



# AMITY UNIVERSITY

## MADHYAPRADESH

### 1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

S.N.	Programme Name	Semester	Course Code	Course Name	Gender, Environment and Sustainability, Human Values and Professional Ethics into the Curriculum	Description of the Course in brief (20-30 words)
1.	B.Des Fashion Design	2 <sup>nd</sup>	BFD202	Fundamentals of Textiles – II	Environment and Sustainability, Human Values and Professional Ethics	The contents of the third semester relate to the enhancement of textile products through the application of colour by dyeing or printing techniques. Finishing methods presents the aesthetic and functional values of textiles and their feasibility with respect to Importance, appearance & performance.
2.	B.Des Fashion Design	4 <sup>th</sup>	BFD401	Fashion Management – II	Human Values and Professional Ethics	The course is an advancement of the previous course. The objective is to impart knowledge about product planning, design development, fashion for global market, fashion brand management, different pricing strategies, logistics management, concept of ethics and professionalism in an organization.
3.	B.Des Fashion Design	5 <sup>th</sup>	BFD527	Contemporary Fashion - I	Gender, Environment and Sustainability, Human Values and Professional Ethics	Fashion being a way of life needs to be understood in context to the environmental issues that are ongoing processes of constant change. The students are made aware of the techniques of studying the acceptability of a design in the market and then guide their designing skills to create fashion products in that very direction.

						Besides clothing the students also learn how to design accessories.
4.	B.Des Fashion Design	6 <sup>th</sup>	BFD604	Visual Merchandising	Gender, Environment and Sustainability, Human Values and Professional Ethics	The objective of visual merchandising is generating sales by defining, differentiating, and enhancing a store's "brand", it's format and the merchandise itself by stimulating product interest, providing product information and ensuring product security.
5.	B.Des Fashion Design	6 <sup>th</sup>	BFD627	Contemporary Fashion - II	Gender, Environment and Sustainability, Human Values and Professional Ethics	Fashion being a way of life needs to be understood in context to the environmental issues that are ongoing processes of constant change. The students are made aware of the techniques of studying the acceptability of a design in the market and then guide their designing skills to create fashion products in that very direction. Besides clothing the students also learn how to design accessories.





## FUNDAMENTALS OF TEXTILES – II

**Course Title: Fundamentals of Textiles – II**

**Course Code: BFD202**

**Credit Units: 02**

### **Course Objective:**

The contents of the third semester relates to the enhancement of textile products through the application of colour by dyeing or printing techniques. Finishing methods presents the aesthetic and functional values of textiles and their feasibility with respect to Importance, appearance & performance.

### **Course Contents:**

	<b>Weightage %</b>
<b>Module I: Weaving process</b>	25
<b>Descriptors/Topics</b>  Definition, Loom – Types, parts & various motions of loom. Types of weaves – Basic and Decorative, Preparation of samples of different weaves Selvedge, Identifying warp and weft; face and back of a fabric, defects	
<b>Module II: Knitting process</b>	25
<b>Descriptors/Topics</b>  Knitting –Types of knits & knitting, Properties, Types of knitting stitches. Identify and classify knitted fabrics under warp & weft knits, Comparison of knits & weave, Knitting Defects, Use and Care of Knits	
<b>Module III: Other fabric formation technique</b>	25
Introduction to other fabric manufacturing methods like braiding, felting, lacemaking, bonding etc and their applications.	
<b>Module VI: Identification of Fabrics</b>	25
<b>Descriptors/Topics</b>  Preparation of fabric swatch file, PPI/EPI Calculation	

### **Examination Scheme:**

<b>Components</b>	<b>CT</b>	<b>P1</b>	<b>A</b>	<b>EEI</b>
<b>Weightage (%)</b>	10	15	5	70

### **Text & References:**





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***Text:***

- By Kate Walls, Fabric Dyeing & Printing
- Essentials of Textiles by Marjory Joseph

***References:***

- Textile Science by E P G Gohl & L D Vilnsky
- World Textiles by John Gilow
- By Kadolph & Langford, Textiles
- By Koyoto Shoin, World Textile Collection
- By Thames & Hudson, Book of Silk
- By Pepin Press, Indian Textile Prints
- By Irene Eney, Primary structure of Fabrics
- By Harris, 5000 years of Textiles
- By Duncal Clarke, Art of African Textiles
- Images and Apparel Online





