



Date: 07/03/2023

BOARD OF STUDIES (AMITY SCHOOL OF FASHION DESIGN & TECHNOLOGY)

MINUTES OF THE MEETING

(2 page)

A meeting of board of studies of Amity School of Fashion Design & Technology, Amity University Madhya Pradesh was held on 03 March 2023 at 11:15 hrs. at AUMP, under the Chairmanship of Ms Anshu Singh Choudhary, officiating Hol, ASFD&T. The following members attended the meeting: -

- (a) **Chairperson:** Ms. Anshu Singh Choudhary, Officiating Hol, ASFD&T
- (b) **Members**
 - i) Dr. B N Acharya, DRDE Gwalior
 - ii) Dr Pooja Verma, Director ASFT & ASFA, AUUP LUCKNOW
 - iii) Ms. Shweta Singh, Asst. Professor –1, ASFD&T, AUMP Gwalior

The agenda of the meeting included the following:

- (a) Implementation of National Education Policy as per UGC curriculum and credit framework, the B.Des Fashion Design course to be revised for their curriculum in various categories for the session 2023-27 and renamed as B.Des Fashion Design (Honors with Research).
- (b) Approval of the revised structure & syllabus of Minor track- Fashion Management for the session 2023-26.
- (c) Any other point with due permission of the Chairperson.

Recommendation.

The BOS recommends that: -



- (a) The new name B.Des Fashion Design (Honors with Research) was approved as per National Education Policy.
- (b) Program structure & syllabi of B. Des Fashion Design (Honors with Research) was approved as per National Education Policy for the session 2023-27.
- (c) Revised structure of Minor Track Fashion Management as per UGC curriculum and credit framework for the session 2023-26 was approved by the board.

Signature of Members




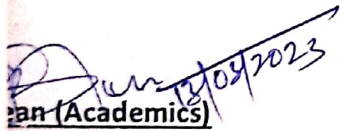
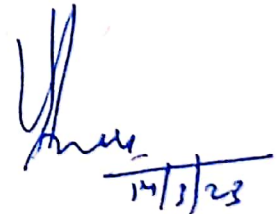
Dr. B N Acharya,
RDE Gwalior



Dr Pooja Verma,
Director ASFT & ASFA, AUUP LUCKNOW



Shweta Singh
AP, ASFDT


Signature of Chairman-BOS 13/3/2023
Dean (Academics) 12/04/2023
14/03/2023
Vice Chancellor
14/3/23

APPROVED BY

Hon'ble VC
AUMP, Gwalior



Semester	Total Credits per Semester	Theory (Credit Allotted)	Practical (Credit Allotted)	NTCC (SIP/Project/Term Paper/Dissertation/Project) (Credit Allotted)	CBCS (Credit Allotted)	Value Added Courses French/Communication/ Behavioral (Credit Allotted)	Cumulative Credits per year	Qualification and Total Credits	Vocational (lectures (L) per week)
I	22	2+2+2 = 6	1+2+2+1 = 6	-	2	2+2+2+2 = 8	45 + 2* (NTCC)	UG Certificate (After 1 Year)	Mix Media Craft (2*)
II	23	2+2 = 4	1+2+2+2+2 = 9	2* (SIP During the Summer Vacation for Exit with Certificate)	2	2+2+2+2 = 8			
III	22	2+2+1 = 5	3+2+2+2 = 9		2	2+2+2 = 6	44 + 4* (NTCC)	UG Diploma (After 2 year)	Deconstruction (2*)
IV	22	2+2 = 4	1+2+2+2+2 = 9	2+2 = 4* (SIP During the Summer Vacation for Exit with Diploma)-	2	3+2+2 = 7			
V	22	3+2+2 = 7	2+2+2 = 6	4 (SIP)	3	2	37+4 (NTCC)	3-year (UG Degree)	-
VI	19	3+3 = 6	3+4+3=10		1	2			
VII	21	2	2+3+4+4 = 13	6(Project)= 6	-	-	22+18 = (NTCC)	4 Year UG (Hons with Research)	-
VIII	19	1	6	12 (Final Design Project)	-	-			
	170	35	68	22	12	33			

Dr. B N Acharya
DRDE Gwalior

Dr. Pooja Verma.
Director ASFT & ASFA, AUUP Lucknow

Ms. Shweta Singh
AP. ASFDT

Ms. Anshu Singh Choudhary
Offig Hol ASFDT



Sem	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Lecture (L) Credit	Tutorial (T) Credit	Practical (P) Credit	Minor I (Credit/Lecture (L) per week)	Inter / Multidisciplinary Course	Enhancement Course (SEC)	Enhancement Courses (AEC)	Applied Courses (VAC)	projects/ Summer Internship	Orientation	Credits per Semester	Total Credits per year	ABOVE and Total Credits	max (Lectures (L) per week)	
First	Elements of Design-I(2)					Material Studies-I(1) / Geometry In Fashion-I (1)			Pattern Making - I(2)				Fashion Art Illustration-I(2)			Fundamentals of Textiles - I(2)				Introduction to Garment Manufacturing-Techniques-I(2)							22	45	UG Certificate (After 1 Year)	Mix media Craft (1)
Second	Elements of Design -II(2)					Material Studies-II(1) / Geometry In Fashion-II (1)			Pattern Making - II(2)				Fashion Art Illustration-II(2)			Fundamentals of Textiles - II (2)				Introduction to Garment Manufacturing Techniques - II (2)							23			
Third	History of Fashion-I (2)			Introduction to Fabric Dyeing Technique-I(1) / Intro to Fabric Printing Technique-I					Pattern Making & Grading-I (3)				Fashion Art Illustration-III(2)							Garment Construction-I(2)							22	44	UG Diploma (After 2 year)	Deconstruction (2)
Fourth	History of Fashion-II(2)					Introduction to Fabric Dyeing Technique-II(1) / Intro to Fabric Printing Technique-II (1)			Pattern Making & Grading-II (3)				Contemporary Fashion-(2)							Garment Construction-II (2)							22			
Fifth	Fashion Marketing & Merchandising (3)			Fundamentals of Design Research (2)					Pattern Draping (2)											Garment Construction-III (2)							22	41	3-year (UG Degree)	
Sixth	Quality Control and Apparel Production-II (3)							Functional Clothing (3)					Craft Documentation(3)							Textile Project (4)							13			
Seventh			Design Research and Portfolio (4)						Design Project (4)				Fashion Psychology (2)							Accessory Design(3)							21	40	4 Year (UG) (Hons with Research)	
Eighth			Fashion Portfolio (6)										Final Design Project(Fashion Show) (12)														13			
175																														

Dr. B N Acharya
DPOE, Gardia

Dr. Pooja Verma
Director ASFT & ASFA, AUUP Lucknow

Ms. Shweta Singh
AP, ASFT

Manoj Kumar Choudhary
COP, ASFT





PROGRAMME STRUCTURE B.DES FASHION DESIGN

FIRST SEMESTER							
SLNO	Course Code	Course Title	Course Category	L	T	P	T
1	BFD101	Elements of Design – I	DSC	1	1	0	2
2	BFD102	Fundamentals of Textiles - I	DSC	1	1	0	2
3	BFD103	Introduction to Garment Manufacturing Techniques- I	DSM	1	1	0	2
4	BFD121	Pattern Making – I	DSC	0	1	2	2
5	BFD122	Fashion Art Illustration – I	DSC	0	1	2	2
6	BFD123	Introduction to Computer Application in Fashion Industry - I	MC	0	1	2	1
7	BFD124	Material Studies – I	DSE	0	1	1	1
8	BFD125	Geometry in Fashion – I	DSE	0	1	1	
9	NBCU141	Communication Skill-I	AEC	1	1	0	2
10	EVS 142	Environmental Studies – I	VAC	1	1	0	2
11	BSU 143	Behavioral Science – I	VAC	1	1	0	2
12	Foreign Language – I		SEC	1	1	0	2
	FLU 144	French					
	FLU 145	German					
	FLU 146	Spanish					
	FLU 147	Japanese					
	FLU 148	Chinese					
13	NCBA104	Fashion Management-I	MT	1	1	2	2





TOTAL					22
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PROGRAMME STRUCTURE B.DES FASHION DESIGN

Course structure: B. Design FD - 14817





Course Title: Elements of Design – I

Credit Units: 02

Course Level: UG

Course Code: BFD101

Course Objectives:

To study the different forms, structures, and their relationship with each other and is focused to provide manipulation, imagination through different shapes, forms, and designs. This course will make the students understand the use 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. The students understand the elements and principles of design and then apply them practically in the rest of their subjects.

Prerequisites:

Course Contents/Syllabus:

	Weight age %
Module I Elements of Design- Introduction	20
Descriptors/Topics Meaning, applications & Classification of elements of design <ul style="list-style-type: none">• Line & form,• Color, Texture,• Silhouette and Details	
Module II Line	20
Descriptors/Topics Types, directions, applications & Functions of lines. <ul style="list-style-type: none">• Relevance of line as an important element of structure to determine visual interest of a design.• Optical illusions created by various combinations of lines.	
Module III Silhouettes	20
Descriptors/Topics <ul style="list-style-type: none">• Shapes & forms.• Creation of silhouettes,• Optical illusions with Silhouettes	
Module IV Color	20
Descriptors/Topics <ul style="list-style-type: none">• Primary, Secondary and Tertiary colors; Process and Pigment color wheels; Color intensity wheel; Color chart; Spectrum colors• Use of color ring, Monochromatic color scheme; polychromatic color scheme; Analogous color scheme; achromatic color scheme; Complementary color scheme. Optical illusions with Colors	
Module V Texture	20





Descriptors/Topics

- Types of textures- use & Creation of different textures, Optical illusions with Textures
- An introduction to the basic materials- creating textures using all, art media like pencils, crayons, pastels, paints etc. Spontaneous textures, Decorative textures, Mechanical textures, Using the method of drawing, painting, printing, bleaching, rubbing, spraying, staining, dyeing, burning etc.
- Non-woven fusing, papers, fabric- Exploration of various materials to enhance texture using yarn, paper, fabric etc.

Student Learning Outcomes:

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

- Identify different elements used in any design
- Create art work using their acquired imaginative skills.
- Analyze basic elements and create their own designs

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:

Componen ts	Mid- Term	Assignmen t	Attendanc e	End Term
Weightage (%)	15	10	05	70

Text -Jones Sue Jenkyn, Fashion design

- **Ellinwood Janice G**, Fashion by Design
- **Hannah Gail Greet**, Elements of design
- **Stecker Pamela**, The fashion design manual
- **Wong Wucius**, Principles of Form and Design
- Riley Noël, Bayer Patricia, The *elements* of *design*:
- Lidwell William, Holden Kritina, Butler Jill, Universal principles of design: 100 ways to enhance usability.

Course structure: B. Design FD - 14817

Course Title: **Fundamentals of Textile-I**

Credit Units: 02

Course Level: UG
Code: BFD102

Course





Course Objectives: The fundamentals of fibre and yarn as they affect aesthetics and end use performance. The course begins with an introduction and the overview of the textile industry and how it relates and appreciates the close relationship of the fashion and textile industry.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: The Overview of Textile Industry	25
Descriptors/Topics <ul style="list-style-type: none">Introduction to textiles, major segments of the textile industry, market planning for apparels, Primary and secondary sources of fabric buying and selling of finished fabric.	
Module II: The Textile Fibers	25
Descriptors/Topics <ul style="list-style-type: none">Definitions of fibers, yarns and fabric, sources of fibers, classification of fibers on the basis of origin and length.	
Module III: Properties of Textile Fiber	25
Descriptors/Topics <ul style="list-style-type: none">Natural Fibers & Manmade fibers – Essential Properties and Performances of Textile Materials like Aesthetic, Durability, Comfort, Safety and Care and Maintenance.End uses and Identification of fibers.	
Module IV: Introduction to Yarns	25
Descriptors/Topics <ul style="list-style-type: none">Classification of Yarns; Spun Yarn Production Process; Carded and Combed Yarns; Woolen and Worsted Yarns; Mono Filament and Multi Filament Yarns.Yarn Numbering Systems; Cotton Count, Metric Count, Denier, Tex and Deci-Tex. Single and Plied Yarns; Yarn Twist; Amount of Twist and Direction of Twist.Textured Yarns; Core spun yarn; Novelty and Fancy Yarns; Blended Yarns; Sewing threads.	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Define and identify the various products and processes of textile industry.
- Identify various types of fibers using different identification techniques.
- Classify different types of yarns as per their structure, properties and end uses.
- Define and identify the different types of fabric structures Classify and identify basic knitting stitches.
- Able to categorize various fabric as per their appearance, properties and end use.

Pedagogy for Course Delivery:

- Power point presentation
 - Videos/animated files of various process involved.
 - Field Based Learning
 - Case Based Learning
- Lab Practical's details, if applicable:





List of Experiments:

- Create the Swatch file of the natural and manmade fabric.
- Visual test of fabric
- Burn test of fabric

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Componen ts	Mid- Term	Assignmen t	Attendanc e	End Term
Weightage (%)	15	10	05	70

Text & References:

Texts:

- Joseph M, Essentials of Textiles.
- Gohl EPG & L D Vilnsky, Textile Science.
- Corbman B P, Fiber to fabric

References:

- Gilow J, World Textiles.
- Tortora P, Understanding Textiles.
- Kadolph & Langford, Textiles.

Course structure: B. Design FD - 14817

Course Title: Introduction to Garment Manufacturing
Techniques I

Credit Units: 02

Course Level: UG

Course Code: BFD103

Course Objectives: The objective of the course is to provide an overview of the apparel manufacturing process. All the processes are discussed briefly to make students acquainted with process of producing garments in industry along with the machineries and technologies involved.

Pre-requisites: NIL **Course Contents/Syllabus:**





	Weightage (%)
Module I Introduction to Garment manufacturing process	30
Descriptors/Topics Introduction to Different departments, working principles of various departments viz Sewing, cutting, finishing department – different machinery used; comparative analysis; (demonstration of machineries in action)	
Module II Introduction to Sewing Technology	25
Descriptors/Topics Basic sewing machine, various parts, types & functions of sewing machines, Understanding the simple problems of sewing machine and its maintenance. Seam types and its properties	
Module III Cutting Machines	25
Descriptors/Topics Straight knife, Band knife, End cutter, Auto cutter, Die cutter, Round knife, Drilling machine, Notching machine, Hot drill,	
Module IV Fusing & Pressing Technology	20
Descriptors/Topics Machinery, equipment & process	

Student Learning Outcomes:

By the end of this course, students will be able to

- Identify well the processes involved in manufacturing a garment
- Identify machineries and equipments used in various processes of manufacturing a garment
- Identify various parts of a sewing machine





Pedagogy for Course Delivery:

The class will be taught using theory and practical assignments

Lab/ Practicals details, if applicable: NA List of Experiments:

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100		70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	CT	P	A		EE
Weightage (%)	15	10	05		70

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination		
Components (Drop down)							
Weightage (%)							

Text & References:

- Glock, Grace, Kunj, Apparel Manufacturing
- Wood Dorothy, The Practical Encyclopedia of Sewing
- Cooklin Gerry, Garment Technology for Fashion Designers
- Crawford Amaden, A Guide to Fashion Sewing
- Chuter A J, Introduction to clothing production management

References: Additional Readings:

Any other Study Material





Course structure: B. Design FD - 14817

Course Title: Pattern Making-I

Course Level: UG

Credit Units: 02

Course Code: BFD121

Course Objectives:

The student understands the concept of developing patterns by different methods e.g. measuring the body form and referring to a given size chart. This course lays the foundation for developing complex patterns at a later stage.

Pre-requisites:

Students should have an aptitude for understanding proportions of human body.

Course Contents/Syllabus:

	Weight age (%)
Module I : Basic elements to make patterns	10
Descriptors/Topics Pattern making tools; workroom terminology- Name of each section- Symbol key, Pattern making term, Fabric terms; Accurate measurements – How to take measurements; Pattern making methods; Types of patterns; Standard body measurements; Completing the pattern.	
Module II: Master patterns	10
Descriptors/Topics Giving details like grain, notches, style marks, dart marks, balance marks, seam allowances, turnings etc	
Module III: Adult Bodice and sleeve block (females)	30
Descriptors/Topics • Basic fitted bodice block • Dart less bodice block • Basic sleeve- sleeve terminology, sleeve lengths, development of sleeve block	
Module IV: Tailored skirt block	20
Descriptors/Topics Skirt with darts and slit Low waist skirt, High waist skirt	
Module V: Collars	30
Descriptors/Topics • Introduction, Collar terms and classifications • Flat Peter Pan collar • Flat sailor's collar • Shawl collar • Gents shirt collar • Mandarin collar	

Student Learning Outcomes:

By the end of this course, students will be able to

- Acquire knowledge and skills to develop basic patterns.
- Define pattern-making tools, terms and processes
- Apply the skill of taking body measurements to develop custom patterns





AMITY UNIVERSITY

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- Apply pattern making skills to test fit patterns in muslin to standard dress forms
- Pedagogy for Course Delivery:
- Tutorial and Practical
- Demonstration

Lab/ Practicals details, if applicable:

List of Experiments:

Developing Patterns using Flat Pattern Technique:

- Adult Bodice and sleeve block
- Tailored skirt block
- Collars

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
N/A	100%	Practical

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)					
Weightage (%)					

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	C (Presentation)	CT (class Test)	P (Project)	A (Attendance)	EE
Weightage (%)	-	10	15	05	70

Text Reading:

- Aldrich Winifred, Metric pattern Cutting
- Carolyn Norma, Pattern Making

References:

- Cooklin Gerry, Pattern cutting for women's outerwear
- Armstrong, Pattern making for fashion design
- Zarapkar, Pattern Cutting

Additional Reading:

- Any other Study Material:

Course structure: B. Design FD - 14817

Course Title: Fashion Art Illustration-I

Credit

Units:2





Course Level: UG

Course Code: BFD122

Course Objectives:

The study of this course develops the student's ability to visualize the ideas and putting them in concepts for fashion garments. However the course begins with the introduction to different style features that would help develop innovative and visually appealing designs. It gives an understanding to different illustration techniques and explores other media for creating concepts through lectures and practical assignments.

Pre-requisites: Basing drawing skills

Course Contents/Syllabus:

	Weightage %
Module I Characters of a Good Design	10
Descriptors/Topics Consideration of aesthetic, structural and functional aspects, General principles of fashion illustration, unique selling proposition, concept development, Categories of fashion apparels	
Module II Detailed Drawing of Basic styles	30
Descriptors/Topics Styles of necklines and collars; sleeves, silhouettes; skirts and trousers; yokes & waistlines and its details; tucks, frills and pleats; cuffs and construction; pockets; neckwear; seams, finishes and fastenings.	
Module III Introduction to garment drawing	30
Descriptors/Topics Drawing of basic tops, skirts, dresses, lingerie, coats and waistcoats.	
Module IV Study of human anatomy in relation to fashion proportions	30
Descriptors/Topics Introduction to the basic 8 head figures and then the 10 Head figures - drawing through observation	

Student Learning Outcomes:

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

- Recognize the basic details of fashion garment apply the same in illustration of garments
- Translate acquired skills into designs
- Design garment sketches with details playing with color mediums to render prints in garments.

