CC	2	-	-	2	
BFD127	Computer Applications	CC	-	-	2	1	
BFD128	Basic Drawing Media Exploration	CC	-	-	4	2	
BFD129	Garment Manufacturing Techniques & Fabric Estimation –I	CC	-	-	4	2	
BFD121	Introduction to Textile-I	CC	-	-	2	1	
BFD129	Material studies	CC	-	-	2	1	
<b>Value Added Courses</b>							
BCS 101	English	VA	1	-	-	1	
BSS 104	Behavioral Science-I Understanding Self For Effectiveness- I	VA	1	-	-	1	
FLN 101 FLG 101 FLS 101 FLC101	Foreign Language - I French German Spanish Chinese	VA	2	-	-	2	
Total-						<b>25</b>	

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

## Second Semester

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD201	Garment Production Techniques	CC	2	-	-	2	
BFD202	Introduction to Textile -II	CC	2	-	-	2	
BFD204	History of Fashion-II	CC	2	-	-	2	
BFD225	Computer Aided Design – I	CC	-	-	4	2	
BFD226	Fashion Art Illustration-I	CC	-	-	4	2	
BFD227	Fashion Model Drawing – I	CC	-	-	4	2	
BFD228	Garment Manufacturing Techniques & Fabric Estimation –II	CC	-	-	4	2	
BFD229	Elementary Pattern Making-II	CC	-	-	4	2	
EVS 001	Environmental Science	CC	4	-	-	4	
<b>Domain Electives</b>							
		OE	3	-	-	3	
<b>Value Added Course</b>							
BCS 201	English	VA	1	-	-	1	
BSS 204	Behavioral Science – II Problem Solving & Creative Thinking	VA	1	-	-	1	
FLN 201 FLG 201 FLS 201 FLC 201	Foreign Language - II French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>27</b>	

### Third Semester

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD 301	Textile Testing	CC	2		-	2	
BFD 322	Computer Aided Design – II	CC	-	-	4	2	
BFD 323	Fashion Model Drawing-II	CC	-	-	4	2	
BFD 324	Fashion Art Illustration-II	CC	-	-	4	2	
BFD 321	Textile Testing	CC	-	-	4	2	
BFD 325	Pattern Making& Garment Construction - I	CC	-	-	6	3	
BFD 326	Surface Design & Ornamentation Techniques	CC	-	-	4	2	
BFD360	Summer Assignment	CC	-	-	-	3	15 days Summer Assignment NTCC
<b>Domain Elective</b>							
BFD330	Social and Psychological Aspects of Clothing	DE	3	-		3	
<b>Open Electives</b>							
		OE	3	-		3	
<b>Value Added Courses</b>							
BCS 301	Communication Skills – I	VA	1	-	-	1	
BSS 304	Behavioral Science-III, Interpersonal Communication	VA	1	-	-	1	
FLN 301 FLG 301 FLS 301 FLC 301	Foreign Language - III French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>28</b>	

#### Fourth Semester

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD 401	Knitting and Weaving Technology	CC	2	-	-	2	
BFD402	Printing and Dyeing Technology	CC	2	-	-	2	
BFD403	Fashion Trend & Forecasting	CC	2	-	-	2	
BFD423	Fashion Trend & Forecasting Lab	CC	-	-	2	1	
BFD 425	Computer Aided Design – III	CC	-	-	4	2	
BFD 426	Pattern Grading	CC	-	-	4	2	
BFD 427	Pattern Draping	CC	-	-	4	2	
BFD422	Printing and Dyeing Technology Lab	CC	-	-	2	1	
BFD 428	Pattern Making & Garment Construction - II	CC	-	-	6	3	
<b>Domain Electives</b>							
BFD404	Design Process	DE	2	-		2	
BFD424	Design Process Lab	DE		-	2	1	
<b>Open Electives</b>							
		OE	3		- -	3	
<b>Value Added Courses</b>							
BCS 401	Communication Skills – II	VA	1		- -	1	
BSS 404	Behavioral Science – IV, Relationship Management	VA	1		- -	1	
FLN 401	Foreign Language – IV French	VA	2		-	-	2
FLG 401	German						
FLS 401	Spanish						
FLC 401	Chinese						
<b>Total-</b>						<b>27</b>	

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

### Fifth Semester

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD 501	Care and Storage of Apparel & Textiles	CC	2	-	-	2	
BFD 502	Fashion Promotion & Brand Design	CC	2	-	-	2	
BFD 523	Computer Aided Design – IV	CC	-	-	4	2	
BFD 524	Accessories Design and Development	CC	-	-	6	3	
BFD 525	Pattern Making & Garment Construction - III	CC	-	-	6	3	
BFD 560	Integrated Design Project – I	CC	-	-	6	3	
<b>Domain Electives</b>							
BFD526	Fashion Styling	DE			6	3	
<b>Open Elective</b>							
		OE			6	3	
<b>Value Added Courses</b>							
BCS 501	Communication skills – III	VA	1		-	-	1
BSS 504	Behavioral Science –V Group Dynamics & Team Building	VA	1		-	-	1
FLN 501 FLG 501 FLS 501 FLC 501	Foreign Language -V French German Spanish Chinese	VA	2		-	-	2
<b>Total-</b>						<b>25</b>	

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

### Sixth Semester

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD 601	Contemporary Art Appreciation	CC	2	-	-	2	
BFD 602	Design Research Method & Process	CC	3	-	-	3	
BFD 623	Pattern Making and Garment Construction-IV	CC	-	-	6	3	
BFD 624	Range Development	CC	-	-	8	4	
BFD 660	Integrated Design Project-II	CC	-	-	6	3	
<b>Domain Elective</b>							
BFD630	Fashion Photography	DE			6	3	
<b>Open Elective</b>							
BFD 631	Contemporary Fashion Studies	OE	3			3	
<b>Value Added</b>							
BSC 601	Communication Skills – IV	VA	1	-	-	1	
BSS 604	Behavioral Science – VI, Stress & Coping Strategies	VA	1	-	-	1	
FLN 601	Foreign Language - VI	VA	2	-	-	2	
FLG 601	French						
FLS 601	German						
FLC 601	Spanish						
	Chinese						
<b>Total-</b>						<b>25</b>	

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



### Seventh Semester

Code	Course	Category	L	T	P/FW	Credits	Remarks
BFD 701	Entrepreneurship Management with Project	CC	2	-	-	2	
BFD 702	Design Ethics and Intellectual Property Rights	CC	2	-	-	2	
BFD 723	Pattern Making and Garment Construction- II	CC	-	-	6	3	
BFD 724	Portfolio and Design Development	CC	-	-	6	3	
BFD 750	Internship	CC	-	-	-	6	45days internship NTCC
<b>Domain Elective</b>							
BFD730	Fashion Communication	DE	3	-	-	3	
<b>Open Elective</b>							
		OE	3	-	-	3	
<b>Value Added Course</b>							
BCS 701	Communication Skills – V	VA	1	-	-	1	
BSS 704	Behavioral Science – VII, Individual Society & Nation	VA	1	-	-	1	
FLN 701 FLG 701 FLS 701 FLC 701	Foreign Language - VII French German Spanish Chinese	VA	2	-	-	2	
<b>Total-</b>						<b>26</b>	

