

FASHION DESIGN

(Skill Track)

Programme Structure

Course Code	Course Title	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
VFD2152	Design Eco-System	1	-	4	3
VFD2252	Fashion Design Research	1	-	4	3
VFD2352	Design Preparatory Process	1	-	4	3
VFD2452	Prototype Garment Development	1	-	4	3
VFD2552	Design Development	1	1	2	3
VFD2652	Health & Safety Equilibrium	1	-	4	3
	TOTAL				18

FASHION DESIGN

Syllabus - Semester First

DESIGN ECO-SYSTEM

Course Code: VFD2152

Credit Units: 03

Course Objectives:

The aim of the course is to provide Performance Criteria, Knowledge & Understanding and skills & abilities required to organize/maintain work areas and activities to ensure tools and machines are maintained as per norms to a Fashion Designer.

Course Contents:

Module-I: Maintain the work area

(1) Handle materials, drawing and pattern drafting tools, equipment and the system for computer designing with care (2.) Use correct handling procedures. (3.) Use materials to minimize waste (4.) Use of measuring devices effectively

Module-II: Maintain the work Tools

(1) Maintain tools and equipment (2) Carryout running maintenance within agreed schedules (3) Carryout maintenance and/or cleaning within one's responsibility (4) Report unsafe equipment and other dangerous occurrences (5) working a comfortable position with the correct posture.

Module-III: Maintain the work equipment.

(1) Use cleaning equipment and methods appropriate for the work to be carried out (2)Dispose of waste safely in the designated location (3) Carryout cleaning according to schedules and limits of responsibility

Module-IV: Maintain the Self and work Computers

(1.) Request for up gradation of system or software's when required for effective working (2.) Always a backup file to be maintained when working on various design software's (3.) All soft copies of design work to be maintained in files as well for future reference (4.) Personal hygiene and duty of care. (5.) Safe working practices and organizational procedures. (6.) Limits of your own responsibility, (7.) Ways of resolving with problems within the work area. (8.) The production process and the specific work activities that relate to the whole process (9.)The importance of effective communication with colleagues (10) the lines of communication, authority and reporting procedures

Module-V: Case Study (Compulsory)

Industrial visit and case presentation

Examination Scheme:

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

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

Text:

- Giolleo and Berks, fashion Production Terms
- Grig Hazer, Fantastic Fit For Everybody

References:

- Tracy Diane and Tom Cassidy, Colour Forecasting
- J Chuter, Introduction to Clothing Production Management.
- Apparel Online, Apparel Views, Clothesline, Moda, Vogue, Simplicity etc
- Rosemar Varley, Retail Product Management: Buying And Merchandising, Routledge, 2006
- Jay Diamond, Ellen Diamond, Contemporary Visual Merchandising, Prentice Hall PTR, 2010

Syllabus - Semester Second

FASHION DESIGN-RESEARCH

Course Code: VFD2252

Credit Units: 03

Course Objectives: The aim of the course is the development of design concepts for commercial production. The Initial process includes conducting market research and trend analysis for the particular season and identifying a theme for the collection; then creating a mood board and color board based on the theme, develop an entire range according to the business plan and as per the theme board.

Course Contents:

Module-I: Designing Fashion Design Research

(1) Review previous 10 years trends and their impact in terms of accuracy. (2) Research on fashion trends and identify the emerging theme (3.) Product range and previous designs developed by the business are reviewed to assess relevance to current design.

Module-II: Conduct fashion design research

(1) Business processes and client goals are identified. (2.) Research is conducted on target market, materials, designs, processes and marketing materials according to the needs of the design. (3.) Quality standards for designs are identified.

Module-III: Design Brief

(1) Design themes and style requirements of design are determined (2) Budget, cost points and timing constraints are identified. (3) Requirements for use of fabrics, materials, suppliers and production processes are determined. (4) Client Requirements are confirmed with the client

Module-IV: Organize fashion design research.

(1) Analyze the market trends and targets for the season (2) Rule-based decision-making processes (3) Complete accurate well written work with attention to detail

Module-V: Case Presentation (Compulsory)

Case presentation with complete mood boards and design presentation for the following season.