Pedagogy for Course Delivery:





- Blended learning
- Informed learning
- PowerPoint presentations and lecture
- Demonstrations
- Market survey

Lab/ Practicals details, if :

List of Experiments:

- Drawing of various fashion elements
- Drawing of garments
- Print rendering

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
	100	Practical

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weightage (%)	--	15	10	5	70

Text Reading:

- Kelvey Kathryn Mc, Fashion Source Book
 - Ireland Patrick John, Encyclopedia of fashion detail

References:

- Ireland Patrick John, Introduction to Fashion Design
- Tate Sharon Lee, Inside Fashion Design
- Kelvey Kathryn Mc., Illustrating Fashion
- Femina, Elle, FNL, Apparel views to consult

Additional Reading:

□

Any other Study Material:

Course structure: B. Design FD - 14817

Course Title: Computer Application in Fashion Industry-I

Course Level: UG

Credit Units: 01

Course Code: BFD123

Course Objectives: This course introduces students to computers and their importance in the present world. Fundamentals of computers are learned





through lectures and practical assignments to develop an intuitive sense of how computers can be used efficiently.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Overview of the working of a computer	25
Descriptors/Topics <ul style="list-style-type: none">• Basic concepts in stored program execution, Input, output, storage devices, RAMS, ROM, etc.• Working knowledge of Microsoft Word, PowerPoint & Excel.	
Module II: Design Software Corel Draw	25
Descriptors/Topics <ul style="list-style-type: none">• Introduction to the design software, tool introduction, and its usage.• Functions of tools and their uses	
Module III: Figure Drawing	25
Descriptors/Topics <ul style="list-style-type: none">• Stick Figure, Block Figure, and Flesh Figure	
Module IV: Poster Making, Visiting Card & Logo	25
Descriptors/Topics <ul style="list-style-type: none">• Creating Backgrounds, importing images, creating texts, etc.• Creating the brand logo	
Module V: Creating Prints and textures.	25
Descriptors/Topics <ul style="list-style-type: none">• Creating motifs, mesh with color, using brushes, fills, outlines, etc.	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Accomplish creating essential documents, worksheets, presentations, and databases.
- Apply the learned skills in developing presentations and documents.
- Analyse and compare numerical problems in MS-excel.
- Gain an understanding of the impact and use of technology.
- Understanding of designing software.

Pedagogy for Course Delivery:

- Blended Learning
- Informed Learning
- Demonstrations





Lab Practical's details, if applicable:

List of Experiments:

- Create and manage files and folder trees.
 - Entering and editing text in the document file.
 - Apply formatting features on Text, bullet, numbering, hyperlinks, etc.
 - Entering and editing data in the worksheet
 - Apply formulas and functions in the sheet.
 - Basic operations of PowerPoint, Create PPT, and insert and delete slides.
 - Create a Stick Figure, Block Figure, and Flesh Figure
 - Create Different posters on a different theme.
 - Create prints and textures.
 - Create the Visiting card with the logo.
- Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

Texts:

- Introduction to Computers, B.B Publications
- Aldrich Winifred, CAD in Clothing and Textiles
- Triedman and Cullan, Colour Graphic
-

References:

- Triedman and Cullan, Colour Graphic

Course structure: B. Design FD - 14817

Course Title: Material Studies I

Credit Units: 01

Course Level: UG

Course Code: BFD124

Course Objectives: This program learns to bring together contemporary artistic and craft skills, using cutting-edge technology and critical thinking to imagine and create objects and environments with imaginations, technical skills, and an understanding and appreciation of traditional and contemporary materials and methods.

Pre-requisites:

Course Contents/Syllabus: Material Studies





	Weight age (%)
Module I (Introduction To Ceramics)	20
Descriptors/Topics <ul style="list-style-type: none">• Introduction to clay the material... where It comes from, how It was formed, how it is gathered, early methods for forming clay objects, pinching and coiling.• Introduction to the potter's wheel,• Centering the clay, forming bowls and cylinders.• Texturing and coloring clay- color used in clay and slips, engobes, oxides and underglazes as well as non-traditional decorative techniques including acrylic paint and dye.	
Module II (Plaster of Paris)	25
Descriptors/Topics <ul style="list-style-type: none">• The Various Applications and features of Plaster of Paris.• Nature Impressions through POP• Free-Form Sculpture• Leaf Casting• Mini Pastel Planters• Development of Masks	
Module III (3D Modelling with Wire)	25
Descriptors/Topics <ul style="list-style-type: none">• Basic introduction about the Wires , its type ,tools and usage.• Study of any natural and man-made forms, human figures, birds, animals, vegetation to convert it in 3 dimensional form.	
Module IV (Wood Carving)	20
Descriptors/Topics <ul style="list-style-type: none">• Theoretical study of different woods which are permanently used in wood carving such as teak Rose Wood, Yellow wood .• Study of various possibilities of wood carving methods on MDF.	
Module V (Field Visit)	10





Descriptors/Topics

A field trip to view historic and contemporary examples in the museum, trade fare or exhibition centre.

Student Learning Outcomes:

1. A primary emphasis will be on hand built ceramic forms. Students will learn to increase the scale of their work all the while keeping control over the quality, coherence and contour of your work. To understand how finishing and decorating contribute or detract from your intention as an artist.
2. It encompasses also a wide range of practical exercises in making of various sculptures for developing students mental faculties of observation, imagination and creation and the physical and technical skills.
3. To encourage the student to gain an ability to integrate all the technical aspects of sculpture and modelling as means to realize his creative ideas to shape into concrete and significant art form.
4. To introduce the basic visual elements of 3-D design with emphasis on basic fundamentals of three-dimensional designs.
5. Understanding the methods and materials of sculpture clay, plaster , Wire and wood,

Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Artists Connection
- Demonstrations of technique and technical assignments
- A field trip to view historic and contemporary examples
- Workshop by the Master Artisans.

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid-Term	Assignment	Attendance	End Term
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Weightage (%)	15	10	05	70
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Text

1. The Craft and Art of Clay (3rd Edition) (Paperback), Susan Petersen
2. Plaster of Paris: Techniques from Scratch **Paperback** – by Reid Harvey
- 3 The Art of Wire: Creative Techniques for Designer Jewelry **Paperback** – by J. Marsha Michler
- 4 Chris Pye's Woodcarving Course & Reference Manual: A Beginner's Guide to Traditional Techniques (Woodcarving Illustrated Books)

References:

- Making Marks: Discovering the Ceramic Surface by Robin Hopper
- Easy Wire Art: How to Make 21 Stylish & Decorative Projects by Susanne Schaad
- Sculpting in Wire (The Basics of Sculpture) by Cathy Miles

Additional Reading:

- Clay and Glazes for the Potter. Daniel Rhodes, Radnor, PA.: Chilton, 2000, Another "classic"
- Any other Study Material**
- Ceramics Monthly. 1609 Northwest Blvd., Columbus , Ohio 43212
"The world's most widely read ceramic arts magazine"
 - The Art of FantasyWire by Robin Wight





Course structure: B. Design FD - 14817

Course Title: Geometry in Fashion- I

Credit Units: 01

Course Level: UG

Course Code: BFD125

Course Objective- Basic Design provides the framework for understanding design as a new language by sensitizing students to the conceptual, visual and perceptual issues involved in the design process.

- To understand the basics elements, principles of design and composition
- To understand the theories of color and its impact on our lives.

Course Content: Geometry in Fashion

	Weight age (%)
Module I INTRODUCTION TO DESIGN	20
Descriptors/Topics <ul style="list-style-type: none">• Definition and meaning of design, importance of design, examples of design.• Fundamental elements of design in 2-D and their definitions; point, line, shape, form, space, texture, value, color and material.• Introduction to the principles of design in 2-D and 3-D unity, balance, symmetry, proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc.; use of grid, creating repetitive pattern.	
Module II CONCEPTS OF GEOMETRY	15
Descriptors/Topics <ul style="list-style-type: none">• Introduction to different 3-D forms and primitive forms, shapes and understanding the behaviour when combined. Transformation of 2D to 3D.	
Module III PRINCIPLES OF COMPOSITION	20
Descriptors/Topics <ul style="list-style-type: none">• Principles of composition using grids, symmetrical/ asymmetrical, rule of thirds, center of interest, and gestalts theory of visual composition.	
Module IV Material Choice	25





Descriptors/Topics <ul style="list-style-type: none">• Geometry helps the designers pick up the right fabric and designs for the project. The use of geometry starts from sketching and continues up to the finishing stage of a design.• Kirigami & Origami	
Module V Scale factor & Sizing	20
<ul style="list-style-type: none">• During careers in fashion designing, the scale factor is an important concept used to decide how much fabric will be required to compose the final clothing piece and pattern to sizing ratios.• In the scale factor concept, fashion designers make use of geometry to determine how much smaller the pattern would be than the final attire.	

Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Artists Connection
- Demonstrations of technique and technical assignments
- A field trip to view historic and contemporary examples
- Workshop by the Master Artisans.

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

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

Text

- Linda Holtzschue, understanding color, an introduction for designers, Van Nostrand Reinhold, Newyork, 1995.
- Hanks, A.David. Decorative Designs of Frank Lloyd Wright, Dover Publication, Inc. New York, 2003.
- Ching, Francis D. K Architecture Form, Space and Order, 3rd ed. Van Nostrand Reinhold New york 2007.





COURSE CURRICULUM

UG- I

Course Title: **Communication Skills-I**

	T	P	SW/ FW	TOTAL CREDIT UNITS
	0	0	0	2

Credit Units: 2

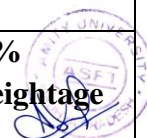
Course Code: NBCU141

Course Objective The course is intended to familiarize students with the basics of English language and help them to learn to identify language structures for correct English usage.

Prerequisites: NIL

Course Contents / Syllabus:

1.	Module I Essentials of English Grammar	30% Weightage
	<ul style="list-style-type: none"> • Common Errors • Parts of Speech • Collocations, Relative Pronoun • Subject-Verb Agreement • Articles • Punctuation • Sentence Structure- 'Wh' Questions 	
2.	Module II Written English Communication	30% Weightage
	<ul style="list-style-type: none"> • Paragraph Writing • Essay Writing 	
3.	Module III Spoken English Communication	30% Weightage
	<ul style="list-style-type: none"> • Introduction to Phonetics • Syllable-Consonant and Vowel Sounds • Stress and Intonation 	
4.	Module IV : Prose	10% Weightage





	<p>“Friends, Romans, Countrymen, lend me your ears” Speech by Marc Antony in Julius Caesar</p> <p>❖ Comprehension Questions will be set in the End-Semester Exam</p>	
5.	<p>Student Learning Outcomes: The students should be able to :</p> <ul style="list-style-type: none">• Identify Common Errors and Rectify Them• Develop and Expand Writing Skills Through Controlled and Guided Activities• To Develop Coherence, Cohesion and Competence in Oral Discourse through Intelligible Pronunciation.	
6.	<p>Pedagogy for Course Delivery:</p> <ul style="list-style-type: none">• Workshop• Group Discussions• Presentations• Lectures• Extempore	

Text:

Rosenblum, M. How to Build Better Vocabulary, London: Bloomsbury Publication
Verma, Shalini. Word Power made Handy, S. Chand Publications





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High School English Grammar & Composition by Wren & Martin

References: K.K.Sinha , Business Communication, Galgotia Publishing Company.

Additional Reading: Newspapers and Journals

Assessment/ Examination Scheme:

Theory Assessment (L&T):

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	NA	70%

ENVIRONMENTAL STUDIES-I





Course Code: **EVS142**

Credit Units: 02

	I	T	P / S	SW/ FW	TOTAL CREDIT UNITS
	2	0	0	0	2

Course Contents:

Module I: The Multidisciplinary Nature of Environmental studies and Environment

Environmental Education: Definition, scope, and importance, Need for public awareness, Environmental Agencies, Organisation and NGOs, Environment: Definition, importance, Segments. Case Studies related to environmental protection and role of teachers and students.

Module II: Natural Resources

Renewable and non-renewable resources:
Natural resources and associated problems

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources.

Equitable use of resources for sustainable lifestyles.

Module III: Ecosystems

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession

Food chains, food webs and ecological pyramids

Introduction, types, characteristic features, structure and function of the following ecosystem:

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

Module IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity





Biogeographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values Biodiversity at global, national and local levels

India as a mega-diversity nation, Hot spots of biodiversity

Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts, Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

Examination Scheme:

Components	CT	HA	S/V/Q	A	ESE
Weightage (%)	20	10	5	5	60

Text & References:

- Chauhan B. S. 2009: Environmental Studies, University Science Press New Delhi.
- Dhameja S.K., 2010; Environmental Studies, Katson Publisher, New Delhi.
- Smriti Srivastava, 2011: Energy Environment Ecology and Society, Katson Publisher, New Delhi.
- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India.
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopaedia, Jaico Publ. House, Mumbai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd. Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopaedia of Indian Natural History, Bombay Natural History Society, Bombay (R) Heywood, V.H & Weston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
- Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB) Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Wastewater treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB) Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

Course structure: Behavioural Allied Science -

Course Title: **Understanding Self for Effectiveness**

Credit

Units: 2

Course Level: UG Level

Course

Code: BSU143





Course Objectives:

This course aims at imparting an understanding of:

- Understanding self & process of self-exploration
- Learning strategies for development of a healthy self esteem
- Importance of attitudes and its effective on personality
- Building Emotional Competency

Course Contents:

Module I: Self: Core Competency

(2 Hours)

- Understanding of Self
- Components of Self – Self identity
- Self-concept
- Self confidence
- Self-image

Module II: Techniques of Self Awareness

(2 Hours)

- Exploration through Johari Window
- Mapping the key characteristics of self
- Framing a charter for self
- Stages – self-awareness, self-acceptance and self-realization

Module III: Self Esteem & Effectiveness

(2 Hours)

- Meaning
- Importance
- Components of self esteem
- High and low self esteem
- Measuring your self esteem

Module IV: Building Positive Attitude

(2 Hours)

- Meaning and nature of attitude
- Components and Types of attitude
- Importance and relevance of attitude

Module V: Building Emotional Competence

(2 Hours)

- Emotional Intelligence – Meaning, components, Importance and Relevance
- Positive and negative emotions
- Healthy and Unhealthy expression of emotions

Student learning outcomes

- Student will Develop accurate sense of self
- Student will nurture a deep understanding of personal motivation
- Student will develop thorough understanding of personal and professional responsibility
- Student will able to analyse the emotions of others for better adjustment.

Examination Scheme:





Evaluation Components	Attendance	Journal of Success (JOS)	Social Awareness Program (SAP) SAP Report/SAP Presentation	End Semester Exam	Total
Weightage (%)	5	15	20	60	100

Suggested Readings:

- Organizational Behaviour, Davis, K.
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lapiere, Richard. T – Social Change
- Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.
- Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

French syllabus - Programme d'études pour le français

All U.G. Programmes – Foreign Language

Français - I

Course Code: **FLU144**

02

Credit units:

Course Objective:

To familiarize students with the French language, with its phonetic system and its accents.





To enable students

- to greet someone in French
- to present and describe oneself and people
- to enter in contact, and begin a conversation
- to talk about one's family, tastes and preferences

Course Contents:

Dossiers 1, 2 – pg 5-24

Dossier 1 : Toi, moi, nous

Actes de Communication :

S'adresser poliment à quelqu'un, entrer en contact, se présenter, présenter quelqu'un, saluer, poser des questions simples pour connaître quelqu'un, épeler et compter

Dossier 2 : En famille

Actes de Communication :

Parler de sa famille, Décrire quelqu'un, exprimer ses goûts, écrire et comprendre un message court, inviter quelqu'un, exprimer la possession, la négation

Grammaire :

1. articles indéfinis, articles définis, masculin et féminin des noms et des adjectifs, pluriel des noms et des adjectifs
2. pronoms sujets et toniques, on, c'est/il est + profession,
3. masculin et féminin des adjectifs de nationalité
4. verbes- être, avoir, aller, 'er' groupe
5. l'interrogation – l'intonation, est-ce que, qui est-ce ? Qu'est-ce que? L'inversion ; où, comment, quand ; quel
6. la négation
7. adjectifs possessifs

Examination Scheme:

Composants	INTERNAL				EXTERNAL	GRA
	MID-SEM	VIVA-VOCE	ATTENDANCE	TOT	END SEMESTER	
Weightage (%)	20	15	5	40	60	100

Text & References:

Text:

Le livre à suivre:

- Andant, Christine et al. A propos A1 Livre de l'élève. Grenoble: Presses universitaires de Grenoble, 2010.
- Andant, Christine et al. A propos A1 Cahier d'exercices. Grenoble: Presses universitaires de Grenoble, 2010.

Références :

- Girardeau, Bruno et Nelly Mous. Réussir le DELF A1. Paris: Didier, 2010.





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B.DES FASHION DESIGN

SECOND SEMESTER

SLNO	Course Code	Course Title	Course Category	L	T	P	T
1	BFD201	Elements of Design – II	DSC	1	1	0	2
2	BFD202	Fundamentals of Textiles - II	DSC	1	1	0	2
3	BFD221	Pattern Making – II	DSC	0	1	1	2





4	BFD222	Fashion Art Illustration – II	DSC	0	1	1	2
5	BFD223	Introduction to Computer Application in Fashion Industry - I	MC	0	1	2	2
6	BFD224	Material Studies – II	DSE	0	0	1	1
7	BFD225	Geometry in Fashion – II	DSE	0	0	1	
8	BFD226	Introduction to Garment Manufacturing Techniques- II	DSM	0	1	1	2
9	NBCU241	Communication Skill-II	AEC	1	1	0	2
10	EVS 242	Environmental Studies – II	VAC	1	1	0	2
11	BSU243	Behavioral Science – II	VAC	1	1	0	2
12	Foreign Language – II		SEC	1	1	0	2
	FLU 244	French					
	FLU 245	German					
	FLU 246	Spanish					
	FLU 247	Japanese					
	FLU 248	Chinese					
13	NCBA204	Fashion Management-II	MT	1	1	0	2
TOTAL							23

ELEMENTS OF DESIGN – II

Course Title: Elements of Design – II

Course Code: BFD201

Credit Units: 02

Course Objectives: The students understand the elements and principles of design and then apply them practically in the rest of their subjects Aim of the course is to make students aware of the Principles to arrange the elements of design. As Principles of design can be used to describe and enhance the visual qualities of an artwork.

Course Contents/Syllabus:





	Weightage%
Module I Using the elements of Design with Principles of Design	15
Descriptors/Topics Principles of Design - Meaning, Classification & Application.	
Module II Balance symmetrical, asymmetrical, and radial balance	10
Descriptors/Topics Meaning classification and theoretical and practical application of balance	
Module III Proportion good and bad proportion	10
Descriptors/Topics Meaning classification and theoretical and practical application of Proportion	
Module IV Rhythm Three properties of rhythm, regular, flowing and progressive.	15
Descriptors/Topics Meaning classification and theoretical and practical application of Rhythm	
Module V Emphasis (with the help of elements line ,shape, color)	15
Descriptors/Topics Meaning classification and theoretical and practical application of Emphasis	
Module VI: Harmony (unity, variety)	15
Meaning classification and theoretical and practical application of Harmony	
Module VII: Different types of designs	20
Descriptors/Topics Traditional & Contemporary, Stylized & Naturalistic, Floral & Geometrical, Abstract & Replicas. Meaning , theoretical and practical application of different types of designs .	

Student Learning Outcomes:

- Identify different principles of design
- Create art work using their acquired imaginative skills.
- Analyze basic principles and create their own designs





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- Ability to apply principles of composition, cropping, the negative space, and effective use of color when drawing.