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

### Eight Semesters

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

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

## **INTRODUCTION TO TEXTILE -I**

**Course Code: BFD 101**

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

### **Objectives**

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

### **Course Contents:**

#### **Module-I: Introduction**

**[9 Hours]**

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

#### **Module-II: Manmade Synthetic Fibers**

**[8 Hours]**

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

#### **Module-III: Yarn Preparation**

**[8 Hours]**

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

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

#### **Module-IV: Spinning Process**

**[8 Hours]**

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

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

#### **Module-V: Yarns Calculation**

**[9 Hours]**

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

### **Evaluation:**

<b>Components</b>	<b>CT</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weightage (%)</b>	10	05	15	70

### **Textbooks**

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

## **Reference Material**

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

## **BASICS OF FASHION**

**Course Code: BFD-102**

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

### **Objective:**

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

### **Course Contents:**

#### **Module I- Fashion Terminology. [6 Hours]**

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

#### **Module II-Fashion Cycles & Fashion Motivation [6 Hours]**

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

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

#### **Module III: Fashion Clothing Categories for Women's [6 Hours]**

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

#### **Module IV: Fashion Clothing Categories for Men's & Kids. [6 Hours]**

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

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

#### **Module V: Fashion Career Scope - Work Details & Skills Required [4 Hours]**

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

### **Evaluation:**

<b>Components</b>	<b>CT</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weightage (%)</b>	10	05	15	70

### **Text Books**

1. Gini Stephens Fringes, Fashion from Concept to Consumer, Prentice Hall
2. Grace Kunz, Merchandising Third Edition – Theory, Principles and Practice, Fairchild Books

3. Tate S.L, Inside Fashion Design, Harper and row Publishers, New York, 3rd Ed.

**Reference**

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

## HISTORY OF FASHION – I

Course Code: BFD 103

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

### COURSE OBJECTIVE:

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

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

Definition and meaning;

The classifications/forms of ancient Indian art and its origin

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

Indus valley civilization & Vedic Period

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

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

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

Art, culture and fashion during Kushana period & Satavahana period

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

Art, culture and fashion during Gupta period & Mughal period

### Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	10	05	15	70

### Text Books:

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

## COLOR STUDIES

**Course Code: BFD 104**

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

### OBJECTIVE:

The study of the different forms, structures and their relationship with each other. Aim is focused to provide manipulation, imagination through different shapes, forms and designs. Course makes the students understand the basic elements of design and creating composition. Uses of different patterns, structures, forms and developing them together into a design. Students are encouraged to play with different materials, forms and explore different method of creating design and manipulation.

### Course Contents

#### Module I- Basics of color

[4 Hours]

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

#### Module II: Properties of color

[4 Hours]

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

#### Module III: Color and their scientific approach

[4 Hours]

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

#### Module IV: Color psychology

[6 Hours]

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

#### Module V: Practical Applications

[10 Hours]

Composition of textural form with primary colors.

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

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

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

### Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	10	05	15	70

### Text Books:

1. By Richard Hora, Elements of design Colour Theory By Phyllis Tortora,
2. By Textiles arts of India, Vastra



3. By Ajit Mukherjee, 5000 designs and motifs
4. By K. Prakash, Rajasthani folk art The Fairchild's Dictionary of Fashion

**Reference Books:**

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

## **BASIC DESIGNING**

**Course Code: BFD 105**

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

### **Objective:**

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

### **Course Contents**

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

**[8 Hours]**

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

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

**[8 Hours]**

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

#### **Module –III Principles of Design**

**[8 Hours]**

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

#### **Module -VI Motif and Design**

**[10 Hours]**

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

#### **Module-V Styles of Basic Designing**

**[8Hours]**

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

### **Evaluation:**

<b>Components</b>	<b>PR</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weightage (%)</b>	-	05	15	70

### **Text Books:**

1. Collect pictures showing structural and decorative design (at least five each)
2. Collect pictures of different products showing various elements and principles of design
3. Reference Book:
4. Bride M. Whelan, Color Harmony, Rockport pub., USA, 1994.
5. Edith Anderson Feisner, Color studies, Fairchild Publication, Newyork, 2006.

6. Create different visual and tactile textures (at least ten each) using different material (paints, crayons, oil pastels, color pencils, masking tape, fevicol, rubber solution, candle, sand, glitter, comb, toothbrush, scale, etc.)
7. Create different compositions depicting individual principles (at least two each)

## TRADITIONAL TEXTILE

Course Code : BFT 125

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

### Course Objective:

#### Objectives

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

### Course Contents:

#### Module I

##### Historical Perspective

[4 Hours]

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

#### Module –II

##### Embroidered Textiles

[6 Hours]

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

##### Module – III Painted Textiles

[8 Hours]

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

#### Module -IV

##### Woven Textiles

[6 Hours]

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

## Module – V Printed Textiles

[4 Hours]

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

### Evaluation:

Components	CT	Attendance	MTE	ESE
Weightage (%)	10	05	15	70

### Textbooks

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

### References:

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

## COMPUTER APPLICATIONS – I

Course Code: **BFD 122**

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

### Objective:

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

### Course Content

#### Module-I -Computer Fundamentals

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

#### Module-II -Operating System & Applications

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

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

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

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

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

#### Module- V- Internet Application,

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

**Evaluation:**

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

**Text Books:**

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

**Reference Material:**

1. Leon, A. & Leon, Mathews, Introduction to Computer, Vikas Publication. 2009.
2. Lawrenceville, Pr., A Guide to Microsoft office 2000 professional, Pearson.
3. Computer Fundamentals and windows with Internet Technology- SciTech Publication Pvt. Ltd.
4. Basandra, S., Computer Today, TMH, 2009.
5. Web Sources
6. [http://en.wikipedia.org/wiki/Windows\\_Explorer](http://en.wikipedia.org/wiki/Windows_Explorer)
7. <http://www.computerhope.com/shortcut/excel.htm>
8. <http://www.baycongroup.com/powerpoint2007/index.htm>

## BASIC DRAWING MEDIA EXPLORATION

Course Code: **BFD 123**

**L: 0, T: 2, P: 1, C: 03**

### Objectives:

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

### Course Content:-

#### **Part –I Free Hand Drawing [12 Hours]**

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

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

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

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

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

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

Natural Analysis with different strokes.