Examination Scheme:

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

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

References:

- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Gavin Ambrose & Paul Harris, Design Thinking, AVA Publishing, Switzerland.
- Harry B. Watton, "New Product Planning", Prentice Hall Inc., 1992.
- Jacob Solinger, "Apparel Manufacturing Handbook", Reinhold Publications, 1998.
- Introduction to research in education, Ary Hort Reinhart, 1982
- Research methodology by C. R Kothari, Published by Wiley Eastern Ltd, New Delhi, 2000
- Design Research: Methods and Perspectives, edited by Brenda Laurel
- Lateral Thinking: Creativity Step by Step, Edward De Bono, 1970.
- How Customers Think: Essential Insights into the Mind of the Market – Gerald Zaltman
- Five Minds for the Future – Howard Gardner
- Harry Nystrom, "Creativity and Innovation", John Wiley & Sons, 1979.

Syllabus - Semester Third

DESIGN PREPARATORY PROCESS

Course Code: VFD2352

Credit Units: 03

Course Objectives:

The aim of the course is to designs a clothing range and gets it finalized to make the prototype garments.

Course Contents:

Module-I: Determine key criteria for design brief

(1) Determined Design themes and style. (2) Recognizing and adapting to cultural differences in the workplace, including modes of behavior and interactions (3.) Identify improvements.

Module-II: Technical Aspects

(1.) To do the design by hand sketches or by Computer Aided Design (CAD). (2.) Garment construction techniques and processes. (3.) Detailed knowledge of a range of fabrics and trims

Module-III: Financial Aspects

(1) An understanding on the cost process involved in making an apparel (2) Costing of created designs / product ensembles with knowledge of sale ability of a product designed (3) Knowledge of Intellectual Property Rights with respect to designs.

Module-IV: Pre proto Analyses

(1) Provide opinions on work in a detailed and constructive way (2) communicate with others in the company and to clients in writing (3) Clarification on the design to be developed with the team members

Module-V: Case Presentation (Compulsory)

Case presentation for any two constructed garment with their technical details i.e. Teck-pack and Coasting

Examination Scheme:

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

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

Text:

- Winifred Aldrich, CAD in Clothing and Textiles
- Corel Draw 11 for Windows: Visual Quick Start Guide
- From Sue Chastain, your guide to Graphics software
- David Huss, Gary W. Priester, Corel Draw Studio Techniques.
- Corel Draw 10 for Windows: Visual Quick Start Guide.
- Linnea Dayton, Cristen Gillespie, The Photoshop Cs/Cs2 Wow!

Syllabus - Semester Fourth

PROTOTYPE GARMENT DEVELOPMENT

Course Code: VFD2452

Credit Units: 03

Course Objectives:

The aim of the course is about how technical package is made after garment range confirmation and process of how prototype garment is made for entire collection

Course Contents:

Module-I: Confirming Design Brief

(1) Create techpack which clearly conveys all guidelines for development of the sample (2) Appropriate personnel are consulted with to confirm feasibility and appropriateness of techpack (3.) Sketches, drawings and samples are used to illustrate design requirements, as appropriate. (4) Given techpacks on the range to be finalised

Module-II: Specify Design Processes

(1.) Required involvement of sampling merchandiser, patternmaker, and tailor are identified, finalized and briefed about the collection (2.) Monitoring procedures and checking points are determined. (3.) Design development personnel selected are briefed and time constraints met (4.)

Module-III: Proto- Type Construction

(1) Construct the prototype and given to concerned dept for better understanding on the product, if required

Module-IV: Implement Design Processes

(1.) Development of sample is monitored to ensure budget and time constraints are met (2) Problems or inconsistencies in sample are identified and addressed. (3) Communicate with others in the company and to clients in writing (4) Evaluate the prototype sample.

Module-V: Case Presentation (Compulsory)

Case presentation for actually constructed garment with their technical details and Coasting

Examination Scheme:

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

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

Text:

- By Gillian Holman, Pattern cutting made easy
- Dorothy Wood, The Practical Encyclopaedia of Sewing

Reference:

- Leila Aitken, Step by step dress making course
- Amaden-Crawford, A Guide to Fashion Sewing

Syllabus - Semester Fifth

DESIGN DEVELOPMENT

Course Code: VFD2552

Credit Units: 03

Course Objectives:

The aim of the course is about how to review the prototype garment developed for the collection

Course Contents:

Module-I: Evaluate Design Process

(1) Analyze the prototype sample along with the design team (2) coordinate along with design team to check sample against the techpack given to the sampling merchandiser, the look and feel and fit of the sample (3.) Identify the prototype for the feasibility of the garment in terms of sourcing of the fabric and the trims available for the span of production.