Pedagogy for Course Delivery:

- Lecture
- Studio work
- Power Point Presentations

Lab/ Practicals details, if applicable: NA

List of Experiments: NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100		Theory

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weightage (%)	-	15	10	5	70

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination		
Components (Drop down)							
Weightage (%)							

Text

- Jenkyn Jones Sue, Fashion design
- Ellinwood Janice G, Fashion by Design
- Gail Greet Hannah, Elements of design
- Wong Wucius, Principles of Form and Design
- Riley Noël, Bayer Patricia, *The elements of design*.
- Lidwell William, Holden Kritina, Butler Jill, **Universal principles of design: 100 ways to enhance usability**

References:

- Anderson Donald M., Elements of design
- Kostellow Rowena Reed, Elements of design





- Oei Loan, Cecile Kegel De, The elements of design: rediscovering colors, textures, forms, and shapes
- Wolfe Mary Gorgen, Fashion
- Strazzari Suzanne, Trevallion Deborah, Design and technology
- Tate Sharon Lee, Edwards Mona S., Inside *fashion design*
- Gatto Joseph A. , Elements of design

Additional Reading:

-
-

Any other Study Material:

-
-
-

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:

	Weightage %
Module I: Weaving process	25
Descriptors/Topics Definition, Loom – Types, parts & various motions of loom. Types of weaves – Basic and Decorative, Preparation of samples of different weaves Selvage, Identifying warp and weft; face and back of a fabric, defects	





Module II: Knitting process	25
Descriptors/Topics 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	
Module III: Other fabric formation technique	25
Introduction to other fabric manufacturing methods like braiding, felting, lacemaking, bonding etc and their applications.	
Module VI: Identification of Fabrics	25
Descriptors/Topics Preparation of fabric swatch file, PPI/EPI Calculation	

Examination Scheme:

Components	CT	P1	A	EEI
Weightage (%)	10	15	5	70

Text & References:

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 Enery, Primary structure of Fabrics
- By Harris, 5000 years of Textiles
- By Duncal Clarke, Art of African Textiles
- Images and Apparel Online





FLAT PATTERN MAKING-II

Course Title: Flat Pattern Making-II

Course Code: BFD221

Credit Units: 02

Course Objectives:

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

Course Contents/Syllabus:

	Weightage
Module I Torso draft (Dresses without waistline seams)	20
Descriptors/Topics	





<ul style="list-style-type: none">• Combined bodice and skirt to produce torso draft• Close fitting dress block, Torso Front and Torso Back. (Sheath silhouette)• Semi fitted dress block (Shift silhouette)• Straight line dress block (Box fitting silhouette)	
Module II; Pattern Making for Children Wear	
Descriptors/Topics <ul style="list-style-type: none">• Child Basic Blocks, Front and Back• Basic Sleeve• Basic Skirt	20
Module III Dart manipulation and Designing with Darts	
Descriptors/Topics <ul style="list-style-type: none">• Other forms of suppression dart folds, dart tucks, gathers, pleats, flares etc.• Development of styles through dart manipulation; Single Dart Series, Double Dart Series.• Connecting darts to create seam lines e.g. princess line and other style developments• Graduated darts, Radiating darts, Parallel darts, Asymmetric darts, Intersecting darts.	20
Module IV Types of skirts :	
Descriptors/Topics <ul style="list-style-type: none">• Flared skirts based on basic patterns (darts converted into flares)• Skirts with gathered waistline; Gored skirts; Godet skirt• Pleated skirt – Knife and box pleats,• Circular skirts – Full circular skirt, half circular skirt• Yoked skirt-Hip Yoke	20
Module V Categories and types of sleeves	
<ul style="list-style-type: none">• Set in sleeves-Puff , Lantern, Bishop, Leg-o- mutton• Grown on sleeves-Kimono, Dolman ,Raglan	20

Student Learning Outcomes:

By the end of this course, students will be able to:

- Acquire knowledge and skills to develop advance patterns using basic slopers.
- Apply pattern making skills to test fit patterns in muslin to standard dress forms.
- Demonstrate an understanding of creating accurate blocks in line with current industry practice
- Apply the knowledge of basic pattern making to develop creative patterns

Pedagogy for Course Delivery:

- Tutorial and Practical
- Demonstration

Lab/ Practicals details, if applicable:

List of Experiments:

Developing Patterns using Flat Pattern Technique:

- Adult Dress without waistline seam
- Child's Dress Block with Sleeve
- Development of styles through dart manipulation
- Patterns of skirts
- Patterns of sleeves





Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
N/A	100%	Practical

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)					
Weightage (%)					

Lab/ Practical/ Studio Assessment:

Components (Drop down)	Continuous Assessment/Internal Assessment				End Term Examination
	C	CT	P	A	EE
Weightage (%)	-	10	15	5	70

Text Reading:

- Aldrich Winifred, Metric pattern Cutting for Children's Wear and Babywear
- Holman Gillian, Pattern cutting made easy
- Cooklin Gerry, Pattern cutting for women's outerwear
- Armstrong, Pattern making for fashion design

References:

- Zarapkar, Pattern Cutting
- Carolyn Norma, Pattern- Making
- Mortimer Gloria, Pattern designs for children clothes
- Cloake, Cutting & Draping special occasion clothes
- Brooks Lark, Every sewer's guide to perfect fit

Additional Readings





FASHION ART ILLUSTRATION – II

Course Title: Fashion Art Illustration – II

Course Code: BFD222

Credit Units: 02

Course Objectives:

The students will learn the basic skills of figure drawing and proportions, they now start working on male & female crouqi and experimenting with different color mediums to exhibit the desired fabric texture.

Course Contents/Syllabus:

Module I Sketching of block and Flesh Figures	20
Descriptors/Topics	
Front view, Back view, 3/4th view, and Side view	
Module II Tilted figures	15





Descriptors/Topics The basic block and flesh figures, sketching of nude figures with pencil- front pose, back pose, one fourth turned, half turned, three- fourth turned etc	
Module III Movement fashion figures (female)	15
Descriptors/Topics Concept of movement in figures- Arms and legs	
Module IV: Faces and hairstyles (female)	15
Descriptors/Topics Drawing of various facial features & hairstyles in relation to garments	
Module V Draping of different types of Dresses in Varying Silhouettes	15
Descriptors/Topics Draping of casual and formal dresses using various silhouettes like triangular, inverted triangular, bouffant, square or rectangular	
Module VI Use of textures & colour Mediums	20
Descriptors/Topics Use of textures and its use in illustrating different fashion garments .e.g. Silk, Satin, Cottons, Denims, Chiffons, Crepes, Georgettes, Organza, Jute etc.	

Student Learning Outcomes:

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

- Understanding and drawing male & female fashion figures
- Drape fashion croqui using various color mediums.
- Illustrate and drape fashion croqui of male & female.

Pedagogy for Course Delivery:

- Studio work
- Power Point Presentations

Lab/ Practicals details, if applicable:

List of Experiments:

- Drawing various hairstyle, facial expressions.





- Drawing various Postures
- Draping of different types of Dresses in Varying Silhouettes
- Use of textures & colour Mediums on various fashion figures
- Sketching of block/ Flesh figures
- Sketching of movement / tilted figures
- Draping of male & female croqui with various styles of fashion garments

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
NA	100	Practical

Lab/ Practical/ Studio Assessment:

Components (Drop down)	Continuous Assessment/Internal Assessment				End Term Examination
	C	CT	P	A	EE
Weightage (%)	-	15	10	5	70

Text Reading:

Text:

- Abling Bina , Fashion sketch book
- Ireland . J Partick , Introduction to fashion design
- Allen , Fashion Drawing – The Basic Principles

References:

-

Additional Reading:

- Basic figure drawing and sketching
- Gersten Rita, Innovative fashion sketching
- Abling Bina, Model drawing
- Pepin Press, Figure Drawing for Fashion Design
- Hudsan Thames, Rendering with Pen & Ink
- Packer, William Fashion Drawing in Vogue
- Abling Bina , Advanced Fashion sketch book

Any other Study Material:





COMPUTER APPLICATIONS IN FASHION INDUSTRY – II

Course structure: B.Design FD - 14817

Course Title: Computer Applications in Fashion Industry– II Credit Units: 02

Course Level: UG Course Code: BFD223

Course Objectives: This course introduces students to computers and their importance in the present world. Fundamentals of computers are learned through lectures and practical assignments to develop an intuitive sense of how computers can be used efficiently.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Introduction to Adobe Photoshop	25
Descriptors/Topics <ul style="list-style-type: none">• Functions of Tools & Working on layers	





Module II: Photo-editing & its usage	25
Descriptors/Topics <ul style="list-style-type: none">• Image Adjustment• Transformation• Object Marge	
Module III: Masking	25
Descriptors/Topics <ul style="list-style-type: none">• Layer Masking, Clipping Masking, Vector Masking, Gradient Masking	
Module IV: 3D Shape	25
Descriptors/Topics <ul style="list-style-type: none">• 3D Extrude & Bevel• Creating Symbols from Artwork• Mapping Symbols onto 3D Objects• Lighting and Shadows for 3D Object	
Module V: Typographic Design	25
Descriptors/Topics <ul style="list-style-type: none">• About type• Creating a clipping mask from type• Creating type on a path• Warping point type• Designing paragraphs of type	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Remember the basics of adobe photoshop and illustrator software.
- Understand the different types of file extensions used in the software.
- Apply the various tools and techniques to develop the various design with the help of software.
- Analyze the difference between the vector image and the graphic image.
- Evaluate the difference in masking.
- Create different types of typography in design.

Pedagogy for Course Delivery:

- **Blended Learning**
- **Informed Learning**
- **Demonstrations**

Lab/Practical details, if applicable:

List of Experiments:

- **Create photo editing sheets using different techniques.**
- **Apply the masking process.**
- **Create the photo adjustment and transformation.**





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- Apply 3D shapes on the object and create the patterns and objects.
- Create typing and varieties.

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
NA	100	Practical

Lab/ Practical/ Studio Assessment:

Components (Drop down)	Continuous Assessment/Internal Assessment			End Term Examination
	C CT	P	A	EE
Weightage (%)	15	10	5	70

Text & References:

Texts:Illustrator for beginners-by Tastytuts (e-book)

- Illustrator workshop by Jeff (e-book)
- Triedman and Cullan, Colour Graphic

References:

- Triedman and Cullan, Colour Graphic





Course structure: B.Design FD - 14817

Course Title: **Geometry in Fashion- II**
01

Credit Units:

Course Level: UG

Course Code: BFD225

- Course Objective- The objectives of this course are to study these inherent properties of form and space through understanding relationships of lines, surfaces and solids
- This course will enable understanding basic geometric relationships, both 2D and 3D, through a process of exploration and analysis.

Course Content:

	Weight age (%)
Module I Golden Ratio	20
Descriptors/Topics <ul style="list-style-type: none">• Introduction of Golden Ratio, Definition and importance with example• Practical application of Golden Ratio	
Module II Typography Design	15





Descriptors/Topics	
<ul style="list-style-type: none"> • Definition and meaning of Typography, importance and example of Typography. • Practical application of Typography 	
Module III Abstract Design	20
Descriptors/Topics	
<ul style="list-style-type: none"> • Definition and meaning of Typography, importance and example of Typography • Introduction to different 3-D forms and primitive forms, shapes and understanding the behaviour when combined. Transformation of 2D to 3D 	
Module IV Mosaic Design	25
Descriptors/Topics	
<ul style="list-style-type: none"> • Definition and meaning of Mosaic, importance of Mosaic and example. • Background study of Mosaic and Practical implementation 	

Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Artists Connection
- Demonstrations of technique and technical assignments
- A field trip to view historic and contemporary examples
- Workshop by the Master Artisans.

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

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

Text

- Linda Holtzschue, understanding color, an introduction for designers, Van Nostrand Reinhold, Newyork, 1995.
- Hanks, A.David. Decorative Designs of Frank Lloyd Wright, Dover Publication, Inc. New York, 2003.
- Ching, Francis D. K Architecture Form, Space and Order, 3rd ed. Van





Nostrand Reinhold New york 2007.

Course structure: B.Design FD - 14817

Course Title: **Introduction to Garment Manufacturing**

Course Code: BFD226

Techniques -II

Course Level: UG

Credit Units: 02

Course Objectives:

The study of this course develops understanding of sewing techniques in relation to the garment construction

Course Contents/Syllabus:

	Comments (if any)
Module I Introduction to sewing machine and machine practice	10
Descriptors/Topics <ul style="list-style-type: none">• Parts of sewing machine• Faults and rectification• Machine practice on paper and fabric	
Module II Basic hand stitches and Seams	10
<ul style="list-style-type: none">• Basic hand stitches Temporary and Permanent Basting , Hemming -visible and invisible, Running, Buttonhole, Backstitches –full, half, prick , Slip stitch Seams : Superimposed seam, Lapped seam, French seam, Run and fell seam, Bound seam	
Module III Fabric manipulation like gathers, pleats and tucks	10
Descriptors/Topics <ul style="list-style-type: none">• Gathers• Pleats – Knife, Box, Kick pleats• Tucks- Pin, Space, Cross, Shell and Release	
Module IV Necklines	20





Descriptors/Topics	
<ul style="list-style-type: none"> • Various kinds of necklines, stitches and trimmings used for various shapes. • Use and differences between the basic methods used for finishing necklines • Shaped facing, Bias facing and Piping. 	
Module V Plackets & Pockets	25
Descriptors/Topics	
<ul style="list-style-type: none"> • Plackets -Shirt Placket, Wrap and projection placket, Continuous placket, • Pockets– Construction and size specifications; Flap pocket, Welt pocket, Side seam pocket and cross pockets. 	
Module VI Construction of collars	25
Descriptors/Topics Gents shirt collar, Shawl collar	

Student Learning Outcomes:

By the end of this course, students will be able to:

- Execute and choose various seams according to the nature of fabric and design
- Demonstrate better skills at controlling sewing machine.
- Acquire better knowledge and manual dexterity at hand stitches
- Acquire knowledge of sewing terminology and its application to garment construction

Pedagogy for Course Delivery:

Demonstrations

Informed learning

Blended learning

Lab/ Practicals details, if applicable:

List of Experiments:

- To prepare paper practice samples on sewing machine
- To prepare samples of Basic Hand Stitches
- To construct sample with Gathers, Pleats and Tucks
- To construct necklines with different finishing methods
- To construct various types of plackets & pockets
- To construct different types of collars

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
	100	Practical

Lab/ Practical/ Studio Assessment:





Components (Drop down)	Continuous Assessment/Internal Assessment				End Term Examination
	C(Presentation)	CT (class Test)	P (Project)	A (Attendance)	EE
Weightage (%)	-	15	10	5	70

Text & References:

Text:

- Complete Guide to Sewing , Reader's Digest
- Wood Dorothy, The Practical Encyclopedia of Sewing

References:

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

Additional Readings:

-

Any other Study Material





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B.DES FASHION DESIGN

THIRD SEMESTER							
SLNO	Course Code	Course Title	Course Category	L	T	P	T
1	BFD301	History of Fashion-I	DSC	1	1	0	2
2	BFD302	Fashion Forecast-I	DSM	1	1	0	2
3	BFD303	Introduction to Fabric Dying Technique- II	DSE	1	0	0	1
4	BFD304	Surface Ornamentation Technique-I	DSE	1	0	0	
5	BFD321	Pattern Making & Grading-I	DSM	0	1	2	3
6	BFD322	Fashion Art Illustration-III	DSC	0	1	1	2
7	BFD323	Introduction to Computer Application in Fashion Industry - I	MC	0	1	1	2
8	BFD326	Garment Construction-I	DSC	0	1	1	2
9	NBCU341	Communication Skill-III	AEC	1	1	0	2
10	BSU 343	Behavioral Science-III	VAC	1	1	0	2
11	Foreign Language – III		SEC	1	1	0	2
	FLU 344	French					
	FLU 345	German					
	FLU 346	Spanish					
	FLU 347	Japanese					
	FLU 348	Chinese					
12	CBA304	Fashion Communication & marketing - I	MT	1	1	0	2





TOTAL				22
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Course structure: B.Design FD - 14817

Course Title: **History of Fashion- I**

Credit Units: 02

Course Level: UG

Course Code: BFD301

Course Objectives: This course introduces students to computers and their importance in the present world. Fundamentals of computers are learned through lectures and practical assignments to develop an intuitive sense of how computers can be used efficiently.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Origin of Clothing Theories	25
Descriptors/Topics <ul style="list-style-type: none">• Introduction of Clothing, Classification of clothing, and function of clothing• Protection, Modesty and Adornment of clothing	
Module II: Prehistoric Era	25
Descriptors/Topics <ul style="list-style-type: none">• Detailed study of , significant developments, art and craft, textiles and dyes, prints and colors, costumes and accessories of Indus valley civilization	
Module III: Ancient India	25
Descriptors/Topics <ul style="list-style-type: none">• Detailed study of , significant developments, art and craft, textiles and dyes, prints and colors,, costumes and accessories of Mauryan and kushan period.	
Module IV: Medieval India	25
Descriptors/Topics <ul style="list-style-type: none">• Detailed study of , significant developments, art and craft, textiles and dyes, prints and colors,, costumes and accessories of Gupta and Mughal.	
Module V: Modern India	25





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Descriptors/Topics <ul style="list-style-type: none"> Detailed study of , significant developments, art and craft, textiles and dyes, prints and colors,, costumes and accessories during and after British rule . 	
Module VI: Costume of India	
Descriptors/Topics <ul style="list-style-type: none"> Costumes of different states of India 	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Recognize art and craft, textiles and dyes, prints and colors of different periods of Indian history
- Analyze the significant developments of history and its influence on fashion.
- Design costumes based on their acquired knowledge in the contemporary context.
- Understand the style feature of fashionable version accessories.
- Evaluate the basic themes, concepts, chronology, and the scope of Indian History of Fashion.
- Create the historical costume.

Pedagogy for Course Delivery:

- Blended Learning
- Informed Learning
- Demonstrations

Lab/Practical details, if applicable:

List of Experiments:

- Create the Logbook of Indian history.
- Make the dress with the help of paper/ waste fabric for understanding the silhouette of the garments.

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

Texts:

Alkazi Roshan, Ancient Indian Costumes
 Blanche Dayne, The history of costume

References:

Peacock John, The chronicle of Western Costumes
 Illustrated Encyclopedia of Costume and Fashion





Course structure: B.Design FD - 14817

Course Title: **Fashion Forecast-I**

Credit Units: 02

Course Level: UG

Course Code: BFD302

Course Objective:

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

Course Contents:

	Weight age %
Module I Fashion Forecasting Process	20
Introduction to Fashion; Fashion Trends; Fashion Forecasting; Forecasting in Apparel Planning and Scheduling, Consumer Profiles & Role in Forecasting	
Module II: Introducing Innovation	25
Characteristics of an Innovation; the Consumer Adoption Process; Fashions, Fads, and Classics; Consumer Segmentation, Fashion Capital	
Module III: Study of trends, color forecasting& textile forecasting	25
Design Sources- Historic inspirations, Folk influences, Vintage clothing shops, Museums, Libraries and bookstores, Arts, Fabrics/Textiles, Travel, Form follows function Fashion services – Collection reports, Trend books, consulting, Color services, Television/Video services , News letter services, Web sites, Directories and reference books, Fashion Magazines and news papers, Catalogs. Trend forecast, Color forecast, Textile Forecast	
Module IV Market research	20
Sales forecast, survey, market research, questioner, market environment	
Module V: Preparation of fashion forecast for different seasons	10
Presentation of designs	

Student Learning Outcomes:

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

- Concept of Fashion Forecasting & its relevance.
- Know-how of Fashion Forecasting tools
- Creation of Story board
- Brain storming through magazines, Fashion literature.

Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Fashion Magazines
- Fashion Shows
- Exhibitions/ International Seminars





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

References:

- Inside fashion design
- Simplicity
- Encyclopedia of fashion detail
Femina, Elle, FNL, Apparel views to cons

Additional Reading:

•

Any other Study Material:

Course structure: B.Design FD - 14817

Course Title: Introduction to Fabric Dying Techniques-I

Units: 01

Course Level: UG

Credit





Course Code: BFD303

Course Objectives: This course is designed to encourage students to explore various unconventional creative techniques and to apply these techniques to produce a product i.e. clothing/furnishing. Students will learn to dyeing techniques where they will record their research, problem solving and manufacturing process and evaluate their work through presentation.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Introduction to Dyeing & Printing	25
Descriptors/Topics Definition, History of dyes, Introduction to traditional resist-dyed textiles from different regions of India	
Module II: Classification of dye-stuff and its properties	25
Descriptors/Topics Natural - (a) Vegetable (b) Animal (c) Mineral Synthetic dyes - Acid dyes, direct dyes, reactive dyes, Vat dyes, Sulphur dyes, Azoic dyes.	
Module III Stages of Dying & Dying defects	25
Descriptors/Topics Dyeing at Fibre Stage. Dyeing at Yarn Stage .Dyeing at Fabric Stage. Dyeing at Product Stage. Union Dyeing. Cross Dyeing. Dyeing Defects- Barre · Bleeding · Crease Mark · Crocking · Cross Bar · Dye Spot · Fading · Off Shade; Shade Bar; Shade Variation	
Module IV: Styles of Printing	15
Descriptors/Topics Styles of printing – direct style, dyed, resist style, discharge style and raised style Special printing procedures- Polychromatic dyeing, Transfer printing, Carpet printing, Flock printing Finishing and after treatment of printed goods at cottage and industrial level.	
Module V: Methods of Printing	15
Descriptors/Topics Engraved Roller printing; Screen printing; Stencil printing; Block printing; Spray printing	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Define and identify the various production process of dyeing & printing.
- To learn the process involved in Dyeing & printing.
- To gain Knowledge of evolution of dyeing & printing process.

Pedagogy for Course Delivery:

- Power point presentation
- Videos/animated files of various processes involved.
- Field Based Learning
- Case Based Learning





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Lab Practical's details, if applicable:

List of Experiments:

- Create the Swatch file of the dyeing,
 - Visual test of fabric
- Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

Texts:

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

References:

- Gilow J, World Textiles.
- Tortora P, Understanding Textiles.
- Kadolph & Langford, Textiles.





Course structure: B.Design FD - 14817

Course Title: Surface Ornamentation Techniques-I

Credit Units: 01

Course Level: UG

Course Code: BFD304

Course Objectives: Students gain the knowledge about methods of surface ornamentation techniques.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Introduction to various methods of surface ornamentation techniques	25
Descriptors/Topics <ul style="list-style-type: none">Embroidery and painting tool, embroidery threads and their classification, selection of threads, needle and cloth, brushes, spatula, tracing techniques, ironing and finishing of embroidered and painted articles	
Module II: Basic hand and machine embroidery	25
Descriptors/Topics <ul style="list-style-type: none">Variation of running stitch, back stitch, chain stitch, lazy daisy stitch, buttonhole stitch, feather stitch, herringbone stitch, knot stitch, satin stitch, cross stitch	
Module III: Introduction to different art form	25
Descriptors/Topics <ul style="list-style-type: none">Embroidery, Lipen Art, Batik, Block Printing, Mirror work, Applique work, Patch work, etc.	
Module IV: Introduction to traditional painting	
Descriptors/Topics <ul style="list-style-type: none">Warli painting, Madhubani painting. Tribal art and Kalamkari, etc.	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Remember the basic elements of embroidery and painting.
- Understand the importance basic embroidery stitches.
- Apply the importance of traditional embroidery in fashion industry.
- Analyze the importance of Indian Art form.
- Evaluate the warli and madhubani and kalamkari painting.
- Create about different art and craft museum.

Pedagogy for Course Delivery:

- Power point presentation
- Videos/animated files of various process involved.





- Field Based Learning
 - Case Based Learning
- Lab Practical's details, if applicable:

List of Experiments:

- Create the Swatch file of embroidery and painting.

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

Texts:

- ShailaijaD.Naik, Traditional Embroideries of India
- Rakesh Kumar, Encyclopedia of Indian Paintings
- KapilaVatayayan, Embroidery in Asia Sui Dhaga,

References:

Sudha Satyawadi, Unique art of Warli Painting
Bharti Dayal, Madhubani Art: Indian Art Series





Course Title: Pattern Making and Grading – I

Course level: UG

Course Code: BFD321

Credit Units: 03

Course Objective:

This part of pattern making course enables students to learn about details of construction of patterns for important and most commonly worn women's garments like saree blouse and its variations, kurta, churidar etc.

The course also gives an insight into design feature like pleats, seams, cuffs etc.

Course Contents:

	Weight age %
Module I: Style lines and Added fullness	20
Princess-lines; Mid Armhole princess line ,Mid Shoulder princess line, Princess line in Torso. Designing with added fullness; Fullness at a semi-yoke above bust, Fullness to a dart leg	
Module II: Drafting of Yokes ,waistbands & cuffs	10
Skirt with hip yoke and waistband Blouse with shoulder yoke Top with Midriff and cuff	
Module III: Drafting of sari blouse	15
Four dart, katori, princesses line, choli cut, long blouse	
Module IV: Drafting of Kurta/ female shirt	15
Semi fitted or fitted with neckline and style line variations	
Module V	15
Drafting of six gore petticoat Drafting of salwar/chudidar/parallel	
Module VI Grading	10
Introduction to Grading, History, Sizes & Measurement Sizes & Development, Importance of grading, Methods of grading- Stack and Track, methods, Different types of grading- horizontal, vertical and diagonal	
Module VII: The Master Grades (Manually and Computerized)	15
Grading of adult bodice block- front and back, and sleeve .	

Student Learning Outcomes:

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

- Identify and creation of different seams, stitches and pleats
- Knowledge of grading
- Manually and computerized grading of basic blocks and sleeve.
- Modifications in basic silhouettes of skirts, sari blouse, kurta etc.
- Pattern construction of various garment styles.

Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning





- small-group work/discussion
 - Visit of professional tailor boutiques
- Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
	100	Practical

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-	-	-	-	-

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-	15	10	5	70

Text & References:

Text:

- By Gillian Holman, Pattern cutting made easy
- By Winifred Aldrich, Metric Pattern Cutting
- By Gerry Cooklin, Pattern Grading for Women's Clothes

References:

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

Additional Reading:

Course structure: B.Design FD - 14817

Course Title: Fashion Model Drawing – III

Course Level: UG

Course Code: BFD322

Credit Units: 02

Course Objective:

Advancement of the second semester program. Now that students are perfect with female croquis they now start working with male croquis. After their perfection they start working in their own stylized form.

Course Contents:





	Weight age %
Module I Stick Figures	20
Sketching of Stick figures in different poses	
Module II: Sketching of male block/ Flesh figures	20
Front view, Back view, 3/4 th view and Side view	
Module III: Male Movement fashion figures	20
Arms and legs movements, Faces and hairstyles	
Module IV: Use of textures	20
Use of textures and its use in illustrating different fashion garments. e.g. Silk, Satin, Cottons, Denims, Chiffons, Crepes, Georgettes, Organza, Jute etc.	
Module V: Designing of Casual & Formal dress for Adults (Male & Female)	20
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	

Student Learning Outcomes:

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

- Sketching of Basic croquis
- Drawing of Male, female different poses with arm movements to shoe fit of the garment.
- Analysis of different type of textures of fabric & interpretation of same on sketch.

Pedagogy for Course Delivery:

- Power point presentations
- lectures
- **informed learning**
- small-group work/discussion
- Sketching techniques videos

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
	100	Practical

Theory Assessment (L&T):





Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-				

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-	15	10	5	70

Text & References:

Text:

- Introduction to fashion design by Patrick John Ireland
- By Pepin Press, Figure Drawing for Fashion Design

References:

- By Bina Abling, Fashion sketch book
- Basic figure drawing and sketching
- By Rita Gersten, Innovative fashion sketching
- By Bina Abling, Model drawing
- By Modezcichnen Mit Markern, The use of markers in fashion illustrations
- Catalogues-New Look, Moda, Simplicity, Couture Asia

Additional Reading:

-

Any other Study Material:

Course structure: B. Design FD - 14817

Course Title: **Introduction to Computer Applications in Fashion Industry– III**

Credit Units: 02

Course Level: UG

Course Code: BFD323

Course Objectives: This course introduces students to computers and their importance in the present world. Fundamentals of computers are learned through lectures and practical assignments to develop an intuitive sense of how computers can be used efficiently.





Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Introduction to Adobe Illustrator	25
Descriptors/Topics <ul style="list-style-type: none">• Functions of Tools & Working on layers	
Module II: Flat Sketching	25
Descriptors/Topics <ul style="list-style-type: none">• Creating a Flat sketch with details.• Category-wise flat sketching	
Module III: Patterns	25
Descriptors/Topics <ul style="list-style-type: none">• Creating and Applying Pattern Swatches• Scaling and Rotating Patterns• Working with Layers• Align Panel	
Module IV: Digital Illustration	25
Descriptors/Topics <ul style="list-style-type: none">• Fashion croque, fur, hair, glitter effect, prints developing on the dress, different fabric textures.	
Module V: Rendering effects along tutorials	25
Descriptors/Topics <ul style="list-style-type: none">• Creating effects, mesh with color, using brushes, fills, outlines, etc.	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- To remember the basics of adobe illustrator software.
- To understand the different types of file extensions used in the software.
- To apply the various tools and techniques to develop the various design with the help of software.
- Analyze the difference between rendering and filters.
- Evaluate the difference between flat and digital illustration.

- To create the different types of posters, pamphlets, and garments as a final project.

Pedagogy for Course Delivery:

- **Blended Learning**
- **Informed Learning**
- **Demonstrations**

Lab/Practical details, if applicable:

List of Experiments:

- **Create flat sketches using different techniques.**
- **Create the patterns in different layering.**
- **Create fashionable croque with garments.**
- **Create the garment components on the digital croque like fur, hair, prints, etc.**





- Apply the rendering effects.

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
The weight age (%)	15	10	05	70

Text & References:

Texts:

- Illustrator for beginners-by Tastytuts (e-book)
- Illustrator workshop by Jeff (e-book)
- Triedman and Cullan, Colour Graphic
-

References:

- Triedman and Cullan, Colour Graphic

Course structure: B. Design FD - 14817

Course Title: **Garment Construction – I**

Course Code: BFD326

Course Level: UG

Credit Units: 02

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

Course Contents:

	Weight age %
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Module I: Construction of Sari Blouse (Cotton)	20
Construction of Sari blouse with lining (Silk)&Six gore Petticoat	
Module II	20
Construction of female shirt/kurta with salwar/ chudidar	
Module III	20
Construction of Ethnic wear Suit with Salwar ,Ready to wear Sari (for Ethnic) Fusion wear using style lines /added fullness	
Module IV	20
Construction of One piece/Cocktail dress	
Module V	20
Construction of children wear A-line frock, Formal frock with panty, Romper	

Student Learning Outcomes:

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

- Construction of ethnic dresses i.e- sari.
- Construction of fusion wear.
- Construction of six gores Petticoat.

Pedagogy for Course Delivery:

- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Visit of professional tailor boutique- specifically Indian dresses.

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
	100	Practical

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment	End Term Examination
-------------------------------------------	----------------------





Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-	-	-	-	-

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-	15	10	5	70

Text & References:

Text:

- By Reader's Digest, Complete Guide to Sewing

References:

- Step by step dress making course by Leila Aitkin,
- Pattern Cutting by Zarapkar
- Introduction to clothing production management by A J Chuter
- Pattern making for fashion design by Armstrong

Additional Reading:

•

Any other Study Material:

COURSE CURRICULUM

Course Title: Communication Skills-III

Course Code: NBCU341

Course Level: UG

Course Code: 2

Course Objective:

To emphasize the essential aspects of effective written communication necessary for professional success.

Prerequisites: NIL





Course Contents / Syllabus:		
1.	Module I Vocabulary	35% Weight age
	<ul style="list-style-type: none">• Spellings• Define Vocabulary• Significance of Vocabulary• One Word Substitution, Synonyms & Antonyms and Idioms & Phrases• Define and Differentiate Homonyms, Homophones and Homographs• Vocabulary Drills• Foreign Words	
2.	Module II Formal Letter Writing	35% Weight age
	<ul style="list-style-type: none">• Block Format• Types of Letters• E-mail• Netiquette	
3.	Module III Business Memos	20% Weight age
	<ul style="list-style-type: none">• Format & Characteristics	
4.	Module IV Literature	10% Weight age
	<ul style="list-style-type: none">• Stench of Kerosene-Amrita Pritam (Short Story)• A Flowering Tree-A.K. Ramanujan (Short Story)• The Gift of the Magi- O. Henry (Short Story)• Indian Weavers – Sarojini Naidu (Poem)	
5.	Student Learning Outcomes: The students should be able to write correctly and properly with special reference to Letter writing.	





6.	Pedagogy for Course Delivery: <ul style="list-style-type: none">• Workshop• Group Discussions• Presentations• Lectures	
7.		

Text: Rai, Urmila & S.M. Rai. *Business Communication*, Mumbai: Himalaya Publishing House, 2002.

K.K.Sinha, *Business Communication*, Galgotia Publishing Company.

Reference: Sanjay Kumar & Pushp Lata, *Communication Skills*, Oxford University Press.

Additional Reading: Newspapers and Journals

Theory Assessment (L&T):

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100%	NA	70%

Components (Drop down)	CIE	Mid Sem	Attendance	End Term Examination
Weightage (%)	10%	15%	5%	70%





COURSE CURRICULUM

Course Title: **Problem Solving and Creative Thinking** **Credit Code: 2**

Course Level: UG **Course Code:** BSU343

Course Objectives:

To enable the students:

- Understand the process of problem solving and creative thinking.
- Facilitation and enhancement of skills required for decision-making.

Course Contents:

Module I: Thinking as a tool for Problem Solving

(2 Hours)

- What is thinking: The Mind/Brain/Behavior
- Critical Thinking and Learning:
 - Making Predictions and Reasoning
 - Memory and Critical Thinking
 - Emotions and Critical Thinking
- Thinking skills

Module II: Hindrances to Problem Solving Process

(2 Hours)

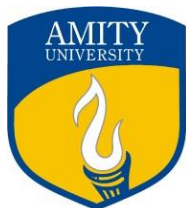
- Perception
- Expression
- Emotion
- Intellect
- Work environment

Module III: Problem Solving

(2 Hours)

- Recognizing and Defining a problem
- Analyzing the problem (potential causes)
- Developing possible alternatives
- Evaluating Solutions
- Resolution of problem
- Implementation
- Barriers to problem solving:
 - Perception
 - Expression
 - Emotion
 - Intellect
 - Work environment





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Module IV: Plan of Action

(2 Hour)

- Construction of POA
- Monitoring
- Reviewing and analyzing the outcome

Module V: Creative Thinking

(2 Hours)

- Definition and meaning of creativity
- The nature of creative thinking
 - Convergent and Divergent thinking
 - Idea generation and evaluation (Brain Storming)
 - Image generation and evaluation
 - Debating
- The six-phase model of Creative Thinking: ICEDIP model

Student learning outcomes

- Student will be able to understand and solve the problems effectively in their personal and professional life.
- Students will outline multiple divergent solutions to a problem,
- Student will able to create and explore risky or controversial ideas, and synthesize ideas/expertise to generate innovations.

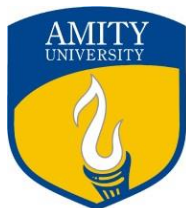
Examination Scheme:

Evaluation Components	Attendance	Journal of Success (JOS)	Social Awareness Program(SAP) SAP Report/SAP Presentation	End Semester Exam	Total
Weightage (%)	5	15	20	60	100

Suggested Readings:

- Michael Steven: How to be a better problem solver, Kogan Page, New Delhi, 1999
- Geoff Petty: How to be better at creativity; Kogan Page, New Delhi, 1999
- Richard Y. Chang and P. Keith, Kelly: Wheeler Publishing, New Delhi, 1998.
- Phil Lowe Koge Page: Creativity and Problem Solving, New Delhi, 1996
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management (1996); Pfeiffer & Company
- Bensley, Alan D.: Critical Thinking in Psychology – A Unified Skills Approach, (1998), Brooks/Cole Publishing Company.





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French syllabus - Programme d'études pour le français

All U.G. Programmes – Foreign Language

Course Title : **Français – III**

Course Code: **FLU344**

Course Level : **UG**

Credit Code: **02**

Course Objective:

To enable the students

- to talk about the qualities and defects of people.
- to ask/give directions, to enquire about a lodging.
- to ask and give informations about a certain place.
- to describe events in past tense.

Course Contents:

Dossiers 5,6 – pg 45-64

Dossier 5 : Ici et là

Actes de Communication :

Exprimer l'obligation et l'interdiction, parler des qualités et des défauts de quelqu'un, demander son chemin,

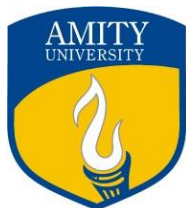
indiquer un itinéraire, se situer dans l'espace, se renseigner sur un logement.

Dossier 6 : Ailleurs

Actes de Communication :

S'exprimer au passé composé, raconter un voyage, se situer dans le monde, exprimer le temps (avec indicateurs de





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temps – il y a, depuis), se renseigner sur un hébergement, exprimer la satisfaction et l'insatisfaction.

Grammaire :

1. les adjectifs démonstratifs
2. les verbes : 'ir groupe' devoir, falloir
3. les prépositions de lieu, de pays
4. l'impératif, le passé composé, forme et accord du participe passé, la négation au passé composé
5. les indicateurs de temps (il y a, depuis)

Examination Scheme:

Composants	INTERNAL				EXTERNAL	GRAND
	MID-SEM	VIVA-VOCE	ATTENDANCE	TOTAL	END SEMESTER	100
Weightage (%)	20	15	5	40	60	

Text & References:

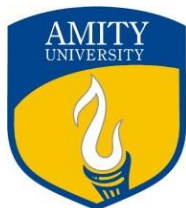
Text:

Le livre à suivre:

- Andant, Christine et al. A propos A1 Livre de l'élève. Grenoble: Presses universitaires de Grenoble, 2010.
- Andant, Christine et al. A propos A1 Cahier d'exercices. Grenoble: Presses universitaires de Grenoble, 2010.

