



B.Sc. Fashion & Apparel Design (CBCS) Syllabus

(I to VI Semesters)

2019-20 ONWARDS

DEPARTMENT OF APPAREL TECHNOLOGY AND MANAGEMENT
BENGALURU - 560001

B.Sc. FASHION AND APPAREL DESIGN (CBCS)								
SEMESTER I								
CODE	Subjects	Paper Theory/ Practical	Instruction Hrs/week	Duration of Exam (Hrs)	Marks			CREDIT
					IA	Exam	Total	
	Language I	Theory	4	3	30	70	100	2
	Language II	Theory	4	3	30	70	100	2
FAD103 A FAD103 B	Fibre and Yarn Science	Theory	3	3	30	70	100	2
		Practical	3	3	15	35	50	1
FAD104 A FAD104 B	Elements of Fashion and Design	Theory	3	3	30	70	100	2
		Practical	3	3	15	35	50	1
FAD105 A FAD105 B	Basics of Pattern Making and Sewing	Theory	3	3	30	70	100	2
		Practical	3	3	15	35	50	1
	SDC	Theory	3	3	30	70	100	2
	CC&EC	-	-	-	50	-	50	1
				Total	800			16

B.Sc. FASHION AND APPAREL DESIGN (CBCS)								
SEMESTER II								
CODE	Subjects	Paper Theory/ Practical	Instruction Hrs/week	Duration of Exam (Hrs)	Marks			CREDIT
					IA	Exam	Total	
	Language I	Theory	4	3	30	70	100	2
	Language II	Theory	4	3	30	70	100	2
FAD203 A FAD203 B	Fabric Science and Analysis	Theory	3	3	30	70	100	2
		Practical	3	3	15	35	50	1
FAD204 A FAD204 B	Fashion Illustration and Design	Theory	3	3	30	70	100	2
		Practical	3	3	15	35	50	1
FAD205 A FAD205 B	Garment Detailing	Theory	3	3	30	70	100	2
		Practical	3	3	15	35	50	1
	SDC	Theory	3	3	30	70	100	2
	CC&EC	-	-	-	50	-	50	1
				Total	800			16

B.Sc. FASHION AND APPAREL DESIGN (CBCS)								
SEMESTER III								
CODE	Subjects	Paper Theory/ Practical	Instruction Hrs/week	Duration of Exam (Hrs)	Marks			CREDIT
					IA	Exam	Total	
	Language I	Theory	4	3	30	70	100	2
	Language II	Theory	4	3	30	70	100	2
FAD303 A FAD303 B	Textile Wet Processing	Theory	3	3	30	70	100	2
		Practical	3	3	15	35	50	1
FAD304 A FAD304 B	Fashion Art and Design	Theory	3	3	30	70	100	2
		Practical	3	3	15	35	50	1
FAD305 A FAD305 B	Pattern Making and Garment Construction	Theory	3	3	30	70	100	2
		Practical	3	3	15	35	50	1
	SDC	Theory	3	3	30	70	100	2
	CC&EC	-	-	-	50	-	50	1
				Total	800			16

B.Sc. FASHION AND APPAREL DESIGN (CBCS)								
SEMESTER IV								
CODE	Subjects	Paper Theory/ Practical	Instruction Hrs/week	Duration of Exam (Hrs)	Marks			CREDIT
					IA	Exam	Total	
	Language I	Theory	4	3	30	70	100	2
	Language II	Theory	4	3	30	70	100	2
FAD403 A FAD403 B	History of Costumes and Traditional Textiles	Theory	3	3	30	70	100	2
		Practical	3	3	15	35	50	1
FAD404 A FAD404 B	Textile and Apparel Testing	Theory	3	3	30	70	100	2
		Practical	3	3	15	35	50	1
FAD405 A FAD405 B	Apparel Production	Theory	3	3	30	70	100	2
		Practical	3	3	15	35	50	1
	SDC	Theory	3	3	30	70	100	2
	CC&EC	-	-	-	50	-	50	1
				Total	800			16

B.Sc. FASHION AND APPAREL DESIGN (CBCS)								
SEMESTER V								
CODE	Subjects	Paper Theory/ Practical	Instruction Hrs/week	Duration of Exam (Hrs)	Marks			CREDIT
					IA	Exam	Total	
FAD501	Fashion Marketing and Merchandising	Theory	4	3	50	100	150	3
FAD502 A	Apparel Computer Aided Design	Theory	3	3	30	70	100	2
FAD502 B		Practical	3	3	15	35	50	1
FAD503 A	Apparel Quality Management	Theory	3	3	30	70	100	2
FAD503 B		Practical	3	3	15	35	50	1
FAD504 A	Draping	Theory	3	3	30	70	100	2
FAD504 B		Practical	3	3	15	35	50	1
FAD505 A	Needle Craft	Theory	3	3	30	70	100	2
FAD505 B		Practical	3	3	15	35	50	1
FAD506	Internship/Craft Documentation	-	-	Report Evaluation	50	100	150	3
	SDC	Theory	3	3	30	70	100	2
				Total	1000			20

*The student shall undergo 30 days craft documentation programme after approval from the Institute during the semester holidays between 4th and 5th semesters.