Collect pictures showing structural and decorative design (at least five each)

Collect pictures of different products showing various elements and principles of design

#### **Part–V Outdoor Drawing [12Hours]**

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

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

### Evaluation:

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



**Textbooks:**

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

**Reference Books:**

- Hale, R. B., Drawing lessons from Great Masters: 45th Anniversary edition, Watson-Guptill Publications, 1964
- Metzger, P. W., The Art of Perspective: The ultimate guide for Artists in every medium by North Light Book, Ohio, 2007
- Peter A. Koenig, Design Graphics, Drawing Techniques for Design Professionals, Third Edition, Doorling Kindersley, India Pvt. Lt., 2012
- Barber, B., The Fundamentals of Drawing, Arcturus Publishing, 2013.
- Porter, A. W., Elements of DesignSpace, Davis Publications, 1987

## GARMENT MANUFACTURING TECHNIQUES & FABRIC ESTIMATION

**Course Code: BFD124**

**L:0,T:0,P:6,C:3**

### Course Objective:

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

### Course Contents:

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

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

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

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

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

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

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

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

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

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

### Lab Work:

1. To study the various tools & Sewing Machine.
2. To Study the Standard body measurements, dress forms, Land marks and reference points
- 3 The Sewing machine
4. Basic Hand and Machine Stitches, Seams.
5. Tucks, Pleats and gathers.

### Evaluation:

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

**Text Book**

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

**References**

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

## **INTRODUCTION TO TEXTILE -I**

**Course Code: BFD 125**

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

### **Objectives**

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

### **Course Contents:**

#### **Module I: Identification of fiber**

**[Hours: 8]**

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

#### **Module II: Yarn Formation**

**[Hours: 8]**

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

#### **Module II: Basic Cloth Analysis**

**[Hours: 8]**

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

### **Evaluation:**

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

### **Textbooks**

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

### **Reference Material**

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

## Colour Studies

Course Code: 121

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

### OBJECTIVE:

The study of the different forms, structures and their relationship with each other. Aim is focused to provide manipulation, imagination through different shapes, forms and designs. Course makes the students understand the basic elements of design and creating composition. Uses of different patterns, structures, forms and developing them together into a design. Students are encouraged to play with different materials, forms and explore different method of creating design and manipulation.

### Course Contents

#### Module I- Basics of color

[4 Hours]

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

#### Module II: Properties of color

[4 Hours]

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

#### Module III: Color and their scientific approach

[4 Hours]

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

#### Module IV: Color psychology

[6 Hours]

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

#### Module V: Practical Applications

[10 Hours]

Composition of textural form with primary colors.

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

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

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

### Evaluation:

Components	CT	Attendance	MTE	ESE (PR)
Weightage (%)	30	05	15	70

### Text Books:

5. By Richard Hora, Elements of design Colour Theory By Phyllis Tortora,
6. By Textiles arts of India, Vastra

7. By Ajit Mukherjee, 5000 designs and motifs
8. By K. Prakash, Rajasthani folk art The Fairchild's Dictionary of Fashion

**Reference Books:**

8. By Ikuyoshi Shibukawa, Colour 1,2,3,4,5
9. By Bosomworth, Encyclopedia of patterns and motifs
10. By S. A Hussain, Variety- Fashion for Freedom
11. By Pepin Press, Geometrical Designs
12. By Pepin Press, Abstract Designs
13. By Graham Leslie, 4000 Animal, Fish & Bird Motifs
14. By Tracy Dianne, Colour Forecast

## GARMENT PRODUCTION TECHNIQUES

**Course Code: BFD 201**

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

**Objectives** To become a good garment manufacturing professional one should have knowledge of the field where the person is going to work. This course enhances, student's perception about techniques and methodology used for production and management systems in apparel industry.

### **Course Contents:**

#### **Module- I Basics of Garment Production Techniques [4 Hours]**

Overview of Garment production process, Various departments, materials and methods.

#### **Module-II Designing, Sampling, Production Pattern, Grading, [6 Hours]**

Sketching- first collection, Rendering, working sketches, Pattern making

#### **Module-III Cutting, Fusing and Sewing/ Assembling, Inspection [8 Hours]**

Cutting machines, **Sorting/Bundling**, sewing units, the quality control section

#### **Module-IV Pressing and Finishing [4 Hours]**

Pressing, pleating and creasing, vertical and form presses, automated machines

#### **Module-V Final Inspection, Packing & Dispatch [6 Hours]**

Product quality, quality and standard of fibers, yarns, fabric construction, color fastness, designs and the final finished garments. Sewing defects, Sizing defects, packing,

### **Evaluation:**

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

### **Textbooks**

Introduction to Clothing Production Management by Chuter A.J., Blackwell Science, 1998

Materials Management In Clothing Production by David J Taylo, r BSP Professional Books, London 2001

### **Reference Material:**

Apparel Online

Clothesline

Apparel manufacturing by Ruth E Glock, Grace I Kunz, Prentice hall New Jersey 1987

## FUNDAMENTAL TO TEXTILE-II

**Course Code: BFD 202**

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

### Module-I

**Primary motion of loom:** (Hours: 6)

General loom elements, classification of looms, primary motions of loom.

**Beating:** Function of beating, Kinematics of slay, slay eccentricity ratio, reed drive by matched cams, accelerating force on slay, mechanics of beat up, relation between cloth fell position and beat up force.

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

**Secondary and auxiliary motions of loom:**

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

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

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

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

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

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

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

### Textbooks:

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

### Evaluation:

Components	CT	Attendance	MTE	ESE
Weight age (%)	10	05	15	70



## **HISTORY COSTUMES**

**Course Code: BFD 203**

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

### **Objectives:**

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

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

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

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

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

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

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

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

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

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

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

### **References:**

1. Jamila BrijBhusan Master piece of Indian jewellery, Taraporevala- Bombay,1979.
2. Jamila BrijBhusan, The Costumes and textiles of India, Taraporevala- Bombay.1958
3. Konemann A history of Fashion in the 20th Century - 1974
4. Parul Bhatnagar, Traditional Indian costumes & textiles, Abhishek Publication.2004
5. Phyllis Tortora, Keith Eubank Survey of historical costumes, A History of western dress, Fairchild Publication,2009

## COMPUTER AIDED DESIGN - I

Course Code: **BFD 221**

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

### Course Objectives

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

### Course Content:

#### Module-I: Corel Draw-Tools and their application

(Hours: 6)

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

#### Module- II: Tool bar

(Hours: 6)

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

#### Module-III: Design & Detailing

(Hours: 6)

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

#### Module-IV: Designing & Illustration

(Hours: 10)

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

### Evaluation:

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

### Textbooks:

Respective software manuals

Altman, R., Corel Draw X5, BPB Publications

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

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

### Reference Books:

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

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

## ELEMENTARY PATTERN MAKING- II

Course Code: **BFD 222**

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

### Course Objective:

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

### Course Contents:

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

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

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

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

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

Drafting of the basic unisex bodice block- The bodice, the procedure sheet, drafting of the basic bodice block, making the pattern, creating the darts, finishing the pattern- information about fabric placement and cutting (plain and designed) ,grain, notches, cut stitch style marks, dart marks, balance marks, seam allowances, placket openings and hem line etc. Neck line and waist line Variations

#### **Module IV: Drafting of basic sleeve block [8 Hours]**

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

#### **Module V: Drafting the basic skirt block [8 Hours]**

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

**Evaluation:**

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

**Lab Work:**

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

**Text Books:**

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

## FASHION ART ILLUSTRATION – I

**Course Code: BFD 224**

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

### Course Objectives:

To learn the different aspect of fashion illustration. To develop ability for the skills of rendering the different textures of various fabrics. To develop the skills of drawing garments with garment details. To understand the illustration of garments according to accessories and fashion figures.