Références :





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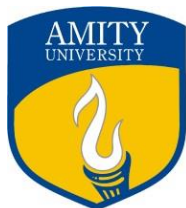
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B.DES FASHION DESIGN

FORTH SEMESTER							
SLNO	Course Code	Course Title	Course Category	L	T	P	T
1	BFD401	History of Fashion-II	DSC	1	1	0	2
2	BFD402	Fashion Management-II	DSM	1	1	0	2
3	BFD421	Pattern Making & Grading-II	DSC	0	1	2	2
4	BFD424	Introduction to Fabric Dying Technique- II	DSE	0	0	1	1
5	BFD425	Surface Ornamentation Technique-II	DSE	0	0	1	
6	BFD426	Garment Construction-II	DSC	0	1	1	2
7	BFD427	Contemporary Fashion	DSC	0	1	1	2
8	BFD428	Photography	MC	1	1	0	2
9	NBCU441	Term Paper (Review Article)	AEC	1	1	0	2
10	BSU 443	Behavioral Science-IV	VAC	1	1	0	2
11	Foreign Language – IV		SEC	2	1	0	3
	FLU 444	French					
	FLU 445	German					
	FLU 446	Spanish					
	FLU 447	Japanese					
	FLU 448	Chinese					
12	NCBA404	Fashion Forecasting	MT	1	1	0	2
TOTAL							22





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Course structure: B.Design FD - 14817

Course Title: **History of Fashion- II**

Credit Units: 02

Course Level: UG

Course Code: BFD401

Course Objectives: The students study the ancient civilizations of the Western world.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Ancient Egypt Era & Greek Era	20
Descriptors/Topics <ul style="list-style-type: none"> Detailed study of dates, significant developments, mummification; Women’s costumes-dresses, jewelry, hairstyles, footwear; Men’s costumes- dresses, jewelry, hairstyles, footwear. 	
Module II: Rome Era & Byzantines Era	20
Descriptors/Topics <ul style="list-style-type: none"> Detailed study of dates, significant developments, mummification; Women’s costumes-dresses, jewelry, hairstyles, footwear; Men’s costumes- dresses, jewelry, hairstyles, footwear. 	
Module III: Cretans & Etrurians Era	15
Descriptors/Topics <ul style="list-style-type: none"> Detailed study of dates, significant developments, mummification; Women’s costumes-dresses, jewelry, hairstyles, footwear; Men’s costumes- dresses, jewelry, hairstyles, footwear. 	
Module IV: Renaissance & Victorian Era	15
Descriptors/Topics <ul style="list-style-type: none"> Detailed study of dates, significant developments, mummification; Women’s costumes-dresses, jewelry, hairstyles, footwear; Men’s costumes- dresses, jewelry, hairstyles, footwear. 	
Module V: 17th Century & 18th Century	15
Descriptors/Topics <ul style="list-style-type: none"> Detailed study of dates, significant developments, mummification; Women’s costumes-dresses, jewelry, hairstyles, footwear; Men’s costumes- dresses, jewelry, hairstyles, footwear. 	
Module VI: 19th Century & 20th Century	15
Descriptors/Topics <ul style="list-style-type: none"> Costumes of different states of India 	

Student Learning Outcomes:





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At the end of the course, the students will be able to:

- Develop an understanding of the culture and lifestyle of people during ancient times.
- Able to differentiate eras, lifestyles and trends around the time.
- Knowledge about the western fashion of different clothing and jewelry
- Understand the variation and development in garments and their manufacturing.
- Create the western Clothing history of era other comparative approach.

Pedagogy for Course Delivery:

- **Blended Learning**
- **Informed Learning**
- **Demonstrations**

Lab/Practical details, if applicable:

List of Experiments:

- Create the Logbook of Western history.
- Make the 3d Model with the help of different props to understand the garments' silhouette.

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

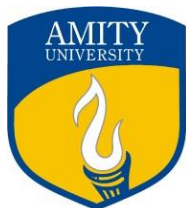
Texts:

Alkazi Roshan, Ancient Indian Costumes

References:

Peacock John, The chronicle of Western Costumes
Illustrated Encyclopedia of Costume and Fashion





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Course structure: B. Design FD - 14817

Course Title: **FASHION MANAGEMENT –I**

Credit Units: 02

Course Level: UG

Course Code: BFD402

Course Objective:

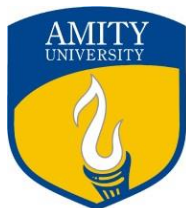
The course is an advancement of the previous course. The objective is to impart knowledge about product planning, design development, fashion for global market, fashion brand management, different pricing strategies, logistics management, concept of ethics and professionalism in an organization

Prerequisites:

Course Contents/Syllabus:

	Weight age
Module I : Fashion & Life style	10
Descriptors/Topics <ul style="list-style-type: none">Principles of Fashion-Style,trend,taste, changeRole of fashion in daily lifestyle	
Module II : Design Development and Style Selection	20
Descriptors/Topics <ul style="list-style-type: none">Elements of Design	
Module III	15
Descriptors/Topics Product Planning & Development	
Module IV: Fashion for global market	10
Descriptors/Topics Social, Cultural, Economic, Demographic factors relating to branded and licensed products Analyzing potential or global market, identify target consumers and competition, market research and testing, customization	
Module V: Fashion Brand Management:	15
Descriptors/Topics Types and relevance of branding, Fashion & brand positioning, launching strategies, distribution, marketing campaigns for brand introduction	
Module VI: Pricing strategies & Decisions	10
Descriptors/Topics Concept and importance of pricing, Factors affecting pricing decisions, Methods of pricing	
Module VII: Fundamentals of Logistics	10





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Module VIII: Professional Ethics	10
Descriptors/Topics 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:

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

Text & References:

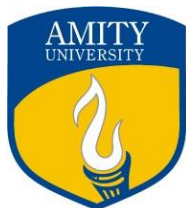
Text:

- 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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PATTERN MAKING AND GRADING – II

Course Title: **Pattern Making and Grading-II**

Credit Units: 03

Course Level: UG

Course Code: BFD423

Course Objective:

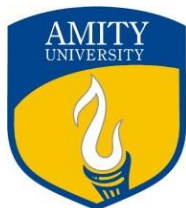
This part of pattern making course enables students to learn about special ladies wear outfits like bath wear, bridal wear, evening wear and nightwear. Commonly worn men's wear outfits like jeans and trousers have also been included in the course.

Course Contents:

	Weight age %
Module I:	15
Drafting of trouser wears (Male & Female)	
Module II	15
Drafting of shirt (Male & Female)	
Module III: Developing patterns for various styles	20
Dresses with waist seam lines, coordinates, and dresses without seam lines Drafting of evening Gown variations	
Module IV	10
Drafting of bath robe	
Module V	10
Drafting of night wears (Male & Female)	
Module VI Grading	15
Grading of Skirt (manually & computerized)	
Module VII	15
Grading of Trouser (manually & computerized)	

Student Learning Outcomes:





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

- Development of Yokes
- Drafting of jeans
- Development of patterns for various styles
- Knowledge of grading
- Manually and computerized grading of

Pedagogy for Course Delivery:

- **Practical illustrations**
 - **Power point presentations**
 - **lectures**
 - **informed learning**
 - **small-group work/discussion**
 - **Show case of Industrial pattern cutting**
- Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
	100	Practical

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-	-	-	-	-

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-	10	15	5	70

Text & References:

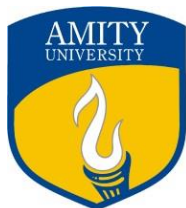
Text:

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

References:

- By Gerry Cooklin, Pattern cutting for women's outerwear
- By Armstrong, Pattern making for fashion design
- By Gloria Mortimer, Pattern designs for children clothes
- By Cloake, Cutting & Draping special occasion clothes





- By Lark Brooks, Every sewer’s guide to perfect fit
- By Ann Hagar, Pattern Cutting for Lingerie, Beachwear and Leisurewear
- By Winifred Aldrich, Fabric, form and flat Pattern

Course structure: B. Design FD - 14817

Course Title: Introduction to Fabric Dying Techniques-II

Credit Units: 01

Course Level: UG

Course Code: BFD424

Course Objectives: This course is designed to encourage students to explore various unconventional creative techniques and to apply these techniques to produce a product i.e. clothing/furnishing. Students will learn to dyeing techniques where they will record their research, problem solving and manufacturing process and evaluate their work through presentation.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Dyeing Sample	30
Descriptors/Topics	
<ul style="list-style-type: none"> • Prepare samples by using Tie-Dye technique (using Natural & Synthetic Colors) • Prepare samples by using Batik technique (using Natural & Synthetic Colors) 	
Module II: Printing Samples	40
Descriptors/Topics	
<ul style="list-style-type: none"> • Prepare samples by using Block technique. • Prepare samples by using Stencil technique. • Prepare samples by using Digital technique. • Prepare samples by using Screen technique. • Prepare samples by using Roller and Rotary technique. 	
Module III Product development	30
Descriptors/Topics	
Prepare 5 Products by using dyeing and Printing technique	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- To learn the process involved in Dyeing
- To gain Knowledge of evolution of dyeing process.

Pedagogy for Course Delivery:





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- Power point presentation
 - Videos/animated files of various process involved.
 - Field Based Learning
 - Case Based Learning
- Lab Practical's details, if applicable:

List of Experiments:

- Create the Swatch file of the dyeing, printing fabrics.
 - Visual test of fabric
 - Industrial Visit
- Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

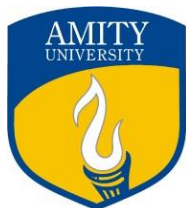
Texts:

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

References:

- Gilow J, World Textiles.
- Tortora P, Understanding Textiles.
- Kadolph & Langford, Textiles.





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Course structure: B.Design FD - 14817

Course Title: Surface Ornamentation Techniques-II

Credit Units: 01

Course Level: UG

Course Code: BFD425

Course Objectives: Students gain the knowledge about methods of surface ornamentation techniques.

Pre-requisites:

Course Contents/Syllabus:

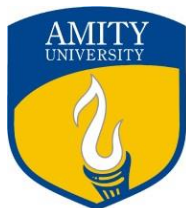
	The weightage (%)
Module I: Basic hand and machine embroidery	25
Descriptors/Topics <ul style="list-style-type: none">Variation of running stitch, back stitch, chain stitch, lazy daisy stitch, buttonhole stitch, feather stitch, herringbone stitch, knot stitch, satin stitch, cross stitch	
Module II: Introduction to different art form	25
<ul style="list-style-type: none">Embroidery, Lipen Art, Batik, Block Printing, Mirror work, Applique work, Patch work, etc.	
Module III: Introduction to traditional painting	25
Descriptors/Topics <ul style="list-style-type: none">Warli painting, Madhubani painting. Tribal art and Kalamkari, etc.	
Module IV: Final Project	25

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Remember the basic elements of embroidery and painting.
- Understand the importance basic embroidery stitches.
- Apply the importance of traditional embroidery in fashion industry.





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- Analyze the importance of Indian Art form
- Evaluate the warli and madhubani and kalamkari painting.
- Create about different art and craft museum.

Pedagogy for Course Delivery:

- Power point presentation
- Videos/animated files of various process involved.
- Field Based Learning
- Case Based Learning

Lab Practical's details, if applicable:

List of Experiments:

- Create the sample of basic stitch.
- Create the sample of traditional embroideries.
- Create the sample of traditional painting.
- Create a product with the help of mix art form.

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

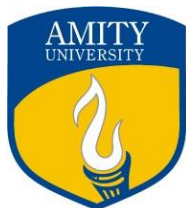
Texts:

- ShailaijaD.Naik, Traditional Embroideries of India
- Rakesh Kumar, Encyclopedia of Indian Paintings
- KapilaVatayayan, Embroidery in Asia Sui Dhaga,

References:

Sudha Satyawadi, Unique art of Warli Painting
Bharti Dayal, Madhubani Art: Indian Art Series





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Course structure: B.Design FD - 14817

Course Title: **Garment Construction – II**

Course Code: **BFD426**

Course Level: **UG**

Credit Units: **02**

Course Objective:

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

Course Contents:

Module I	20
Construction of Evening gown	
Module II	20
Construction of Trouser Male & Female	
Module III	20
Construction of Bathrobe	
Module IV	20
Construction of nightwear (Male & Female)	
Module V	20
Construction of men's & woman's shirt	

Student Learning Outcomes:

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

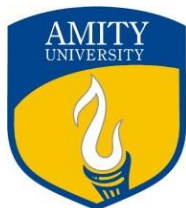
- Garment construction: Evening gown, princess line top, Bathrobe, nightwear etc.

Pedagogy for Course Delivery:

- Practical illustrations
- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Garment industry visit

Lab/ Practical's details, if applicable: NA





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List of Experiments:

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
	100	Practical

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-	-	-	-	-

Lab/ Practical/ Studio Assessment:

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-	10	15	5	70

Text & References:

Text:

- Complete Guide to Sewing by Reader's Digest

References:

- Step by step dress making course by Leila Aitken
- Pattern Cutting by Zarpakar
- Introduction to clothing production management by A J Chuter
- Pattern making for fashion design by Armstrong

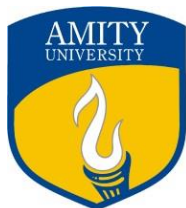
Additional Reading:

-

Any other Study Material:

-





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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act. No. 27 of 2010

Course structure: B.Design FD - 14817

Course Title: **CONTEMPORARY FASHION – I**

Course level: UG

Course Code: BFD427

Credit Units: 2

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 %
Module I: Designing a range of funky jewellery for the teenagers	20
Designing a story boards and then constructs at least 2 products.	
Module II: Designing a range of ethnic jewellery for the adults	20
Designing a story boards and then constructs at least 2 products.	
Module III: Designing a range of purses and bags for teenagers/adults	10
Designing a story boards and then constructs at least 2 products.	
Module IV: Designing a range of hats and caps for teenagers/adults	10
Designing a story boards and then constructs at least 2 products.	
Module V	10
Designing a range of contemporary wear for Kids	
Module VI	10
Designing a range of contemporary wear for teenagers	
Module VII	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





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- **Practical illustrations**
 - **Visits of fashion shows for Inspiration**
- Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
NA	100	Practical

Lab/ Practical/ Studio Assessment:

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-	15	10	5	70

Text & References:

Text:

- By Kathryn Mc Kelvey, Illustrating Fashion
-

References:

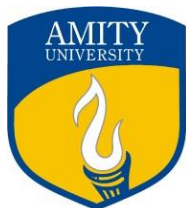
- By Patrick John Ireland, Encyclopedia of fashion detail
- By Bina Abling, Advanced Fashion Sketchbook
- By Bina Abling, Fashion Model Drawing
- Femina, Elle, FNL, Apparel views, Clothesline, Vogue, Burda, Simplicity to consult

Additional Reading:

-

Any other Study Material:





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Established vide Government of Madhya Pradesh Act. No. 27 of 2010

Course structure: B.Design FD - 14817

Course Title: **Photography**

Credit Units: 02

Course Level: UG

Course Code: BFD428

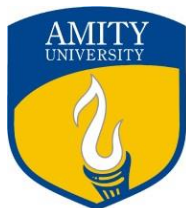
Course Objectives: Enable students to understand the different aspects of Fundamentals of Photography. Help students to develop professional capabilities of Photography. Enable students to understand Basics of Photo Editing.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Introduction to Visuals	
Descriptors/Topics Human Eye and Camera. The social definition of photography: Light and Color, Qualities of light, characteristics of light; Understanding the color theory; Contrast Painting and Photography; Photography as an Art and Science.	25
Module II: Visual Perception	
Descriptors/Topics Basics of Camera (aperture, shutter speed, focal length, depth of field etc.,) Camera operations: Types of Cameras, Types of Lenses. The art of seeing; Digital S.L.R vs. S.L.R.; Advantages of Aperture and depth of field; Shutter and motion; Focal length; Lenses and its relation to subjects; Exposure techniques; Different types of light: Natural & Artificial.	25
Module III: Principles of Photography	
Descriptors/Topics Rules of Composition: portraits, Landscape; Composing different subjects. Perspective, Texture, Pattern, Colour, Shape, Contrast, Types of Photography, Landscape, Portrait Still Documentary.	25
Module IV: Compositing and Editing Photographs	
Concept of Light room, merging of multiple shots to produce a suitable output; Product based photography. Comparative study of Digital photography vs conventional photography. Editing techniques in photography.	10
Module V: Industrial Visit	





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Descriptors/Topics	15
<ul style="list-style-type: none">Visit to a studio	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Understand the fundamental concept of the medium of photography; Combine the science and art on Photography.
- Understand the history of the medium, Design storytelling through this visual medium.
- Understand the challenges and solutions of the Photography.
- To give hand on experience to students on working with DSLR's

Pedagogy for Course Delivery: The classes will be lecture demonstration methods with each class having split into two with lecture and followed by demonstration. The classes will also have a lot of practical exercises to understand the various techniques and practically apply them.

Lab Practical's details, if applicable:

List of Experiments:

- Prepare one documentary on any theme.
- Assignment on Indoor and Outdoor shoots.

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weight age (%)	15	10	05	70

Text & References:

- Langford l& Smith, (July 2010) , Basic Photography, Focal Press
- Peterson Bryan, (2011), How to Shoot Great Photographs with Any Camera, Ten Speed Press
- Barnbaum Bruce ,(2010), The Art of Photography: An Approach to Personal Expression, Shroff – Rockynook.

References

- MagazineNewspaper
- YouTube Tutorials





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Course structure: B. Design FD - 14817

Course Title: Term Paper (Review Article)

Course Code: BFD441

Course Level: UG

Credit Units: 02

Course Objective

To make students able to reflect the theoretical & practical learning in a given semester and to project the technical accomplishment combined with a creative flare with an in-depth conceptualization and implementation of the design process.

Course Outcomes:

At the end of the course students will get a practical experience of entire design process including research, theme, mood, colour development, exploration, illustration etc. and prepare a garment with all details.

At the end of the course students able to use different kind decorative and structural designs and their knowledge they gain from entire semester and develop a garment collection.

Course Content: Term project is the culmination of all that the student learns in a semester to develop their knowledge, skill, and design. They should develop the knowledge to integrate these learning with the confidence to transfer the same into product with their own design philosophy. The collection must therefore reflect the technical accomplishment combined with a creative flare with an in-depth conceptualization and implementation of the design process.

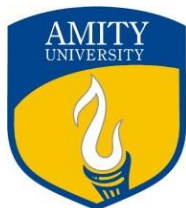
Students should choose a theme and the theme should provide for wide scope for interpretation and adaptation. Based on all the inputs received during Semesters – I, II and III, and the guidelines, each student has to work on Fashion Design Project.

The project is to design and develop a teen's wear ensemble (skirt and top) based on his or her design philosophy, for a well defined customer profile.

Methodology

1. Work in a group of 2-3 students.
2. Avoid repetitive styles, silhouettes and colors.
3. Use only cotton and cotton blends.
4. Work on the accessories for the garments.
5. Each collection should have - - Theme, Key words, Season, Categories, Target Market, Customer Profile, Age Group, Income, Taste and Preferences, Fabrics (construction course), Colors, Silhouettes, Accessories, No of garments, Detail of garments, etc.