Module-II: Evaluate Development Process

(1.) Identify various products testing to proceed with prototype (2.) Incorporate modification of the sample until approved for final production. (3.) Get approval on the prototype/final techpack, agreement finalized with the client

Module-III: Complete Documentation

(1) Document Design brief, development processes and outcomes (2) Complete Documentation processes, including filing and storing, Construct the prototype and given to concerned dept for better understanding on the product, if required

Module-IV: Organization Process

(1) Organization's policies, procedures and priorities for your area of work and your role and responsibilities in carrying out your work. (2) Limits of your responsibilities when coordinating with other department. (3) Your specific work requirements and who these must be agreed with

Module-V: Industrial Case (Compulsory)

Developing Standard Operating Procedure for an Fashion Design Team

Examination Scheme:

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

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

Text

- Tracy Diane and Tom Cassidy, Colour Forecasting

References:

- Mike Easey, Fashion Marketing
- Maria Constantino, Fashion Marketing and PR
- V. D Dudeja, Professional Management of Fashion Industry
- Julia Kuo, 20 Ways to Draw a Dress and 44 Other Fabulous Fashions and Accessories

Syllabus - Semester Sixth

HEALTH AND SAFETY EQUILIBRIUM

Course Code: VFD2652

Credit Units: 03

Course Objectives:

The aim of the course is to provide Performance Criteria, Knowledge, Understanding, Skills and Abilities required to comply with health, safety and security requirements at the workplace and Covers procedures to prevent, control and minimize risk to self and others.

Course Contents:

Module-I: Comply with Health Requirements at Work

1) Comply with health and safety related instructions applicable to the work place (2) Use and maintain personal protective equipment as per protocol (3) Carry out own activities in line with approved guidelines and procedures. (4) Maintain a healthy lifestyle and guard against dependency on intoxicants (5) Follow environment management system related procedures

Module-II: Comply with Safety Requirements at work

Identify and correct (if possible) malfunctions in machinery and equipment (2.)Report any service malfunctions that cannot be rectified. (3.) Store materials and equipment in line with manufacturer's and organizational requirements (4) safely handle and move waste and debris (5) Minimize health and safety risks to self and others due to own actions (6) Seek clarifications, from supervisors or other authorized personnel in case of perceived risks (7) Monitor the workplace and work processes for potential risks and threats

Module-III: Comply with Security Requirements at work

(1) Carry out periodic walk through to keep work area free from hazards and obstruction (2) Report hazards and potential risks/ threats to supervisors or other authorized personnel (3) Participate in mock drills/ evacuation procedures organized at the workplace (4) Undertake first aid, fire fighting and emergency response training (5) Take action based on instructions in the event of fire, emergencies or accidents. (6) Follow organization procedures for shutdown and evacuation when required

Module-IV: Organization Process

(1) To know and understand: (A) Occupational health and safety risks and methods. (B) Proper disposal system for waste and by-products (c) Signage related to health and safety and their meaning (2) limits of your responsibilities when coordinating with other department. (3) Identification, handling and storage of hazardous substances (4) effects of alcohol, tobacco and drugs

Module-V: Industrial Case (Compulsory)

Ill-effects of alcohol and tobacco (on Employ) – physiology & performance

Examination Scheme:

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

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

Text:

- Susan B. Kaiser, The social psychology of clothing and personal adornment, Macmillan, 1985
- Anthony Gonzalez (2007): Cosmetology, Global Media Publications

References:

- Avis. M. Dry, The Psychology of Jung, Methuen & Co., London, 1961.
- Horn, Marilyu J, The Second Skin, Houghton Mifflin Co., USA, 1968.
- Claudia Piras & Bernhard Roetzel, Ladies: A guide to fashion and style, Dumonte Monte, 2002.
- Vincent Brome, Jung, Granada Publishing, London, 1978.
- Flugel, J.C. The psycho-analytical study of the family, The Hograth Press & INPA, London, 1950.
- Rona Berg, Beauty: The new basics, Workman Publishing Company Inc., 2000.
- Solomon, Consumer Behavior: In Fashion, Pearson Education India.
- Small Business Safety Management Series OSHA 2209-02R 2005