### COURSE CONTENT

#### **Module: I: Understand the fabric structure with their different variations. [4 Hours]**

Collection of different fabric with specification.  
Study of the different Medium for fashion Illustration.  
Develop Structural structure of various fabrics by different medium.

#### **Module-II: Fabric and Color Rendering [8Hours]**

Illustrate croquis with different fabric effect-Cotton, Denim, Silk, Georgette and Tissue  
Render using different color mediums, Cotton (cambric, canvas, muslin, seersucker) organdy, denim (heavy, medium and light weight), Khadi, Wool, Silk, tissue, satin, chiffon etc.  
Non- woven fabrics –Nets and laces Pile fabric, velvet, Leather Fur Knits etc.

**Understanding the Apparel details** Study of apparels details with illustration detailed –fabric drape, folds and pleats, gathers, embellishments, closures etc.

#### **Module: III Illustrate Fashion Figure with Garment Details [8 hours]**

Initial Illustrate various types of upper garments Coats, Jackets, topes and Blouse.  
Initial Illustrate various types of Lower garments-skirts, jeans, trousers, tights, leggings, jeggings, stockings etc  
Initial Illustrate Single piece dresses -knee length, calf length, full length  
Initial Illustrate Ethnic wear -sari, Salwar suit, Kurta, dhoti, churidar, sherwani etc.

#### **Module:-IV Illustrate Fashion Figure [4 Hours]**

Illustrate fashion figure with-Variou types of Drapes, folds, pleats, gathers, tucks, darts, embellishments, closures, Necklines, collars, and Sleeves.  
At least collect five fashion figures with Garment detailing of drape garment.

#### **Module:-V Accessorizing Croquis [4 Hours]**

Illustrate Headgears, Footwear, Hand bags, Belts, Bows and ties, Eyewear, Jewelry, and Gloves & Scarves with fashion specification details.

### Evaluation:

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

### Text books:

1. Abling, B., Fashion Sketchbook, 6<sup>th</sup> edition, Fairchild books, New York, 1998
2. Terry Marks, Tina Sutton, MINE, Color Harmony Compendium: a complete color reference for designer of all types, Rockport Pub., 2009
3. Bryant, M. W., Fashion Drawing ( Illustration Techniques for fashion illustration), Paperback, Laurence King Publishing, 2011
4. Ireland, P. J., Introduction to Fashion Design, B. T. Batsford, 1992
5. Ireland, P. J., Fashion Design Illustration for women, B T Batsford Ltd, 1996

**Reference Books**

1. Borrelli, L., Fashion Illustration Bow, Thames and Hudson Ltd., 2002
2. Gill, R. W., Rendering with penink, Thames and Hudson Ltd., 2007
3. Peter A. Koenig, Design Graphics, Drawing Techniques for Design Professionals, Third Edition, Doorling Kindersley, India Pvt. Lt., 2012
4. Donovan, B., Advanced Fashion Drawing, Laurence King Publishers, 2010
5. Ellinwood, J. G., Fashion by Design, Laurence King Publishing, 2011
6. Laver, J., Costume and Fashion (A Concise History), Thames and Hudson Ltd., 1982

**Web Sources**

1. [www.fashion-era.com](http://www.fashion-era.com)
2. [www.design-library.com](http://www.design-library.com)
3. [www.morefashiondrawing.com](http://www.morefashiondrawing.com)
4. <http://histclo.com/chron/ancient/india/indus.html>
5. <http://www.preservearticles.com/201105257089/social-condition-o-the-aryans-during-the-vedic-age.html>
6. <http://www.scribd.com/doc/49592033/The-costume-of-Mughal-women>

## FASHION MODEL DRAWING

Course Code: **BFD 223**

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

### Course Objectives:

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

### Course Content

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

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

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

Analysis of the human feature with different characteristics.  
Hairstyles according to face shape, Hand and Feet analysis according to different body figure.

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

Geometrical Proportion of body and Basic structural division of body.  
Study Block Figure of Different Head Scale with different view.  
Ten head female croquet ,Front view ,Back view , $\frac{1}{2}$  Profile view and  $\frac{3}{4}$  Turned view

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

Develop Front View of female croquis with at least five different bodies Movement. [9 Hours]

### Evaluation:

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

### Text Books

1. Rowlands, I., Life Drawing, Octopus Books, 2005
2. Giovanni, C., Complete guide to drawings, Search Press, Limited, 2006
3. Giovanni Civardi, Drawing Hands and Feet, Search Press Limited, 2006
4. Giovanni Civardi, Drawing Clothed Figure, Search Press Limited, 2006
5. Ireland, P. J., Introduction to Fashion Design, Wiley, 1970
6. Ireland, P. J., Fashion Design Drawing & Presentation, Wiley, 1970
7. Ireland, P. J., Fashion Design Illustration For Women, Wiley, 1970

### Reference Books

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

## SURFACE DESIGNING

Course Code: BFD 225

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

### Course Objective:

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

### Module I [06 Hours]

Introduction to design development- Motif Traditional and contemporary

### Module II [12 Hours]

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

### Module III [12 Hours]

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

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

### Module IV [12 Hours]

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

### Evaluation:

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

### Text Books

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

### Reference Books:

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



## PATTERN MAKING AND GARMENT CONSTRUCTION

Course Code: BFD-232

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

### Course Objective:

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

### Course Contents:

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

Shrinking, Straightening, Layout, Marking and Cutting of Patterns

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

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

Use of different threads and needles for various fabrics

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

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

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

Various kinds of Necklines, and Yokes in various shapes.