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**Course Title: FASHION MANAGEMENT –I**

**Credit Units: 02**

**Course Level: UG  
BFD402**

**Course Code:**

**Course Objective:**

The course is an advancement of the previous course. The objective is to impart knowledge about product planning, design development, fashion for global market, fashion brand management, different pricing strategies, logistics management, concept of ethics and professionalism in an organization

**Prerequisites:**

**Course Contents/Syllabus:**

	Weight age %
<b>Module I : Fashion &amp; Life style</b>	10
<b>Descriptors/Topics</b> <ul style="list-style-type: none"><li>Principles of Fashion-Style,trend,taste, change</li><li>Role of fashion in daily lifestyle</li></ul>	
<b>Module II : Design Development and Style Selection</b>	20
<b>Descriptors/Topics</b> <ul style="list-style-type: none"><li>Elements of Design</li></ul>	
<b>Module III</b>	15
<b>Descriptors/Topics</b> Product Planning & Development	
<b>Module IV: Fashion for global market</b>	10
<b>Descriptors/Topics</b> Social, Cultural, Economic, Demographic factors relating to branded and licensed products  Analyzing potential or global market, identify target consumers and	





competition, market research and testing, customization	
<b>Module V: Fashion Brand Management:</b>	15
<b>Descriptors/Topics</b>  Types and relevance of branding, Fashion & brand positioning, launching strategies, distribution, marketing campaigns for brand introduction	
<b>Module VI: Pricing strategies &amp; Decisions</b>	10
<b>Descriptors/Topics</b>  Concept and importance of pricing, Factors affecting pricing decisions, Methods of pricing	
<b>Module VII: Fundamentals of Logistics</b>	10
<b>Module VIII: Professional Ethics</b>	10
<b>Descriptors/Topics</b>  Concept of ethics and professionalism need and code of professional ethics, professional bodies and its role	

### **Student Learning Outcomes:**

At the end of the course the students will develop ability to:

- Make planning about a product,
- Do design development,
- Analyze fashion for global market,
- Understand fashion brand management,
- Use different pricing strategies, logistics management, concept of ethics and professionalism in an organization

### **Pedagogy for Course Delivery:**

- Power point presentations
- lectures
- informed learning
- small-group work/discussion

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:





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Component s	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

## Text & References:

### *Text:*

- Professional Management of Fashion Industry by V. D Dudeja

### *References:*

- Fashion marketing by Mike Easey
- Marketing management by Philips Kotler
- By Mike Easey, Fashion Marketing
- By Maria Constantino, Fashion Marketing and PR
- By Nicholas Alexander, international Retailing
- By V. D Dudeja, Professional Management of Fashion Industry
- By Lynda Gamans, Retailing Principles





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## Course structure: B. Design FD - 14817

**Course Title: Contemporary Fashion-I**

**Credit Units: 02**

**Course Level: UG**

**Course Code: BFD 527**

### Course Objective:

Fashion being a way of life needs to be understood in context to the environmental issues that are ongoing processes of constant change. The Students are made aware of the techniques of studying the acceptability of a design in the market and then guide their designing skills to create fashion products in that very direction. Besides clothing the students also learn how to design accessories.

### Course Contents:

	Weight age %
<b>Module I: Designing a range of funky jewellery for the teenagers</b>	20
Designing a story boards and then constructs at least 2 products.	
<b>Module II: Designing a range of ethnic jewellery for the adults</b>	20
Designing a story boards and then constructs at least 2 products.	
<b>Module III: Designing a range of purses and bags for teenagers/adults</b>	10
Designing a story boards and then constructs at least 2 products.	
<b>Module IV: Designing a range of hats and caps for teenagers/adults</b>	10
Designing a story boards and then constructs at least 2 products.	
<b>Module V</b>	10







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Designing a range of contemporary wear for Kids	
<b>Module VI</b>	10
Designing a range of contemporary wear for teenagers	
<b>Module VII</b>	20
Designing a range of contemporary wear for adults	

### Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Development of various jewelries.
- Designing of hats, caps for teenagers/adults
- Designing of range for kids, adults and teenagers

### Pedagogy for Course Delivery:

- **Power point presentations**
- **lectures**
- **informed learning**
- **small-group work/discussion**
- **Practical illustrations**
- **Visits of fashion shows for Inspiration**