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Lab/ Practical/ Studio Assessment:

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-	-	-	-	100

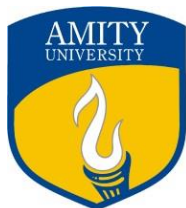
Text Books :

1. Promostyl Women's, Men's & Children's wear .
2. WGSN Reference

Books :

1. Promostyl Women's, Men's & Children's wear .
2. WGSN





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B.DES FASHION DESIGN

FIFTH SEMESTER							
SLNO	Course Code	Course Title	Course Category	L	T	P	T
1	BFD501	Fashion Marketing & Merchandising	DSC	2	1	0	3
2	BFD502	Visual Merchandising	DSM	2	1	0	3
3	BFD503	Fundamental of Design Research	DSC	1	1	0	2
4	BFD523	Digital design	MC	0	1	2	2
5	BFD526	Garment Construction – III	DSC	0	1	2	2
6	BFD528	Pattern Draping	DSC	0	1	2	2
7	BFD529	Craft Documentation	DSC	1	1	2	3
8	BSU543	Behavioral Science - V	VAC	1	1	0	2
9	NCBA504	Visual Merchandising - I	MT	2	1	0	3
TOTAL							22





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Course structure: B.Design FD - 14817

Course Title: Fashion Marketing & Merchandising

Credit Units: 03

Course Level: UG

Course Code: BFD501

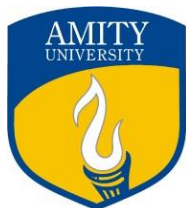
Course Objectives: This course helps the students to get a preview to develop merchandising skills for apparel products. This course covers the basic knowledge of fashion, textile and apparel industry. This will also make students adapt different types of marketing and retailing procedure.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Marketing	25
Descriptors/Topics Introduction and definition Factors influencing marketing concept Market segment Classification of market-domestic, national, international and E-market Marketing mix and product mix	
Module II: Fashion Marketing & Planning	25
Descriptors/Topics Fashion marketing planning- Planning process and objectives, definition of SWOT analysis Fashion Market planning – Fashion Marketing Strategies Fashion Product and Development – product mix and Range planning. Fashion Marketing analysis - Fashion Market Research and Analysis – Media Planning – Advertising Media – fashion Show	
Module III: Merchandising	
Descriptors/Topics Introduction, role of merchandiser, types of merchandisers, types of merchandising Importance of textile industry in Indian economy. Export documentation: -Export marketing, global scenario and WTO. Export and textile policies.	25
Module IV: Fashion Retailing	25





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Descriptors/Topics

Introduction, Scope and Importance

Types of stores – Departmental, Speciality and chain stores

Channels of distribution – Designer shops, outlet

Consumer service, Human resource, Sales methods and Competition

E -Tailing

Student Learning Outcomes:

- At the Know-how of cutting and sewing process of whole garment.
- Construction of garment same as Industrial process.
- Production planning and control of raw material, finished products
- Quality standards/ Export order audits of fabric, garments etc.
- Labeling & packaging of products.

Pedagogy for Course Delivery:

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

Lab/ Practical's details, if applicable: NA

List of Experiments:

Create Project presentations, Lecture presentations.

Examination Scheme:

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

Text & References

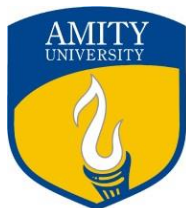
Text books:

- Mike Easey. Fashion Marketing. Blackwell Science. 2002.
- The Fashion Handbook by David Shaw

References:

- Blythe Jim. Marketing Communication, Pearson Education. 2000.
- Costabino Maria. Fashion Marketing and PR. Bt Batsford Ltd. 1998.
- Koiter. Marketing Management. Pearson Education. 2003.





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Course structure: B. Design FD - 14817

Course Title: Visual Merchandising

Credit Units: 03

Course Level: UG

Course Code: BFD502

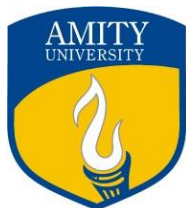
Course Objectives: The objective of visual merchandising is generating sales by defining, differentiating and enhancing a store's "brand", it's format and the merchandise itself by stimulating product interest, providing product information and ensuring product security.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: World of visual merchandising	25
Descriptors/Topics <ul style="list-style-type: none"> Visual merchandising: Definition and functions, History, Understanding retail in India. 	
Module II: The Basics of Visual Merchandising	25
Descriptors/Topics <ul style="list-style-type: none"> Display Basics, Design Basics, Principles of Design, Color Blocking—People Buy Colors, Signage, Understanding Materials. 	
Module III: Store Planning and Fixtures	
Descriptors/Topics <ul style="list-style-type: none"> The Purpose of Planning Fixtures, Types of Fixtures 	
Module IV: Merchandise Presentation	
Descriptors/Topics <ul style="list-style-type: none"> Meaning of Merchandise Presentation, Principles of Merchandise Presentation, Categories in Merchandise Presentation, Dominance Factor in Merchandise Presentation, Cross Merchandising.9 	
Module V: Window Displays	
Descriptors/Topics <ul style="list-style-type: none"> Window Display—Meaning and Scope, Vis-à-vis Merchandise, Types of Setting, Promotional, Display Vs. Institutional Display, Window Display—Construction 	
Module V: Visual Merchandising—Hands On	





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Descriptors/Topics	
<ul style="list-style-type: none"> Styling, Display Calendar, Sales Tracking, Handling the Mannequin, Props, Lighting, Organizing an In-store Event, VM Tool Kit, Quality and Process in Visual Merchandising, Standard Operating Procedures (SOPs) 	
Module V: Final Merchandise Presentation	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Remember about the knowledge of windows display.
- Understand the knowledge of blocking and themes.
- Apply about the knowledge of good store layouts.
- Analyze about the merchandising techniques.
- Evaluate the knowledge of presentation of the product.
- Create about the advance knowledge of visual merchandising according to theme and stories.

Pedagogy for Course Delivery:

- Power point presentation
 - Videos/animated files of various process involved.
 - Field Based Learning
 - Case Based Learning
- Lab Practical's details, if applicable:

List of Experiments:

- Make the layout with all details on theme.
- Create the one display in group.

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

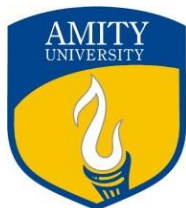
Text & References:

Texts: By Claus Ebster, Store Design & Visual merchandising

References:By Tony Morgan, Visual Merchandising

- By Swati Bhalla, Anuraag S., Visual merchandising





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Established vide Government of Madhya Pradesh Act. No. 27 of 2010

Course structure: B. Design FD - 14817

Course Title: Fundamentals of Design Research

Credit Units: 02

Course Level: UG

Course Code: BFD503

Course Objectives:

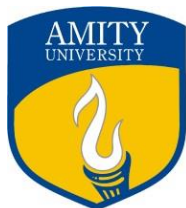
This course is to make students aware of the logic behind critical decisions that must be taken when designing a research process. Research range and time aspect (e.g. large or small N, individuals or aggregates, probability or nonprobability sample, cross-sectional or longitudinal data)

Prerequisites:

Course Contents/Syllabus:

	Weightage %
Module I- Fundamentals of Research design	25
Descriptors/Topics Introduction to research and its objective; types of research (exploratory, descriptive, explanatory, experimental) ; Qualitative vs. Quantitative research; Research process; Significance of research; What is research problem; how and why to select a research problem; techniques of selecting research problem Introduction to research design; need of research design; significance of a good research design; terms related to research design, types of research designs including experimental design; how to develop a research plan; theories (grounded, situational, feasible, redundant, efficient)	
Module II - Sampling and measurement	25
Descriptors/Topics Concept of census and sample; steps in sample design; sampling procedure; types of sampling design; characteristics of good sampling design Measurements and scaling techniques (nominal, ordinal, interval and ratio), errors in measurement; test of validity and reliability; different scales to measure attitude	
Module III - Data Collection and analysis	25
Descriptors/Topics Methods of primary data collection (observation, interview, questionnaire, scheduling, content analysis); collection of secondary data; Analysis of case study Data analysis (editing; coding; processing; tailgating; classification; tabulating; percentages etc),	





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interpretations and its techniques	
Module IV- Preparation of report	25
Descriptors/Topics Steps in report writing, layout of research report; types of report, significance of report writing	

Student Learning Outcomes:

To understand the basics of research and techniques

Lab/ Practical's details, if applicable: NA

Assessment/ Examination Scheme:

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

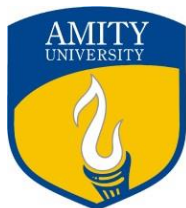
References:

- Brenda Laurel, Design Research: Methods and Perspectives, The MIT Press, US, 2003
- R. D. Wimmer & J. R. Dominick, Mass media research: An introduction. Belmont, California, Wadsworth Pub. Co., 2000
- A. Hansen, Mass communication research methods. New Delhi: Log Angeles, 2009
- E. R. Babbie, The practice of social research. Belmont, California, Wadsworth Pub. Co., 1992
- C. R. Kothari, Research methodology: Methods & techniques. New Delhi: New Age International (P) Ltd., 2004

Text book:

- Ahuja Ram, (2010), Research Method, New Delhi: Rawat Publication
- Ahuja Ram, (2010), Research Methodology, New Delhi: Rawat Publication
- Borwankar P.V., (1995), Research Methodology, New Delhi: Seth Publisher





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Established vide Government of Madhya Pradesh Act. No. 27 of 2010

Course structure: B.Design FD - 14817

Course Title: Digital Design

Credit Units: 02

Course Level: UG

Course Code: BFD523

Course Objectives: This course introduces students to computers and their importance in the present world. Fundamentals of computers are learned through lectures and practical assignments to develop an intuitive sense of how computers can be used efficiently.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Introduction to Concept	25
Descriptors/Topics <ul style="list-style-type: none">• Concept Research• Market Research• Brainstorming/ Mind mapping• Make all Boards (Inspiration Board, Theme Board, Mood Board, Color Board, Client Board)	
Module II: Digital Illustration & Flat Sketching	25
Descriptors/Topics <ul style="list-style-type: none">• Design Development (Motifs)• Motifs Placement• Digital & Flat sketch with details.	
Module III: Product Development	25
Descriptors/Topics <ul style="list-style-type: none">• Final Product	
Module IV: Presentation	25
Descriptors/Topics <ul style="list-style-type: none">• Hardcopy & Softcopy	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Remember the basics of digital designing.
- Understand the different types of concepts and themes with market research.
- Apply the various boards with client analyze.
- Analyze the difference between digital illustration and flat sketching.





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- Create and development the final product.

Pedagogy for Course Delivery:

- **Blended Learning**
- **Informed Learning**
- **Demonstrations**

Lab/Practical details, if applicable:

List of Experiments:

- **Create all Boards.**
- **Motifs Development**
- **Design Placement**
- **Digital Illustration**
- **Flat Sketch**
- **Final Product**

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

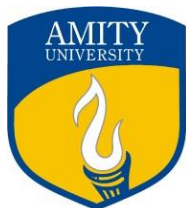
Texts:

- Illustrator for beginners-by Tastytuts (e-book)
- Illustrator workshop by Jeff (e-book)
- Triedman and Cullan, Colour Graphic
-

References:

- Triedman and Cullan, Colour Graphic





Course structure: B. Design FD - 14817

Course Title: **Garment Construction-III**

Credit Units: 02

Course Level: UG

Course Code: BFD526

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

Course Contents:

	Wight age %
Module I	20
Construction of Jeans (Male & Female)	
Module II	15
Construction of Executive wear For Female	
Module III	15
Construction of Bridal Wear (Indian /western)	
Module IV	15
Construction of Pregnancy & Maternity wear	
Module V	15
Construction of subtraction technique garment	
Module VI	20
Construction of Zero waste & reconstruction & innovation	

Student Learning Outcomes:

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

- Construction of various garments includes Jeans, Trouser with pockets etc.
- Know-how of executive as well as formal garment construction.

Pedagogy for Course Delivery:

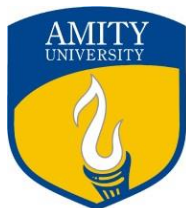
- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Jeans manufacturing industry visits
- Female and male boutique visits

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:





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

Text & References:

Text:

- Complete Guide to Sewing by Reader's Digest

References:

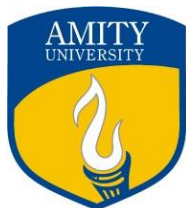
- Step by step dress making course by Leila Aitken
- By Ann Hagggar, Pattern Cutting for Lingerie, Beachwear and Leisurewear
- By Winifred Aldrich, Metric Pattern Cutting
- Pattern making for fashion design by Armstrong
- By Winifred Aldrich, Metric Pattern Cutting for Men's wear

Additional Reading:

-

Any other Study Material:





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Course structure: B. Design FD - 14817

Course Title: **Pattern Draping**

Credit Units: 02

Course Level: UG

Course Code: BFD528

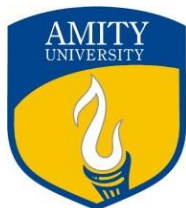
Course Objectives: After the students have a thorough knowledge of flat pattern making and its application they are now introduced to the concept of three dimensional process of pattern making by draping the material on to the mannequin.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Introduction	25
Equipment's needed, grain, seam allowances, preparation of fabric, dress form.	
Module II: Basic patterns	25
Descriptors/Topics <ul style="list-style-type: none">Basic bodice (front & back), Basic skirt (front & back), Basic sleeve	
Module III: Variations in necklines, armholes, princess bodice, and boned bodice	25
Descriptors/Topics <ul style="list-style-type: none">Variation in NecklinesVariation in ArmholesPrincess BodiceBoned Bodice	
Module IV: Creating patterns by dart manipulations	25
Descriptors/Topics <ul style="list-style-type: none">Dart manipulations	
Module V: Style lines and control seams	25
Descriptors/Topics <ul style="list-style-type: none">Variation of the basic skirt, flared, pegged, paneled, gathered, gored and pleated, Peplums- flared and gathered	
Module VI: Variations in skirts	





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Descriptors/Topics <ul style="list-style-type: none">Costumes of different states of India	
Module VII: Collars and Sleeves	
Descriptors/Topics <ul style="list-style-type: none">The Mandarin Collar, Convertible Collar, Peter Pan Collar, Shawl Collar, Notched CollarThe Dolman sleeve, Raglan and Kimono sleeve	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Knowledge of equipment used for draping.
- Understand the Draping techniques of basic patterns: Front & back.
- Apply the techniques of various skirts, collars, sleeves, etc.
- Analyze the procedure of dart manipulation by draping.
- Create different patterns like skirts, bodices, and boned bodices.

Pedagogy for Course Delivery:

- Blended Learning
- Informed Learning
- Demonstrations

Lab/Practical details, if applicable:

List of Experiments:

- Create the Basic Patterns.
- Advance and styles Bodice.
- Variation of Skirts, sleeve, and Collars.
- Crates the dart manipulations bodice.

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

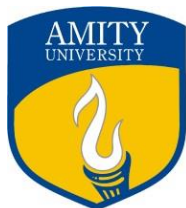
Text & References:

Texts:

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

References: By Natalie Bray, Dress Fitting





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Established vide Government of Madhya Pradesh Act. No. 27 of 2010

Course structure: B. Design FD - 14817

Course Title: **CRAFT DOCUMENTATION-I**

Credit Units: 03

Course Level: UG

Course Code: BFD529

Course Objectives: This course deals with the Traditional textiles and their relevance in the contemporary fashion. A deep routed study in the craft, its history and evolution to be studied by the students.

Pre-requisites: Traditional Textile I & II

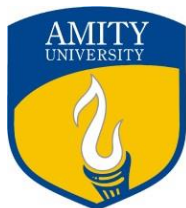
Course Contents/Syllabus:

	Weightage (%)
Module I Woven Textiles	10
Descriptors/Topics Brocades, Jamavar, Jamdani, Baluchari, Chanderi, Maheshwari, Paithani, Kanchivaram	
Module II Resist dyed textile	10
Descriptors/Topics Bandhini, Patola, Ikat, Pochampalli	
Module III Printed Textile	10
Descriptors/Topics Sanganer	
Module IV Painted Textile	10
Descriptors/Topics Kalamkari, Madhubani	

Student Learning Outcomes:

- Study of Different traditional textiles of various regions in terms of their origin
- Identify & demonstrate knowledge in artistic expressions
- Distinguish and translate clear ideas and information
- Create an awareness and appreciation of works of Art and Craft.





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- Appraise traditional Indian Textiles and Art

Pedagogy for Course Delivery:

- Lecture
- Practical

Lab/ Practicals details, if applicable:

List of Experiments

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)			End Term Examination	
-	-			70	
Practical Assessment (L&T):				End Term Examination	
Components (Drop down)	CT	P	A		
Weightage (%)	15	10	5	70	

Text & References:

Text:

- Pepin Press, Indian Textile Prints
- Pepin Press, Weaving Patterns
- John Gillow, World Textiles

References:

Pepin Press, Ikat Patterns

- Pepin Press, Embroidery
- Pepin Press, Chinese Patterns
- Pepin Press, Persian Designs
- Pepin Press, Geometric Patterns





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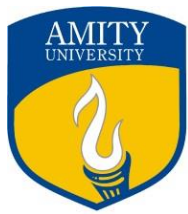
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B.DES FASHION DESIGN

SIXTH SEMESTER							
SLNO	Course Code	Course Title	Course Category	L	T	P	T
1	BFD601	Quality Control & Apparel Production - II	DSC	2	1	0	3
2	BFD602	Fashion Journalism	DSC	2	1	0	3
3	BFD630	Functional Clothing	DSC	0	2	2	3
4	BFD631	Textile Project	DSC	1	1	4	4
5	NBCU643	Behavioral Science - VI	VAC	1	1	0	2
6	NCBA604	Project	MT	0	0	2	1
7	BFD650	Summer Internship	SIP	0	0	0	6
TOTAL							16



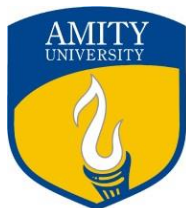


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Course structure: B. Design FD - 14817

Course Title: Quality Control and Production Management

Course Level: UG

Credit Units: 03

Course Code: BFD601

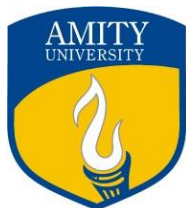
Course Objective:

Quality control is an important aspect of garment manufacturing, this subject provides a detailed knowledge to students regarding the quality aspects, production, planning and control, maintenance of equipment, material handling, utilization of resources etc of a garment so that the quality and cost both are in an equilibrium. The techniques of working and work flow in a garment manufacturing unit form the core of this subject.