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

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

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

### Evaluation:

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

### Text Book

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

### References

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

## **PATTERN MAKING and GARMENT CONSTRUCTION**

**Course Code: BFD 204**

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

### **Course Objective:**

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

### **Course Contents:**

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

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

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

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

#### **Module III: Drafting and Pattern making of Basic Pattern set by flat pattern making**

**[8 Hours]**

Drafting of the basic unisex bodice block- The bodice, the procedure sheet, drafting of the basic bodice block, making the pattern, creating the darts, finishing the pattern- information about fabric placement and cutting (plain and designed) ,grain, notches, cut stitch style marks, dart marks, balance marks, seam allowances, placket openings and hem line etc. Neck line and waist line Variations

#### **Module IV: Drafting of basic sleeve block [8 Hours]**

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

#### **Module V: Drafting the basic skirt block [8 Hours]**

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

**Evaluation:**

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

**Lab Work:**

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

**Text Books:**

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

## **ELEMENTS OF FASHION**

**Course Code: BFD 231**

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

### **Objectives**

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

### **COURSE CONTENT**

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

- Fashion terminology ( Fashion, style , couture , haute couture, accessories, avant garde, classic , collection, Fad, Fashion Cycle, Fashion Forecast, Knock-off, Trend, Motifs, Silhouette, grading, draping, ready to wear, visual merchandising, retailer, pattern making, merchandising, merchandiser, stylist etc.)
- Design terminology(elements and principles of design)
- Color terminology(dimensions, color psychology, color wheel, color schemes)
- Fabric terms, Fibre, yarn , fabric ,weaving ,wrap ,weft ,thread count, balance ,grain line, selvedge ,knits ,etc)
- Fashion accessory terminology(Footwear,jewelry,gloves,hats,belts,scarves,umbrellas,hand bags, sunglasses etc)
- Common sewing terms (alter, seam allowance, baking, back stich, bias, fray, facing, lining, puckering etc.)

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

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

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

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

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

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

### **Evaluation:**

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

### **Text:**

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

### **Reference:**

- By Phyllis Tortora,The Fairchild’s Dictionary of Fashion
- By S.A Hussain,Variety-Fashion for freedom

- By Sandra J. Keiser & Myrna B. Garner, Beyond Design, Fairchild publication.
- By G.J. Sumathi, Elements of Fashion & Apparel Design.

## Textile Testing

**Course Code: BFD 301**

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

### **Objectives:**

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

### Theory:

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

Objectives (reasons) of textile testing, Uses of testing information, Factors influencing Quality Control.  
Statistical terms: Use of statistic in handling data in area of textile testing,

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

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

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

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

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

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

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

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

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

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

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

### **Suggested Readings:**

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

## FASHION FORECASTING

Course Code: BFD302

Credit Units: L2; T0; P0;C2

**Module I:** Introduction to concept of fashion Industry and forecasting. (5 Hours)

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

**Module II:** The terminologies of Fashion: (6 Hours)

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

**Module III:** (6 Hours)

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

**Module IV:** (6 Hours)

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

**Module V:** (5 Hours)

Fashion Theme: Development; Fashion Trend Presentation, Fashion Shows

### Examination Scheme:

Components	PR	Attendance	MTE	ESE
Weightage (%)	10	05	15	70

### References:



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

## COMPUTER AIDED DESIGN-II

Course Code: **BFD 321**

**L 0; T 0; P 2; C; 02**

### Course Objective:

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

### Course Contents:

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

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

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

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

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

Functions of Tools & Working on layers

### Examination Scheme:

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

### Text & References:

#### Text:

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

#### References:

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

## FASHION ART ILLUSTRATION - II

**Course Code: BFD 324**

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

### **Course Objective:**

The students are aware from the style and fashion forecast and now can start experimenting in their own ideas based on design process. The designing skills of the students now get more polished and they try to start designing professionally according to fashion garment market.

### **Course Contents:**

#### **Part I: Optical Illusions in Illustration [12 Hours]**

- ✓ Introduction, Important of the Optical illusions- Line, Color, Texture, Silhouette & style with details.
- ✓ Textural effects- effect of wool, chiffon, satin, brocade, and Leather etc.

#### **Part III: Designing of Casual and party wear Blouses for female [10 Hours]**

All the drawings should be made as working sketches with details, design description, costing sheet and swatches fixed along with .The designs should be made in accordance with the Forecast and the selected segment.

#### **Part IV: Designing Indo western Dresses casual and formal for Female [12 Hours]**

Indian Traditional and western, All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with .The designs should be made in accordance with the Forecast and the selected segment

#### **Part V: Designing of Executive Wear for Female [12 Hours]**

All the drawings should be made as working sketches with proper details, design description, costing sheet and swatches fixed along with .The designs should be made in accordance with the Forecast and the selected segment

#### **Part VI: Presentation Techniques- its forms and purpose [10 Hours]**

Presentation Techniques- its forms and purpose of collage work- based on three designer collections with effective background.

### **Examination Scheme:**

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

### **Text & References:**

#### **Text:**

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

#### **References:**

- By Patrick John Ireland, Introduction to fashion design

- By Bina Abing, Fashion Sketchbook
- By Bina Abing, Fashion Model Drawing
- Inside fashion design
- Simplicity
- Encyclopedia of fashion detail

## FASHION MODEL DRAWING - II

**Course Code: BFD 323**

**Credit Units: L0; T0; P4- C02**

### **Course Objective:**

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

### **Course Contents:**

#### **Module I**

**[12 Hours]**

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

#### **Module II:**

**[12 Hours]**

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

#### **Module III: Male Tilted figures**

**[12Hours]**

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

#### **Module IV: Female Movement fashion figures**

**[10 Hours]**

Arms, legs movements and different hairstyles.

#### **Module V: Use of textures**

**[10 Hours]**

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

### **Examination Scheme:**

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

### **Text & References:**

#### **Text:**

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

#### **References:**

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

## KNITTING AND WEAVING TECHNOLOGY

**Course Code: BFD 401**

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

### **Course Objective:**

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

### **Course Contents:**

#### **Module I**

**[06 Hours]**

Definition of Knitting

Knitted fabrics

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

Differences between woven and knitted fabric properties

#### **Module II**

**[06 Hours]**

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

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

#### **Module III**

**[06 Hours]**

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

#### **Module IV**

**[06 Hours]**

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

#### **Module V**

**[04 Hours]**

Concept of precision winding • Classification of winding machines •

#### **Module VI**

**[06 Hours]**

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

**Examination Scheme:**

Components	PR	Attendance	MTE	ESE
Weightage (%)	10	05	15	70

**Text & References:**

Text:

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

References:

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

## COMPUTER AIDED DESIGN – III

Course Code: **BFD 421**

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

### Course Objectives

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

### Course Content

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

Colour rendering and image editing

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

Block figure and Flesh figure

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

Drawing fashion croquis and Draping

**Module – IV** [18 hours]

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

### Examination Scheme:

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

### Text & References:

By Winifred Aldrich, CAD in Clothing and Textiles

Corel DRAW 11 for Windows: Visual Quick start Guide

From Sue Chastain, your guide to Graphics software

Corel DRAW Studio Techniques: Books: David Huss, Gary W. Priester by David Huss, Gary W. Priester.

CorelDraw 10 for Windows: Visual Quick Start Guide.