Lab/ Practical's details, if applicable: NA

### List of Experiments:

### Assessment/ Examination Scheme:

Components	Mid- Term	Assignme nt	Attendance	End Term
Weightage (%)	15	10	05	70

### Text & References:

#### Text:

- By Kathryn Mc Kelvey, Illustrating Fashion
- 





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**References:**

- By Patrick John Ireland, Encyclopedia of fashion detail
- By Bina Abling, Advanced Fashion Sketchbook
- By Bina Abling, Fashion Model Drawing
- Femina, Elle, FNL, Apparel views, Clothesline, Vogue, Burda, Simplicity to consult

**Additional Reading:**

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**Any other Study Material:**





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## Course structure: B. Design FD - 14817

**Course Title: Visual Merchandising**

**Credit Units: 03**

**Course Level: UG**

**Course Code: BFD 604**

**Course Objective:** The objective of visual merchandising is generating sales by defining, differentiating and enhancing a store's "brand", its format and the merchandise itself by stimulating product interest, providing product information and ensuring product security.

### Course Content:

	Weight age %
<b>Module I:</b> Introduction to VM	<b>20</b>
<ul style="list-style-type: none"><li>• Brief History of VM</li><li>• Basic (AIDA)</li><li>• Career opportunities in VM</li></ul>	
<b>Module II:</b> Store Exteriors	<b>30</b>
<ul style="list-style-type: none"><li>• Store Fronts</li><li>• Components of a window</li><li>• Types of Windows</li><li>• Planning a window display , ( Generic Theme )</li><li>• Types of Displays</li><li>• Types of Display settings</li><li>• Props</li><li>• Budgeting</li></ul>	
<b>Module III:</b> Retail Design	<b>30</b>





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<ul style="list-style-type: none"><li>• Color and Texture</li><li>• Principles of Design</li><li>• Elements of Design</li><li>• Elements of Graphic Designing</li><li>• Signage Making</li><li>• Use of Graphics in Retail</li></ul>	
<b>Module IV: Merchandise Presentation</b>	<b>20</b>
<ul style="list-style-type: none"><li>• Grouping of Merchandise</li></ul>	

## Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Know-how of components of visual Merchandising & its importance
- Store Exteriors & Interiors
- Merchandise display methods
- **Pedagogy for Course Delivery:**
  - Power point presentations
  - lectures
  - informed learning
  - small-group work/discussion
  - Visits of branded Show-rooms; specifically fashion brands

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
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## Text & References:

*Text:*

- By Claus Ebster, Store Design & Visual merchandising

*References:*

- By Tony Morgan, Visual Merchandising
- By Swati Bhalla, Anuraag S., Visual merchandising
- 

## Additional Reading





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## Course structure: B. Design FD - 14817

**Course Title: Contemporary Fashion -II**

**Credit Units: 03**

**Course Level: UG**

**Course Code: BFD 627**

**Course Objective:** Fashion being a way of life needs to be understood in context to the environmental issues that are ongoing processes of constant change. The Students are made aware of the techniques of studying the acceptability of a design in the market and then guide their designing skills to create fashion products in that very direction. Besides clothing the students also learn how to design accessories.

### Course Contents:

<b>Module I: Designing a range of funky jewellery for the teenagers</b>	15
Designing a story boards and then constructs at least 2 products.	
<b>Module II: Designing a range of ethnic jewellery for the adults</b>	15
Designing a story boards and then constructs at least 2 products.	
<b>Module III: Designing a range of purses and bags for teenagers/adults</b>	15
Designing a story boards and then constructs at least 2 products.	
<b>Module IV: Designing a range of hats and caps for teenagers/adults</b>	15
Designing a story boards and then constructs at least 2 products.	





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<b>Module V</b>	15
Designing a range of contemporary wear for Kids	
<b>Module VI</b>	15
Designing a range of contemporary wear for teenagers	
<b>Module VII</b>	10
Designing a range of contemporary wear for adults	

## Examination Scheme:

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

## Student Learning Outcomes:

At the end of the course the students will develop ability to:

- Development of different ranges of accessories for executives & brides
- Designing of Umbrellas
- Designing of contemporary wear for old age people.

## Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- Practical illustrations
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Lab/ Practical's details, if applicable: NA

## List of Experiments:

Assessment/ Examination Scheme:





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- By Bina Abling, Advanced Fashion Sketchbook
- By Bina Abling, Fashion Model Drawing
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### **Additional Reading:**

### **Any other Study Material:**