Course Contents:

Module	Credit Units
Module I: Quality Control	10
Meaning and Need for quality control; Approaches to quality control; Statistical quality control; Acceptance sampling, Types of defects	
Module II: Inspection and Testing	20
Quality of Indian clothing, manufacturers with respect to exports; Role & characteristics of Quality controller; Need and planning for inspection; Types of inspection; Role of operator and inspector in inspection; Difference between inspection and testing	
Module III: Concept of TQM	20
Need and Importance of Quality management in all areas of production; Procurement of raw materials; Fabric defects in spinning, weaving, dyeing and printing, TQM Tools Standards and codes. Quality control instruments; National and International Codes; ISO 9000 concepts and its evolution and its implications	
Module IV: Production Management	20
Meaning and need for production management; Types of production-Job, Batch and mass production	
Module V: Material Planning & Allocation	10
Material planning and allocation; Process planning and process sheet; Production control	
Module VI: Workroom management	10
Marker planning and placement of markers; Line and sample development	
Module VII: Inventory control and Cost estimation	20
Need and advantages of inventory control; introduction and functions of cost estimation, estimation procedure, elements of cost and ladder of costs, method of calculating depreciation, overhead expenses and distribution of overhead expenses	





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Student Learning Outcomes:

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

- Learning of quality control tools , standards etc.
- Analysis of defects
- Know-how of Total Quality Management.
- Marker planning, industrial sewing line set up
- Inventory management
- Cost Analysis

Pedagogy for Course Delivery:

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

Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100		70

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-	15	10	5	70

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination		
Components (Drop down)							
Weight age (%)							

Text & References:

Text:

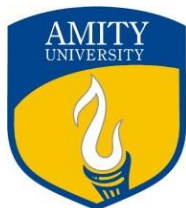
- Introduction to clothing production management by A.J. Chuter
- Fashion Production Terms by Giolleo and Berks

References:

- Marketing management by Philips Kotler
- Images and Apparel Online, Apparel Views

Additional Reading: Any other Study Material:





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Course structure: B. Design FD - 14817

Course Title: **Fashion Journalism**

Credit Units: 03

Course Level: UG

Course Code: BFD602

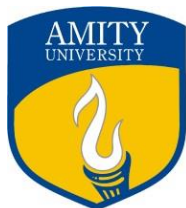
Course Objectives: The objective of Photography is the ability to express and explore ideas through reasoned argument and innovation. The histories, critical vocabulary and methods of analysis, and the material production of visual art. To Demonstrate artistry by creating images that evoke an emotional response. Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and colour to create quality images.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Early Stages of Media	20
Descriptors/Topics <ul style="list-style-type: none">• Oral Traditions of Story-Telling since Early Civilization; Introduction to Traditional Media;• Types: Theatre/Drama, Puppetry, Music, Dance/Ballads, Folk and Tribal Art, Local Fairs; Folk Tales & Folklore; Relationship with the Society; Innovation of Printing Press	
Module II: Understanding News and News Source & News Writing and Interview Skills (Print, Radio and Television)	30
Descriptors/Topics <ul style="list-style-type: none">• News: Meaning, Definition, Nature; News Value; Basic elements of News;• Hard and Soft News; Organizing the news structure: 5 Ws & I H, Inverted Pyramid• Writing a lead; Deciding the news angle (Understanding the audience) Crafting the body;• Writing the ending; News formats: Interpretative, Investigative; Sources of Information Interviewing: Process & Skills; Research for Interviews; Changing practices- speed, circulation and viral networking	
Module III: English & Other Language Press in India	20
Descriptors/Topics <p>Important English News Papers and Their Contributions; Prominent Journalists (Sri Arbindo, Mahatma Gandhi, Shishir Kumar Ghosh, Surendranath Banarjee, Sadanand), English Press and Freedom Struggle; Other Indian Language Journalism: An Overview (Bangla, Marathi, Gujrati, Tamil, Malyalam, Telugu, Urdu etc)</p>	
Module IV: Growth of Media in 20th Century & Current Scenario	30
Descriptors/Topics <p>Nehru Era and the Transition Phase (1947-1974), Indian Press during Emergency and thereafter (1975-1990), Era of Globalization and Indian Press (1991 onwards); Citizen Journalism, Social Media, Convergence</p>	





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and Co-existence; History of Radio,

Current Trends in Radio: FM Broadcasting, Internet radio, Community Radio – Relevance & Present Status, Growth of Private Radio Channels, Digitalization, DTH; Brief History of Television, Growth of Television in India & Doordarshan, Advent of Private Channels in India, Present State of TV Journalism in India

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Understand the history of Indian communication and Press.
- Identify the use of media in providing meaningful information.
- Evaluate the Changes in Indian media industry.
- Enable students to explain and review on critical evaluation of mass communication trends in India.

Pedagogy for Course Delivery: This class will be taught using the theory and case method. Students will learn to appreciate this complex discipline with the help of various teaching aids such as case studies, practical exercises, screenings, and reading group cutting of historical papers and historical broadcast of Indian radios.

Lab Practical's details, if applicable:

List of Experiments:

- Prepare one documentary.
Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weight age (%)	15	10	05	70

Text & References

Texts:History of Indian Journalism – J. Natrajan, Prakashan Vibhag, 2002

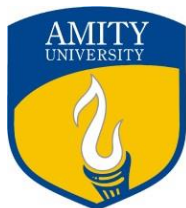
- Journalism in India - Rangaswami Parthasarthy, Sterling Publishers, 2007
- India's Newspaper Revolution, Robin Jeffrey, Oxford, 2000
- Headlines from Hindi Heartland, Savanthy Nanon, Sage Publication, 2007

References:

Reports on Indian media.

- Daily newspapers
- Historical documents related to freedom movement of India
- AIR archives





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Established vide Government of Madhya Pradesh Act. No. 27 of 2010

Course structure: B. Design FD - 14817

Course Title: **Functional Clothing**

Credit Units: 03

Course Level: UG

Course Code: BFD630

Course Objectives: After the students have a thorough knowledge about the importance of clothing and the garment for construction of functional clothing for people with special needs.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Introduction	25
Descriptors/Topics <ul style="list-style-type: none">• Introduction to clothing comfort and different types of functional clothing.	
Module II: Supports the Safety and Productivity of Construction Workers	25
Descriptors/Topics <ul style="list-style-type: none">• Design• Drafting• Construction	
Module III: People with Disabilities	25
Descriptors/Topics <ul style="list-style-type: none">• Design• Drafting• Construction	
Module IV: Functional Properties of Sportswear	5
Descriptors/Topics <ul style="list-style-type: none">• Design• Drafting• Construction	
Module V: Children Outdoor Clothing to Increase the Risk of Playground Injuries	
Descriptors/Topics <ul style="list-style-type: none">• Design• Drafting• Construction	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- The aspects and importance of clothing concept.





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- Differentiate between aesthetic and functional properties of garments.
- Apply about the different types of functional clothing for various purposes.
- Analyze the construction the clothing to increase the risk of playground injuries.
- Evaluate the construction of functional clothing for Safety and Productivity of Construction Workers.
- Create the construction of functional clothing for people with special needs.

Pedagogy for Course Delivery:

- **Blended Learning**
- **Informed Learning**
- **Demonstrations**

Lab/Practical details, if applicable:

List of Experiments:

- Create the designing and concept board for the functional clothing.
- Construct the garments for the functional purpose.

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

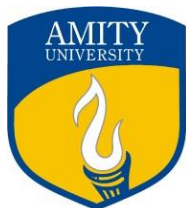
Texts:

- Tate, M. T. and Glisson, O. 1961. Family Clothing. United State of America, John Wiley and Sons Inc. pp.142-167.
- Helen Joseph Armstrong, 2011. Patternmaking for Fashion Design, Pearson Education.
- Pamela Powell, 2016. Lingerie Design: A Complete Course, Laurence King Publishing.

References:

- Mc Jimsey and Harriet. Art and Clothing Selection. Iowa State University Press, Jowa.
- Jacob Solinger. Apparel Manufacturers Handbook.





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Course structure: B. Design FD - 14817

Course Title: **Textile Project**

Course Code: **BFD631**

Course Level: **UG**

Course Credit: **04**

Course Objective: In the final semester the students are given an opportunity to present a Range of Fabrics and Trims & Accessories based on the Garment / Product selected. The students shall be incorporating the skills that they have learnt in the past semesters. Starting from inspiration and conceptualization, design process, weaves, fabric selection, trims & accessories selection. In textile project the student select a garment and then prepare the Fabrics & Trims & Accessories collection based on sourcing, Competitors and Quality as well as pricing. The project has to be submitted in displayable format – materials like a file, folders, catalogues, etc

Course Contents:

Module I	50
Product Selection Product Information Sourcing of Trims & Accessories Sourcing of Fabrics	
Module II	50
Presentation & Viva Submission of the Report	

Student Learning Outcomes:

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

- Product category selection
- Know-how of sourcing of fabrics, trims & accessories

Pedagogy for Course Delivery:

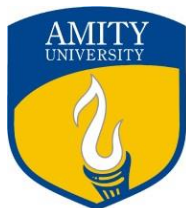
- Power point presentations
- lectures
- informed learning
- small-group work/discussion
- Market visits for sourcing
-

Lab/ Practical's details, if applicable: **NA**

List of Experiments:

Assessment/ Examination Scheme:





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Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
	100	Practical

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)					

Lab/ Practical/ Studio Assessment:

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	C	CT	P	A	EE
Weight age (%)	-	15	10	5	70

Text & References:

Text:

- Please note that since this is a project-based subject the students would not be consulting any books but instead would have to conduct surveys and search for websites relating to forecasts, latest trends, fabrics, design as well as silhouettes so that they can prepare their collection accordingly. They will also visit the market place for sourcing.

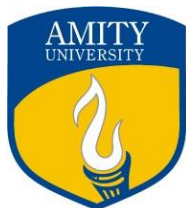
References:

- By Tracy Diane and Tom Cassidy, Color Forecasting
- Apparel Online, Apparel Views, Clothesline, Moda, Vogue, and Simplicity etc. to be consulted regular.

Additional Reading:

Any other Study Material:





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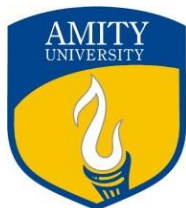
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B.DES FASHION DESIGN

SEVENTH SEMESTER

SLNO	Course Code	Course Title	Course Category	L	T	P	T
1	BFD701	Fashion Psychology	DSC	2	1	0	3
2	BFD732	Design Project	DSC	0	2	8	6
3	BFD733	Accessory Design	DSC	0	2	4	4
4	BFD734	Design Research & Portfolio	DSC	0	2	4	4
5	BFD735	Fashion Styling	DSM	0	2	2	3
6	BFD750	Industry Internship	SIP	0	0	12	6
TOTAL							20





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Course structure: B. Design FD - 14817

Course Title: **Fashion Psychology- I**

Credit Units: 03

Course Level: PG

Course Code: BFD701

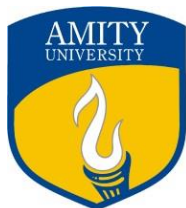
Course Objectives: At the end of the course student will explore the reciprocal relationship between fashion & psychology. We will also discuss how psychological theories help to explain and predict how consumer behaves in context to fashion. We will also understand the internal dynamic of consumer and will focus on consumer decision and the influence of others on decision. In addition we will focus on our need for self-esteem and social identity plays an important role in clothing.

Prerequisites: NIL

Course Contents/Syllabus:

Course Contents/Syllabus	Weight age %
Module I Introduction to fashion psychology	10
<ul style="list-style-type: none">Understand the purpose of clothingClothing value & cultureSocial & psychological aspects of fashionApplication of psychology in fashion	
Module II Personality and individual difference	15
<ul style="list-style-type: none">Understanding different personality traits understanding internal dynamics of consumer (motivational process, impact of attitude value & lifestyle)Leadership style, PsychopathyValue of psychometric testing	
Module III Fashion self and identity	15
<ul style="list-style-type: none">Social psychologyConcept and theories of psychological well-beingIndividual societal and global issue (identity and body image, appearance and judgment, fashion and society)	
Module IV Factors affecting selection of clothing	15
<ul style="list-style-type: none">Clothing for children, middle age, adultTypes of clothing according to human figureMaterial selection for different clothingSelection of color for different clothing	
Module V Consumer psychology	15
<ul style="list-style-type: none">Concept of consumer behaviorUnderstanding of fashion psychographicsCross cultural values in fashion marketing practiceE-commerce	





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<ul style="list-style-type: none">Consumer satisfaction, marketing misbehavior	
Module VI Cognition and creativity	
<ul style="list-style-type: none">Understanding human development, biological bases of cognitive processTheories of perception thinking reasoning and decision makingInfluence of cognitive process on design and innovation/creativityChallenges face by fashion industry	15
Module VII Fashion well-being	
<ul style="list-style-type: none">Concept and theory of psychological well-being in context of fashionSocietal and global issue (identity and body image, appearance and judgment, fashion and environment, impact of technology)	15

Student Learning Outcomes:

1. Understanding of how psychology can be applied in context of fashion
2. Insight into the relationship between fashion self and identity
3. Appreciation of consumer need and preference
4. Knowledge about fashion industry and its social responsibilities

Pedagogy for Course Delivery:

- Lecture
- Seminar
- Group Discussion
- Workshop
- Case study

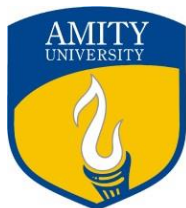
Lab/ Practical's details, if applicable: NA

List of Experiments:

Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
Weight age (%)	15	10	05	70





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Course structure: B. Design FD - 14817

Course Title: **Design Project**

Credit Units: 06

Course Level: UG

Course Code: BFD732

Course Objectives: To be able to conceptualize and an idea and convert it into final products.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Marketing Survey	25
Descriptors/Topics <ul style="list-style-type: none">For all the three categories of Men's wear, Women's wear and kid's wear perform the following:Market SurveyConceptualizationDesign Development & Selection	
Module II: Design Development	25
Descriptors/Topics <p>For One Selected Category:</p> <ul style="list-style-type: none">Final PresentationProduct DevelopmentProduct Presentation	
Module III: Final Presentation	
Descriptors/Topics <ul style="list-style-type: none">PresentationViva	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Remember about the knowledge of design project.
- Understand the knowledge of themes.
- Market survey of Men's, women's & kid's wear.
- Design development & selection of Men's, women's & kid's wear.
- Presentation for final product.

Pedagogy for Course Delivery:





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- Power point presentation
- Videos/animated files of various process involved.
- Field Based Learning
- Case Based Learning

Lab Practical's details, if applicable:

List of Experiments:

- Research file.
- Make the Board and mind mapping on the topic.
- Construct the garments according to the theme.

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weight age (%)	15	10	05	70

Text & References:

Texts:

- Portfolio Presentation for Fashion Designer Linda Tain
- Current fashion and business magazines

References:

- Trade journals / news papers Forecast magazines and journals





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Course structure: B.Design FD - 14817

Course Title: Accessory Design

Credit Units: 04

Course Level: UG

Course Code: BFD733

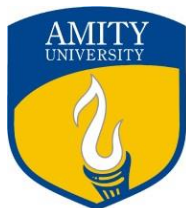
Course Objectives: After the students have a thorough knowledge of accessories design and its application they are now introduced to the concept and theme-wise process of accessories design.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Introduction	25
Descriptors/Topics <ul style="list-style-type: none">Introduction to accessory design: - various types of shoes, handbags, hats, and gloves, etc.	
Module II: Collection of Research work and materials	25
Descriptors/Topics <ul style="list-style-type: none">Collection of materials related to the accessories based on different themes: - tribal, ethnic, contemporary, traditional, and fusion (file work with theory, picture sample).	
Module III: Design Development Process	25
Descriptors/Topics <ul style="list-style-type: none">Collection of design development related to the accessories based on different themes: - tribal, ethnic, contemporary, traditional, and fusion (file work with theory, picture sample).	
Module IV: Creating the accessories	5
Descriptors/Topics <ul style="list-style-type: none">To create accessories from each theme (head dress, foot wears, handbags, jewelry, belts, gloves etc.)	
Module V: Final Presentation/Portfolio	





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Descriptors/Topics	
<ul style="list-style-type: none"> Final Presentation 	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Remember the types of fashion accessories.
- Understanding the importance of accessories in fashion industry.
- Apply about the process of effective research and drawing from pre-existing accessories.
- Analyze and predict the need of target market for preparation of different accessories.
- Evaluate the construction of handbags, belts, hats, etc.
- Create the patterns and construction of the different accessories.

Pedagogy for Course Delivery:

- Blended Learning
- Informed Learning
- Demonstrations

Lab/Practical details, if applicable:

List of Experiments:

- Create the concept boards and working sketches of accessories.
- Create Accessories of each theme with proper process.

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Components	Mid- Term	Assignment	Attendance	End Term
The weight age (%)	15	10	05	70

Text & References:

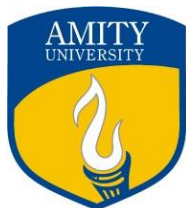
Texts:

- Jay Diamond, Ellen Diamond. Fashion Apparel and Accessories.
- France Borel. The Splendor of Ethnic Jewelry. NJ Abram Inc, New York.
- Mookherjee Ajit. 5000 Designs and Motifs from India. Dover Publications Inc., 1996.
- Judith Rasband. Strategies for Women. Delmar Publishers London.

References:

- Mc Jimsey and Harriet. Art and Clothing Selection. Iowa State University Press, Iowa.
- Jacob Solinger. Apparel Manufacturers Handbook.





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Course structure: B. Design FD - 14817

Course Title: Design Research

Credit Units: 04

Course Level: UG

Course Code: BFD734

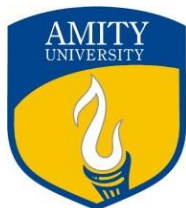
Course Objectives: After the students have a thorough knowledge of the fashion range development according to concept, forecast, latest trends and theme.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Concept Creation & Presentation	25
Descriptors/Topics <ul style="list-style-type: none">• Discussion with the student on the inspiration for Design collection. 3 themes per student.• Field work by students; collecting inspirations in terms of images, cuttings, videos, fabrics, etc• Presentation of the same to internal mentors. Finalize on one theme for final design collection.	
Module II: Creation of design boards	25
Descriptors/Topics <ul style="list-style-type: none">• Inspiration• Theme• Mood,• Story• Color,• Client board,• Illustration sheet, (Minimum of 8 ensembles per collection)• Flat specs• Swatch Card• Embellishment/print board• Trims/accessory board and cost sheet.• Working Sketches	
Module III: Design Development Process	25





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Descriptors/Topics <ul style="list-style-type: none"> Final Rendering of the selected design Computer aided flat sketches. Specification and cost sheet of the design 	
Module IV: Preparation and Creation of Final Range	5
Descriptors/Topics <ul style="list-style-type: none"> Purchase of fabrics and trims for final garments. Cutting of final garments. Stitching of ensembles of final collection. Presentation of the same to Internal Jury for assessment/changes/comments. Incorporate changes if any and proceed with the execution. Completion of stitching of final collection. Final trial fit on the Models prior to Fashion Show. Assessment of finishing/fit of the garments by concerned faculty. 	
Module V: Final Presentation/Portfolio	
Descriptors/Topics <ul style="list-style-type: none"> Final Presentation 	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Remember importance of different patterns making technique in field of fashion industry.
- Understand the importance of inspiration and theme for collection.
- Apply the importance of each step-in design collection.
- Analyze how garment collection are prepared and presented.
- Evaluate how fashion shows are organized and performed.
- Create the importance of fashion shows in design sector to invite trade audience.

Pedagogy for Course Delivery:

- Blended Learning**
- Informed Learning**
- Demonstrations**

Lab/Practical details, if applicable:

List of Experiments:

- Create the Portfolio for the GDC.
- Development the design collection.
- Sourcing the material for design collection

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

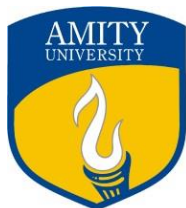
Component s	Mid- Term	Assignment	Attendance	End Term
The weight age (%)	15	10	15	70

Text & References:

Texts:

- Jay Diamond, Ellen Diamond. Fashion Apparel and Accessories.
- France Borel. The Splendor of Ethnic Jewelry. NJ Abram Inc, New York.
- Mookherjee Ajit. 5000 Designs and Motifs from India. Dover Publications Inc., 1996.
- Judith Rasband. Strategies for Women. Delmar Publishers London.





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References:

- Mc Jimsey and Harriet. Art and Clothing Selection. Iowa State University Press, Iowa.
- Jacob Solinger. Apparel Manufacturers Handbook.

Please note that since this is a project-based subject the students would not be consulting books except for pattern making but instead would have to conduct surveys and search for websites relating to fashion forecasts so that they can prepare their collection accordingly.