The Photoshop Cs/Cs2 Wow! Book by Linnea Dayton, Cristen Gillespie



## PATTERN GRADING

Course Code: BFD 423

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

### Course Objective:

After the knowledge of flat pattern grading the students now learn how to increase or decrease pattern in proportion with different aspect of pattern size. To develop the skills of alter different pattern to converted in various standard sizes. To develop the skills of grade garment pattern and garment details.

### Course Contents:

#### Module I: Introduction to Grading

[04 Hours]

Grading –Definition, types - horizontal, vertical and diagonal and Importance of grading, different technique of grading- Stack and Track methods.

**Module II:** Grading processor, methods, standard steps and precautions.

[04 Hours]

#### Module III: Grading of A-Line Kurti with sleeve

[7 Hours]

Grade on armhole and neck line-Steps and processor  
Precaution and importance of decrees and increase order.

#### Module IV: Grading of lower garment.

[7 Hours]

Grading of different type of Skirts (Fitted and Flared) in reference of Horizontal and vertical grading separately.

#### Module V: The Master Grades

[6 Hours]

Master grade- Importance Characteristics and uses.  
Grading of adult bodice block- front and back.

### Examination Scheme:

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

### Text & References:

#### Text:

- By Gerry Cooklin, Pattern Grading for Women’s Clothes.
- Margartha. “Introducing Pattern Cutting, Grading and Modelling”, Batsford Pub. UK.
- By Gerry Cooklin, Pattern Grading for Men’s Clothes
- Shoben Maartin. “Grading”, Batsford Pub. UK.
- By Gerry Cooklin, Garment Technology for Fashion Designers

#### References:

- By Natalis Bray, More Dress Pattern Designing
- Cooklin G. Pattern grading for women’s clothes. Blackwell Scientific Publications, London
- Price. J. & Zamkoff, B. Grading techniques for modern designs. Fairchild publications New York.

## **PATTERN DRAPING**

Course Code: **BFD 424**

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

### **Course Objective:**

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

### **Course Contents:**

#### **Module I: Introduction**

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

#### **Module II: Basic Patterns**

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

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

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

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

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

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

#### **Module VI: Variations in skirts**

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

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

#### **Module VII: Collars**

The Mandarin Collar

#### **Module VIII: The Shift**

The shift dress.

#### **Module IX: Final Presentation**

**Examination Scheme:**

<b>Components</b>	<b>CT</b>	<b>P</b>	<b>A</b>	<b>EE</b>
<b>Weight age (%)</b>	<b>15</b>	<b>10</b>	<b>05</b>	<b>70</b>

**Text & References:**

**Text:**

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

**References:**

- By Natalie Bray, Dress Fitting

## Market Research & Survey

Course Code: **BFD 425**

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

### Course Objective:

To create awareness of the process of research .After the knowledge of market research & survey the students now learn how to Identifying improvement opportunities in fashion market and Monitoring customer satisfaction by technique of applied research. To learn the different aspect of measuring market perception. To develop the skills of asses different style, design and there conversion process in various standard sizes and design. To develop the skills collecting personal data regarding fashion acceptance about your existing customers

### Course Contents:

#### Module I: Importance of Research in Design [3 Hours]

Need of market research, Applications of market research, Nature of research & different aspects of market research.

#### Module II: Process of Market Research [6 Hours]

Steps 7 process of market research-Idea generation, Gathering information and Analysis, Process of Synthesis, Hypothesis, Research Structure

#### Module III: Concept Research: [9 Hours]

- ✓ Data collection according to specific project by using Library (universities, institutes, museums, private, online)-Books, Magazines, Journals, Newspapers, Research articles, Book Store, Internet etc.
- ✓ Market survey- Interviews, Observation, Photographs, and Questionnaires etc.

#### Module –IV: Market & Material Research [5 Hours]

- ✓ Study of existing designs & appropriate material selection – Design, Material, Availability & Cost etc.
- ✓ Scope for intervention, Processes involved, Production technique, Production centers & Place of sale/ Sale outlet

#### Module –V: Marketing Research [5 Hours]

Analysis based on market research- product costing, consumer profile, target market, distribution channel & their role in market research.

### Examination Scheme:

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

### Reference Material

- Kothari, C. R., Research Methodology: Methods and Techniques, New Age Publications, 1985

- Bernard, H. R., Social research methods: qualitative and quantitative approaches, Sage Publications Inc., 1940
- Gary J. Anderson, Fundamentals of educational research, Routledge, 1998
- Kumar, R., Research Methodology: A Step-by-Step Guide for Beginners, Sage Publications Inc., 1999

### **INTEGRATED DESIGN PROJECT –I**

**Course Code: BFD 460**

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

**Objectives :**

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

**Course Contents: -**

**Module: I**

**[Hour 10]**

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

**Module: II**

**[Hour 10]**

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

**Module: III**

**[Hour 64]**

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

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

**Evaluation:**

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

## **FASHION PROMOTION AND MEDIA MANAGEMENT**

**Course Code: BFD 502**

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

### **Objectives:**

To understand the significance role of Fashion promotion in Fashion market with reference of Media.  
To understand and apply the appropriate importance and role of fashion promotion and media in field of fashion.

### **Module I**

**[04 Hours]**

Introduction: Meaning, importance, role of Fashion Promotion.

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

### **Module II Fashion Promotion and Media**

**[02 Hours]**

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

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

### **Module III Fashion Promotion Marketing**

**[08 Hours]**

- ✓ Fashion Promotion marketing types, four P's, fashion promotion advantages, trade shows, Market weeks, exhibitions, fashion shows, market survey and research
- ✓ Environmental considerations and social responsibilities related to Fashion Promotion.

### **Module IV Fashion and Media**

**[06Hours]**

- ✓ From current fashion magazines, collect five examples of each of the following  
High fashion promotion  
Mass fashion promotion  
Classic fashion promotion  
Fad fashion promotion

- ✓ Identify and write a brief profile (one paragraph) of five renowned brands in different apparel categories (men wear, women's wear, kids wear etc.) in reference of media and fashion.

### **Module IV Fashion Promotion and Media or Cinema**

**[06Hours]**

Movies on Fashion  
Devil Wears Prada  
My Fair Lady and Fashion

### **Reference Material**

- Nancy Mccarthy Folse, Careers in fashion In
- 
- dustry, Barnes & Noble, 1981
- Hidalgo, M. R., The Sourcebook of Contemporary Fashion Design, Collins Design, 2010
- Stegemeyer, A., Who's Who in Fashion, Fairchild Publications, 1984
- Stone, E., Fashion Merchandising: An Introduction, (4<sup>th</sup> edition), Mc. Graw Hill Book Co., 1985

- Jarnow, J. & Dickerson, K., Inside Fashion Business,; Macmillan. Johnson, New York
- Castelino, M., Fashion Kaleidoscope, Rupa Publication

**Web Sources**

- [www.nationsonline.org](http://www.nationsonline.org)
- [http://www.allsrilanka.com/directory/tools/women/fashion\\_magazines.htm](http://www.allsrilanka.com/directory/tools/women/fashion_magazines.htm)
- <http://online.wsj.com/public/page/news-fashion-style-industry.html>
- [www.fashioncenter.com](http://www.fashioncenter.com)
- [www.fgi.com](http://www.fgi.com)

**Evaluation:**

<b>Components</b>	<b>CT</b>	<b>Attendance</b>	<b>MTE</b>	<b>ESE</b>
<b>Weightage (%)</b>	15	05	15	70

## **FASHION PROMOTION AND BRAND DESIGN**

**Course Code: BFD 501**

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

### **Objectives:**

To understand the significance role of Fashion promotion in Fashion market with reference of Media and Brand design. To understand and apply the appropriate importance and role of fashion promotion and media in field of fashion and fashion brand establishment building process branding based on celebrity retail stores and designer collection. They start with the conceptualization of various brands through online market survey.

### **Course Contents:**

#### **Module I**

**[04 Hours]**

Introduction: Meaning, importance, role of Fashion Promotion.

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

#### **Module II Fashion Promotion and Media**

**[06 Hours]**

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

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

#### **Module III:**

**[Hours:6]**

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

#### **Module IV:**

**[Hours:6]**

Store as star, Celebrity cells, Year model

#### **Module V:**

**[Hours:6]**

Collection/behind the seams

### **Examination Scheme:**

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

### **Text & References:**

#### **Text:**

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

#### **References:**

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



## **CARE AND STORAGE OF APPARELS**

**Course Code: BFD 503**

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

### **Course Objective:**

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

### **Course Contents:**

#### **Module I:**

**[Hours:6]**

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

#### **Module II:**

**[Hours:4]**

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

#### **Module III:**

**[Hours:6]**

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

#### **Module IV:**

**[Hours:6]**

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

#### **Module V:**

**[Hours:6]**

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

**Examination Scheme:**

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

Reference Books:

1. Singer Sewing, Clothing Care and Repair (Singer Sewing Reference Library)
2. Incorporated the Editors of Cy De Cosse, The Perfect Fit

Sewing Pants That Fit

## COMPUTER AIDED DESIGN – IV

Course Code: **BFD 521** **L: 0 T: 0 P:2 C: 1**

### Course Objectives

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

### Course Content

<b>Module I:</b> Corel Draw	<b>[10 hours]</b>
Different poses of croquis, facial features and hairstyles	
<b>Module II:</b>	<b>[12 hours]</b>
Draping dresses (Indian Traditional, Casual and Formal)	
<b>Module III:</b>	<b>[12 hours]</b>
Pattern making in fashion CAD	
<b>Module IV:</b>	<b>[18 hours]</b>
Basics of Optitex	
<b>Module V:</b>	<b>[14 hours]</b>
Creating digital portfolio and its presentation.	

### Examination Scheme:

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

### Text & References:

- By Winifred Aldrich, CAD in Clothing and Textiles
- Corel DRAW 11 for Windows: Visual Quick start Guide
- From Sue Chastain, your guide to Graphics software
- Corel DRAW Studio Techniques: Books: David Huss, Gary W. Priester by David Huss, Gary W. Priester.
- CorelDraw 10 for Windows: Visual Quick Start Guide

## ACCESSORIES DESIGN AND DEVELOPMENT

Course Code: **BFD 523**

Credit Units: L0; T0; P4- C2

**Objectives:**

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

**Learning Outcome:**

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

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

**Course Contents:**

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

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

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

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

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

Design the concept or inspire board and then develops products.

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

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

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

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

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

Umbrellas / Juti / Turbans  
Cushion / Banderwar/ wall piece

Designing a story boards and then develops products

**Examination Scheme:**

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

## **Texts & References:**

### **Text:-**

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

### **References:-**

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

## ADVANCE PATTERN MAKING

Course Code: BFD 522

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

### Course Objectives:

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

### Course Contents: -

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

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

Pattern Development and Construction of the following:

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

- (a) Jumpsuit
- (b) Romper

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

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

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

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

### Evaluation:

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

### Text Books:-

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

### Reference Books:-

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

## **GARMENT CONSTRUCTION III**

**Course Code: BFD 526**

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

### **Course Objectives:**

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

### **Course Contents: -**

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

- d) Bell Sleeve
- e) Leg-O-Mutton sleeve
- f) Raglan sleeve

Pattern Development and Construction of the following:

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

- (c) Jumpsuit
- (d) Romper

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

- (c) Palazzo [22 hours]
- (d) Straight Pant

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

- d) Panel skirt
- e) Gored skirt
- f) Godet skirt

### **Evaluation:**

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

### **Text Books:-**

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

### **Reference Books:-**

4. Harold Carr & Barbara Latham, The Technology of Clothing Manufacture ,Oxford Pub,USA,1994
5. Ruth E.Glock,Grace I.Kunz.Apparel Manufacturing

## DIGITAL INTEGRATED DESIGN PROJECT –II

Course Code: BFD 560

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

### Objectives :

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

### Course Contents: -

#### Module: I

[Hour 10]

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

#### Module: II

[Hour 10]

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

#### Module: III

[Hour 64]

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

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

### Evaluation:

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



## FASHION PHOTOGRAPHY

Course Code: **BFD 524**

L:0,T:0,P4,C:02

### Objectives:

- To learn the fundamentals of photography
- To understand photography as a medium of communication
- To understand photography as a conceptual process
- To develop basic competency in handling photography equipment
- To develop a base for development of creative photography skills
- To improve images through photo correction tools

### Module I Introduction to Photography

[08 Hours]

Orientation, Scope of the subject, the basic science of photography.

### Module II Introduction to Cameras and Photography Equipments

[10 Hours]

Film camera, Types of lenses, Types of camera films, Film speeds, Film developing process, Flash and artificial light Reflectors, Types of filters, Tripod, monopod and handheld, Digital camera, Digital SLR camera, Memory cards.

### Module III Cameras and Fashion Photography

[14 Hours]

Techniques of Depth of field, Daylight photography, Flash photography, Outdoor photography, Indoor photography.

### Module IV Alteration and Additions technique in Fashion Photography

[10 Hours]

Picture correction and alteration

### Module V Alteration and Additions technique in Fashion Photography

[14 Hours]

The Photography assignments can be based on various subjects like nature, architecture, landscapes, public places, portraits, human relate to fashion life. The students will click pictures of the subjects using different apertures, shutter speeds, exposure values, lightings etc. and compare the results to understand the quality of their work.