Course structure: B.Design FD - 14817

Course Title: Fashion Styling

Credit Units: 03

Course Level: UG

Course Code: BFD735

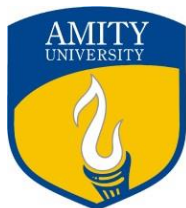
Course Objectives: After the students have a thorough knowledge of fashion styling and its application they are now introduced to the concept.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Introduction to Styling	25
Descriptors/Topics Fashion Styling Skills, History of Styling, Fashion Styling Fundamentals, How to Become a Fashion Stylist, Talents and Skills, Styling for Print, Getting Ready for a Test, Styling for Entertainment, Image Management, Knowing Your Body, Knowing Your Style, Working on the Job, Portfolio Building, and Branding	
Module II: Styling	25
Descriptors/Topics	
• Roles and Responsibilities of a stylist	
Module III: Types of Styling	25
Descriptors/Topics	
• Mannequin Styling	
• Celebrity Look	
• Product Styling	
• Budget Based Styling	
• Personal Styling	
Module IV: Styling module-project	25





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Descriptors/Topics

- Creative Thematic shoots

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Know about the roles and responsibilities of a fashion stylist
- Be able to manifest the principles of fashion styling for an individual
- Be able to administer the principles of fashion styling to consumer groups
- Be able to produce fashion styling conclusions

Pedagogy for Course Delivery:

- **Blended Learning**
- **Informed Learning**
- **Demonstrations**

Lab/Practical details, if applicable:

List of Experiments:

- Create the concept boards and working sketches of accessories.
- Create Accessories of each theme with proper process.

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

Texts:

- Jay Diamond, Ellen Diamond. Fashion Apparel and Accessories.
- France Borel. The Splendor of Ethnic Jewelry. NJ Abram Inc, New York.
- Mookherjee Ajit. 5000 Designs and Motifs from India. Dover Publications Inc., 1996.
- Judith Rasband. Strategies for Women. Delmar Publishers London.

References:

- Mc Jimsey and Harriet. Art and Clothing Selection. Iowa State University Press, Iowa.
- Jacob Solinger. Apparel Manufacturers Handbook.





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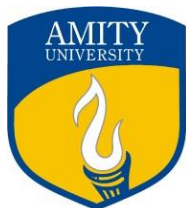
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B.DES FASHION DESIGN

EIGHTH SEMESTER							
SLNO	Course Code	Course Title	Course Category	L	T	P	T
1	BFD801	Management Accounting & Cost Control	MC	1	0	0	1
2	BFD802	Project Management	MC	1	0	0	1
3	BFD803	Principle of Management & Entrepreneurship Development	AEC	1	0	0	1
4	BFD832	Design Research & Presentation	DSC	1	1	6	5
5	BFD833	Final Design Project (Fashion Show)	SIP				12
TOTAL							8





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Course structure: B.Design FD - 14817

Course Title: Management Accounting & Cost Control

Credit Units: 01

Course Level: UG

Course Code: BFD801

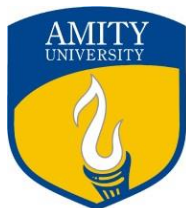
Course Objectives: The Management and Entrepreneurship program is designed to prepare students for an exciting career in today's competitive era. The course will equip students with the knowledge to cope up with the changing environment because of the advent of technology and other influences. The course will also develop required entrepreneurship skills in the students from a variety of disciplinary perspectives known to be important for independent and corporate entrepreneurs.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I	25
Descriptors/Topics Principles and function of management, Planning and decision making, Line and staff relationship, management by objective.	
Module II	25
Descriptors/Topics Formal and informal organization, Performance appraisal, Training and development.	
Module III	25
Descriptors/Topics Entrepreneurship and entrepreneurial process, Business plan, Form of ownership suitable for business.	
Module IV	25
Descriptors/Topics Entrepreneurial motivation and leadership, entrepreneurial competencies, entrepreneurial development programme.	





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Student Learning Outcomes:

At the end of the course, the students will be able to:

Pedagogy for Course Delivery: The classes will be lecture demonstration methods with each class having split into two with lecture and followed by demonstration.

Lab Practical's details, if applicable:

List of Experiments: NA

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

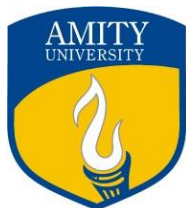
Text:

- Essentials of Management, H. Koontz, H. Weihrich and C. O'Donnell, McGraw-Hill/Irwin
- David H Holt, Entrepreneurship : New Venture Creation.

References:

- The Practice of Management, P. Drucker, Harper Business.





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Course structure: B.Design FD - 14817

Course Title: Project Management

Credit Units: 01

Course Level: UG

Course Code: BFD802

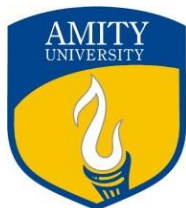
Course Objectives: The course aims at making an understanding of the tools and the framework necessary to build a cohesive workflow plan that will help develop industry-standard process. Students will also learn project management skills specifically to all design and redesign projects, from the simplest to the most complex.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Introduction	
Descriptors/Topics Conceiving a project, Strategic Management and Project Selection, Work Breakdown Structure.	25
Module II: Project Training	
Descriptors/Topics Conflict and Negotiation Developing a project, Appraisal of project – financial, marketing appraisal, technology appraisal and HRD appraisal, Project in Contemporary Organizations.	25
Module III: Project Initiation	
Descriptors/Topics Project implementation– Scheduling, Resource Allocation, Monitoring and Information, Project Control.	25
Module IV: Managing Risk	
Descriptors/Topics <ul style="list-style-type: none">• Risk Management Process: Risk Identification, Risk Assessment.• Risk Response Development: Risk Response Control	15
Module V: Project Termination	
Descriptors/Topics Project Auditing and Termination	10





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Student Learning Outcomes:

At the end of the course, the students will be able to:

Pedagogy for Course Delivery: The classes will be lecture demonstration methods with each class having split into two with lecture and followed by demonstration.

Lab Practical's details, if applicable:

List of Experiments: NA

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

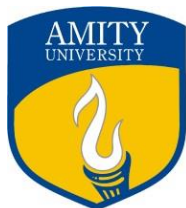
Text:

- Project Management: A Managerial Approach, J.P. Meredith and S.J. Mantel, John Wiley and Sons Inc.

References:

- Project Management: The Managerial Process, Clifford F. Gray and Erik W. Larson





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Course structure: B.Design FD - 14817

Course Title: Principles of Management & Entrepreneurship Development

Credit Units: 01

Course Level: UG

Course Code: BFD803

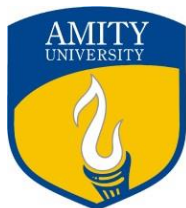
Course Objectives: The Management and Entrepreneurship program is designed to prepare students for an exciting career in today's competitive era. The course will equip students with the knowledge to cope up with the changing environment because of the advent of technology and other influences. The course will also develop required entrepreneurship skills in the students from a variety of disciplinary perspectives known to be important for independent and corporate entrepreneurs.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I	
Descriptors/Topics Principles and function of management, Planning and decision making, Line and staff relationship, management by objective.	25
Module II	
Descriptors/Topics Formal and informal organization, Performance appraisal, Training and development.	25
Module III	
Descriptors/Topics Entrepreneurship and entrepreneurial process, Business plan, Form of ownership suitable for business.	25
Module IV	
Descriptors/Topics Entrepreneurial motivation and leadership, entrepreneurial competencies, entrepreneurial development programme.	25





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Student Learning Outcomes:

At the end of the course, the students will be able to:

Pedagogy for Course Delivery: The classes will be lecture demonstration methods with each class having split into two with lecture and followed by demonstration.

Lab Practical's details, if applicable:

List of Experiments: NA

Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

Text:

- Essentials of Management, H. Koontz, H. Weihrich and C. O'Donnell, McGraw-Hill/Irwin
- David H Holt, Entrepreneurship: New Venture Creation

References:

- The Practice of Management, P. Drucker, Harper Business.





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Established vide Government of Madhya Pradesh Act. No. 27 of 2010

Course structure: B.Design FD - 14817

Course Title: Fashion Portfolio

Credit Units: 05

Course Level: UG

Course Code: BFD832

Course Objectives: After the students have a thorough knowledge of how to display their work on professional level form digital medium and knowledge about various websites and social media to display their work.

Pre-requisites:

Course Contents/Syllabus:

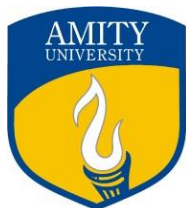
	The weightage (%)
Module I: Introduction to Portfolio Presentation	25
Descriptors/Topics <ul style="list-style-type: none">• Introduction to digital and physical fashion portfolio• Introduction to various websites and social media to display their work. (like behance)	
Module II: Brainstorming a Storyline or Arrangement	25
Descriptors/Topics <ul style="list-style-type: none">• Check for instructions or guidance on what to include.• Come up with an organizing principle.• Write an explanation to show how you want to organize your work.	
Module III: Compiling Your Materials	25
Descriptors/Topics <ul style="list-style-type: none">• Gather your materials.• Showcase your strongest ideas.• Pick out a selection of pieces that show your development in each of your projects.• Select your best pieces.• Fit the pieces together into your chosen arrangement.	
Module IV: Final Presentation/Portfolio	
Descriptors/Topics <ul style="list-style-type: none">• Final Presentation	

Student Learning Outcomes:

At the end of the course, the students will be able to:

- Remember the various platforms to display their work.
- Understand about the various methods to display their work professionally.
- Apply the previous semester, work creatively and develop the file.
- Analyze the uniqueness of their work in fashion industry.
- Evaluate the importance to display their work professionally.
- Create the final portfolio digitally or manmade.





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Pedagogy for Course Delivery:

- Blended Learning
- Informed Learning
- Demonstrations

Lab/Practical details, if applicable:

List of Experiments:

- Create the Portfolio.
- Upload the portfolio on digital platform.
- Create Project presentations, Lecture presentations.

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

Texts:

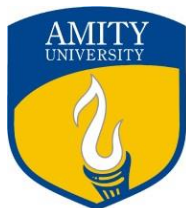
- Jay Diamond, Ellen Diamond. Fashion Apparel and Accessories.
- France Borel. The Splendor of Ethnic Jewelry. NJ Abram Inc, New York.
- Mookherjee Ajit. 5000 Designs and Motifs from India. Dover Publications Inc., 1996.
- Judith Rasband. Strategies for Women. Delmar Publishers London.

References:

- Mc Jimsey and Harriet. Art and Clothing Selection. Iowa State University Press, Iowa.
- Jacob Solinger. Apparel Manufacturers Handbook.

Please note that since this is a project-based subject the students would not be consulting books except for pattern making but instead would have to conduct surveys and search for websites relating to fashion forecasts so that they can prepare their collection accordingly.





Course structure: B. Design FD - 14817

Course Title: Graduation Design Collection

Credit Units: 12

Course Level: UG

Course Code: BFD833

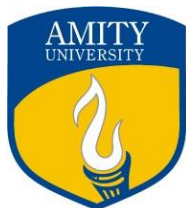
Course Objectives: After the students have a thorough knowledge skill to design and present their own collection starting from inspiration and conceptualization and the complete process of design development and the presentation of their collection to invite trade audience. learning about different process like design process, sourcing, styling, pattern making, proto typing, required accessories involved before presenting the collection.

Pre-requisites:

Course Contents/Syllabus:

	The weightage (%)
Module I: Display the design research work	25
Descriptors/Topics <ul style="list-style-type: none"> • Research Work • Inspiration • Theme • Mood, • Story • Color, • Client board, • Illustration sheet, (Minimum of 8 ensembles per collection) • Flat specs • Swatch Card • Embellishment/print board • Trims/accessory board and cost sheet. • Working Sketches • Final Rendering of the selected design • Computer aided flat sketches. • Specification and cost sheet of the design 	
Module II: Drafting	25
Descriptors/Topics <ul style="list-style-type: none"> • Preparation of drapes/pattern for each garment. • Stitching and toile fittings on models. • Presentation to concerned faculty for fitting issues and finalizing pattern. 	
Module III: Presentation of collection in a fashion show	
Descriptors/Topics <ul style="list-style-type: none"> • Garment ready for fashion show • Fashion Show of the Final Collection with complete look (including accessories, footwear, makeup, etc.) • Final assessment on ramp presence and appeal. 	





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Student Learning Outcomes:

At the end of the course, the students will be able to:

- Remember importance of different patterns making technique in field of fashion industry.
- Understand the importance of inspiration and theme for collection.
- Apply the importance of each step-in design collection.
- Analyze how garment collection are prepared and presented.
- Evaluate how fashion shows are organized and performed.
- Create the importance of fashion shows in design sector to invite trade audience.

Pedagogy for Course Delivery:

- **Blended Learning**
- **Informed Learning**
- **Demonstrations**

Lab/Practical details, if applicable:

List of Experiments:

- Create the Portfolio for the GDC.
 - Development the design Range.
 - Showcase the collection in fashion show.
- Create Project presentations, Lecture presentations.**

Assessment/ Examination Scheme:

Component s	Mid- Term	Assignment	Attendance	End Term
The weightage (%)	15	10	05	70

Text & References:

Texts:

- Jay Diamond, Ellen Diamond. .Fashion Apparel and Accessories.
- France Borel. The Splendor of Ethnic Jewelry. NJ Abram Inc, New York.
- Mookherjee Ajit. 5000 Designs and Motifs from India. Dover Publications Inc., 1996.
- Judith Rasband. Strategies for Women. Delmar Publishers London.

References:

- Mc Jimsey and Harriet. Art and Clothing Selection. Iowa State University Press, Iowa.
- Jacob Solinger. Apparel Manufacturers Handbook.

Please note that since this is a project-based subject the students would not be consulting books except for pattern making but instead would have to conduct surveys and search for websites relating to fashion forecasts so that they can prepare their collection accordingly.



AMITY SCHOOL OF FASHION DESIGN AND TECHNOLOGY

MINORTRACK: FASHION MANAGEMENT

PROGRAMME STRUCTURE

MINORTRACK: FASHION MANAGEMENT

Session 2023-2026



AMITY SCHOOL OF FASHION DESIGN AND TECHNOLOGY

MINOR TRACK: FASHION MANAGEMENT

Course Title	Course Code	Total Credits
Fashion Management-I	NCBA104	2
Fashion Management-II	NCBA204	2
Fashion Communication & Marketing	NCBA304	2
Fashion Forecasting	NCBA404	2
Visual Merchandising	NCBA504	3
Project	NCBA604	1
Total Credits		12

MINOR TRACKS: FASHION MANAGEMENT (12 CREDITS)



AMITY SCHOOL OF FASHION DESIGN AND TECHNOLOGY

MINORTRACK: FASHION MANAGEMENT

SEMESTER I

FASHION MANAGEMENT-I

Course Code: NCBA104

Course Credit: 02

Course Objective:

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

Course Contents:

Module I: Universalization of Fashion

Influence of travel, lifestyle, media etc. Role of the export industry

Module II: Meaning & Principles of management

Professional management of the fashion industry, Relevance of fashion management

Module III: Leadership & Authority

- Need for leadership, functions of a leader, and manager as a leader
- Types and features, relevance of authority in management

Module IV: Motivation

Characteristics of motivation, methods of improving motivation, incentives, pay promotion, rewards, job satisfaction and job enrichment

Examination Scheme:

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

Text & References:

Text:

- By Koontz and Heinz, Principles of Management

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



AMITY SCHOOL OF FASHION DESIGN AND TECHNOLOGY

MINORTRACK: FASHION MANAGEMENT

SEMESTER II

FASHION MANAGEMENT-II

Course Code: NCBA204

Course Credit: 02

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

Course Contents:

Module I

Fashion & Life style

Module II

Design Development and Style Selection

Module III

Product Planning & Development

Module IV: Fashion for global market

Social, Cultural, Economic, Demographic factors relating to branded and licensed products

Analyzing potential or global market, identify target consumers and competition, market research and testing, customization

Module V: Fashion Brand Management:

Types and relevance of branding, Fashion & brand positioning, launching strategies, distribution, marketing campaigns for brand introduction

Module VI: Pricing strategies & Decisions

Concept and importance of pricing, Factors affecting pricing decisions, Methods of pricing

Examination Scheme:

Components	CT	P	A	EE
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



AMITY SCHOOL OF FASHION DESIGN AND TECHNOLOGY

MINORTRACK: FASHION MANAGEMENT

SEMESTER III

FASHION COMMUNICATION & MARKETING

Course Code: NCBA 304

Course Credit: 02

Course Objective

It is about understanding the consumer and what the consumer actually responds to. Using fashion Communication, the company carefully integrates and coordinates its many communication channels to deliver a clear, consistent, relevant and compelling message about the organization.

Course Contents:

Module I: Understanding clothing:-Purpose of clothing.

- Protection of clothing
- Modesty
- Attraction and communication.

Module II: Clothing culture & communication, men and women's clothing, role and status of clothing.

Module III: Consumer Behavior

Factors influencing consumer buying behavior:- age, gender, balance, location, work, wealth, consumer profile, psychographic & motivation, other psychological approaches.

Module IV: Marketing

- Marketing: Definition, concepts and functions.
- Marketing plan and process, market terminology,
- Fashion market and marketing environment, fashion marketing planning, Market research, User's buying behavior, market communication.
- Channels of distribution
- Advertising, sales promotion techniques, exhibitions and sales.
- Care labels and brands

Examination Scheme:

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

Text & References

Text books:

- Mike Eassey. Fashion Marketing. Blackwell Science. 2002.
- The Fashion Handbook by David Shaw

References:

- Blythe Jim. Marketing Communication, Pearson Education. 2000.
- Costabtino Maria. Fashion Marketing and PR. Bt Batsford Ltd. 1998.
- Koiter. Marketing Management. Pearson Education. 2003.



AMITY SCHOOL OF FASHION DESIGN AND TECHNOLOGY

MINORTRACK: FASHION MANAGEMENT

SEMESTER IV

FASHION FORECASTING

Course Code: NCBA404

Course Credit: 02

Course Objective:

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

Course Contents:

Module I

Concept of fashion forecasting

Module II: Study of trends

Sources of information, trend forecast, textile forecast color forecast.

Module III

Product Planning & Development

Module IV

Preparation of fashion forecast for different seasons- Presentation of design

Examination Scheme:

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

Text & References:

Text:

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

References:

- Inside fashion design
- Simplicity
- Encyclopedia of fashion detail
- Femina, Elle, FNL, Apparel views to consult



AMITY SCHOOL OF FASHION DESIGN AND TECHNOLOGY

MINORTRACK: FASHION MANAGEMENT

SEMESTER V

VISUAL MERCHANDISING

Course Code: NCBA504

Course Credit: 03

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:

Module I: Introduction to VM

- Brief History of VM
- Basic (AIDA)
- Career opportunities in VM

Module II: Store Exteriors

- Store Fronts
- Components of a window
- Types of Windows
- Planning a window display , (Generic Theme)
- Types of Displays
- Types of Display settings
- Props
- Budgeting

Module III: Retail Design

- Color and Texture
- Principles of Design
- Elements of Design
- Elements of Graphic Designing
- Signage Making
- Use of Graphics in Retail

Examination Scheme:

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

Text & References:

Text:

- By Claus Ebster, Store Design & Visual merchandising

References:

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



AMITY SCHOOL OF FASHION DESIGN AND TECHNOLOGY

MINORTRACK: FASHION MANAGEMENT

SEMESTER VI

PROJECT

Course Code: NCBA 604

Course Credit: 01

Course Objective:

A project is primarily a record of intelligent reading from several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. The progress will be monitored regularly by the faculty. At the end of the semester, the term paper will be submitted to the faculty assigned. The evaluation will be done by Board of Examiners comprising of the faculty members.

In general, the Project should be comprehensive and include:

- A short account of the activities that were undertaken as part of the project;
- A statement about the extent to which the project has achieved its stated goals and objectives.
- A statement about the outcomes of the evaluation and dissemination processes engaged in as part of the project;
- Any activities planned but not yet completed as part of the project, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

Project:

Every student will be assigned a Project and it will be perused under the supervision of a concerned faculty.