### Reference Books

- Langford, Michael, Basic Photography – 7<sup>th</sup> Edition, Focal Press, 2000
- Grimm, Tom and Grimm Michele, The Basic Book of Digital Photography, Penguin Group US,
- Langford's Basic Photography – The Guide For Serious Photographers (9<sup>th</sup> Edition), Focal Press, 2010
- Stroebel Leslie D., Zakia Richard Donald, Basic Photographic Material and Processes, Elsevier Science & Technology Books, 2009

### Web Sources

- [http:// learnbasicphotography.com/](http://learnbasicphotography.com/)
- [photo.net](http://photo.net) › Learn About Photography
- [www.digitalrev.com](http://www.digitalrev.com) › Learn › Help & Tips
- [www.dofmaster.com/courses/basic/](http://www.dofmaster.com/courses/basic/)
- [www.basic-digital-photography.com/](http://www.basic-digital-photography.com/)

### Evaluation:

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

## **FASHION & APPAREL MERCHANDISING**

**Course Code: BFD531**

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

### **Course Objectives:**

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

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

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

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

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

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

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

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

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

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

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

### **Examination Scheme:**

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

### **Text & References:**

#### **Text:**

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

## CONTEMPORARY ART APPRECIATION

Course Code: BFD601

L2; T0; P:0- C2

### Course Objectives:

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

### Course Contents:

#### Module-I: Abstract Expressionism

Abstract expressionism during 1950 and 1960, Abstract Imagists, minimalism

#### Module-II: Fashion and Art

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

#### Module-III: Modern Art

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

#### Module-IV: Post Modern art

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

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

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

### Examination Scheme: -

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

**Text & References:-**

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

## RESEARCH METHODS IN CLOTHING & FASHION

**Course Code: BFD 604**

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

### **Objectives**

To understand the significance of statistics in Fashion Technology Research. To understand and apply the appropriate statistical technique for interpretation of data.

### **Module I**

**[08 Hours]**

Statistics: Meaning, importance, limitations. Conceptual understanding of statistical measures, classification and tabulation of data, discrete and continuous variables. Frequency distribution, diagrammatic & graphical presentation of data.

### **Module II**

**[08 Hours]**

- ✓ Measures of central tendency – Arithmetic and Weighted Mean, Median, Mode Properties, merits, demerits, common uses in research of above measures.
- ✓ Measures of variability – Range, Mean deviation, Quartile deviation, standard deviation, coefficient of variation.

### **Module III**

**[08 Hours]**

- ✓ The formal and empirical concepts of Probability and the binomial distribution. Properties of Normal Probability Curve and its applications.
- ✓ Correlation: Pearson's Coefficient of correlation, rank correlation.

### **Module IV**

**[06 Hours]**

Sampling distribution & the standard error., Parametric & non parametric tests, Elements of testing statistical hypothesis. Formulation of the problem, Definition of Type I and Type II errors, levels of significance, degree of freedom and Test of Significance of Mean,

### **Module V**

**[12 Hours]**

Prepare Research Report based on any Case Study related to Fashion.

### **Evaluation:**

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

### **Text Books:**

- Garrett H.E & Woodworth, Statistics in Psychology & Education (11<sup>th</sup> Ed,) India, Vakil, Feffer and Simon, Bombay.
- Pagano, Robert. R, (1990). Understanding Statistics in Behavioral Sciences, (3<sup>rd</sup> Ed), West Publishing Company, New York
- Mendenhall Beaver, Introduction to probability and statistics (8<sup>th</sup> Ed), PWS-Kent, Publishing Company, Boston.

### **References Books:**

- Mangal, S.K (2002). Statistics in Psychology and Education, (2<sup>nd</sup> Ed) Prentice Hall of India, New Delhi.
- Majumdar, P.K., Statistics a tool for social sciences. Descriptive statistics, Rawat Publishers, New Delhi.

## **RESEARCH METHODS IN CLOTHING & FASHION**

**Course Code: BFD 624**

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

### **Objectives:**

To understand the significance of statistics in Fashion Technology Research. To understand and practical application of the appropriate statistical technique for interpretation of data.

### **Objectives**

- To sensitize to the importance of research and data collection.
- To create awareness of the process of research.
- To develop the nature of creative thinking
- To assimilate and adapt the knowledge of research for product development

### **PROCESS OF RESEARCH**

[10 Hours]

- Idea generation, Gathering information (library, field visits, internet, interpersonal communication etc.), Analysis, Synthesis, Hypothesis, Plan of action
- Gather and use relevant information for design decision making.
- Generate and develop ideas using appropriate methods.
- Test and evaluate their design ideas on statistical base and making appropriate modifications.
- Making research plan and steps in making their artifact;
- Make a design solution as all above given details on behalf of data collection.
  
- Suggested Readings:
- Design and innovation: policy and management.
- Object: oriented analysis and design with the unified process by Satzinger, John W.
- Design history understanding theory and method by Fallan, Kjetil.
- Illustrating fashion: concept to creation by stipelman, Steven.
- Research design explained by Mitchell, Mark L.

### **Evaluation:**

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

## PATTERN MAKING AND GARMENT CONSTRUCTION-IV

Course Code: **BFD 621**

**L0:,T:0,P:4,C=02**

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

**Course Contents: -**

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

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

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

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

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

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

**Evaluation:**

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

**Text Books:**

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



## **Reference Books**

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

## RANGE DEVELOPMENT

Course Code: **BFD 622**

**L0:,T:0,P:4,C:02**

### Course Objective:

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

### Course Contents:

#### **Module I** **[18 hours]**

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

#### **Module II** **[8 hours]**

Preparation of Inspiration Board- to compile relevant information from the trend research based on keywords. These keywords may be used to describe the mood and elements of the Collection

#### **Module III** **[18 hours]**

Preparation of working and spec drawings

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

Selection of trimmings and accessories

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

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

#### **Module VI** **[27 hours]**

Final presentation

### Examination Scheme:

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

**Text & References:**

**Text:** No textbook since the project is based on market surveys and analysis of market trends

**References:** Femina, Elle, FNL, Apparel views, Clotheslin, Burda, Vogue etc. to consult

## **INTEGRATED DESIGN PROJECT –III**

**Course Code: BFD 660**

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

### **Objectives:**

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

### **Course Contents: -**

#### **Module I:**

**[15 Hour]**

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

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

**[15 Hour]**

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

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

#### **Module III: :**

**[64 Hour]**

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

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

### **Evaluation:**

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

**Course Code: BFD631**

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

### **Course Objectives:**

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

### **UNIT I: Fashion Communication**

- Strategy
- Market Research
- Planning
- Briefing
- Presentation

### **UNIT II: Communication Strategies:**

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

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

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

- Fashion advertising and PR

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

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

#### **References:**

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

## **MATERIAL STUDIES-I**

**Course Code: BFD 630**

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

### **Course Objectives:**

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

### **Course Contents:**

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

**[8 Hours]**

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

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

**[20 Hours]**

Overview of all material use for garments etc.

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

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

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

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

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

Thermal and glass- importance and application of thermal

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

### **Evaluation:**

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



**Text Books:**

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

**Reference Material:**

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