B.Sc. FASHION AND APPAREL DESIGN (CBCS)								
SEMESTER VI								
CODE	Subjects	Paper Theory/ Practical	Instruction Hrs/week	Duration of Exam (Hrs)	Marks			CREDIT
					IA	Exam	Total	
FAD601	Fashion Business Management	Theory	4	3	50	100	150	3
FAD602 A	Fashion Styling	Theory	3	3	30	70	100	2
FAD602 B		Practical	3	3	15	35	50	1
FAD603 A	Fashion Communication	Theory	3	3	30	70	100	2
FAD603 B		Practical	3	3	15	35	50	1
FAD604 A	Fashion Accessories	Theory	3	3	30	70	100	2
FAD604 B		Practical	3	3	15	35	50	1
FAD605 A	Visual Merchandising	Theory	3	3	30	70	100	2
FAD605 B		Practical	3	3	15	35	50	1
FAD606 A	Fashion Portfolio and Design Collection	Theory	3	3	30	70	100	2
FAD606 B		Practical	3	3	15	35	50	1
	SDC	Theory	3	3	30	70	100	2
				Total	1000			20

A stands for theory & B stands for practical

I Semester
B.Sc. (Fashion & Apparel Design)
FIBRE AND YARN SCIENCE

FAD103 A
Total Hrs48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To impart the knowledge of fibres, sources, identification and properties
- To provide students with the knowledge of yarn science and their properties

Unit 1 **4 Hrs**

Introduction to textile fibers. Terminology - Textile, fiber, yarn, staple and filament. Sources and classification of fibers, general, physical and chemical properties of textile fibres.

Unit 2 **6 Hrs**

Cellulose fibers - Cotton, flax, linen. Protein fibers - Silk, wool. Regenerated cellulose fibers - Viscose rayon, acetate rayon, tencel, modal, bamboo, lyocell – source, production process, microscopic appearance, properties and end use.

Unit 3 **6 Hrs**

Synthetic fibers - Nylon, polyester, acrylic, modacrylic, polypropylene, elastomeric fibers (spandex and lycra) - properties and end use.

Unit 4 **8 Hrs**

Polymers - Polymerization, degree of polymerization. Different types of polymers - addition and condensation, orientation and crystallinity.

Unit 5 **12 Hrs**

Spinning - Definition and types. Yarn - ply, 2ply, 3ply thread, yarn twist and yarn count. Spinning Process - Ring and open end yarn spinning. Flowchart for manufacturing of carded, combed and folded yarn, advantages and difference between rotor and ring spinning, wollen and worsted system, difference between woven and knitted structures.

Unit 6 **12 Hrs**

Blends - Types, advantages, properties and end use. Cotton blends, wool blend, polyester blends.

Fancy yarns - types, properties and end use. Texturization - Types (simplex and complex yarns), properties and end use. Sewing threads - Types, properties and end use. Yarn testing, TPI, yarn count - direct system.

References

1. Bernard P. Corbman, "Textiles: Fiber to Fabric", McGraw Hill Education, 6th edition, 1985.
2. Billie J. Collier, Phyllis G. Tortora, "Understanding Textiles", Pearson, 6th edition, 2000.
3. Gohl E.P.G. Velensky, L.D, "Textile Science" CBS Publishers and Distributors, 2nd edition, 2005.
4. Gordon Cook J, "Hand Book of Textile Fibres", Woodhead Publishing, 5th revised edition, 1984.
5. Gilbert R. Merrill, "Cotton Opening and Picking", Universal Publishing Corporation, 1999.
6. Hall A.J., "The standard Hand Book of Textiles", Wood Head Publishing, 8th edition, 2004

I Semester
B.Sc. (Fashion & Apparel Design)
FIBRE AND YARN SCIENCE

FAD103 B
16 practicals of 3 hrs each

Exam Hours: 03
Exam Marks: 35
Internal Assessment: 15

- Unit 1** **4**
Identification of different natural fibres - Cotton, silk, wool by physical (feel test, burning test and microscopic test) and chemical (solubility test).
- Unit 2** **4**
Identification of different man-made fibres - Viscose, polyester, nylon by physical (feel test, burning test and microscopic test) and chemical (solubility test).
- Unit 3** **4**
Geometrical properties of yarn - Yarn length (staple/filament), yarn twist and yarn count. Sewing threads - No. of ply, yarn twist, yarn count, yarn defects, visual inspection of various sewing thread packages.
- Unit 4** **4**
Identification of yarns by physical method - Spun, filament yarns, ply and novelty yarns.

I Semester
B.Sc. (Fashion & Apparel Design)
ELEMENTS OF FASHION AND DESIGN

FAD104 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To introduce elements and principles of design
- To impart knowledge on fashion art and design and its importance

Unit 1 **8 Hrs**

Introduction to fashion. Fashion terminologies - Fashion, style, taste, trend, FAD, classics, fashion cycle, boutique, haute couture, designer, Prêt A Porter, silhouette, fashion icon, fashion follower, fashion leader, fashion victims, croqui, muse, knock off, avant garde.

Unit 2 **8 Hrs**

Design and types of design - Structural design and decorative design - natural/geometric/abstract/ stylized/ ethnic/ conventional.

Elements of fashion process - Fashion origin, evolution - examples from different eras till French revolution, fashion cycles, length of cycle, fashion theories and the major fashion centers.

Unit 3 **8 Hrs**

Art media and application - Pencils, charcoal, colour pencils, brush and its types, oil pastels, dry pastels, water colour, poster colours, acrylic colours, fabric colours, markers, collage, frottage, montage. Paper types.

Rendering techniques using various media.

Unit 4 **6 Hrs**

Basic sketching techniques - Hatching, cross hatching, stippling, scribbling, criss cross, doodling and sketching from live, perspective and its uses - one point perspective and two point perspective related to fashion, grid technique of drawing (enlargement and reduction).

Unit 5 **8 Hrs**

Elements of design (point, line, form, shape, space, size, texture and colour).

Principles of design (harmony, proportion, balance, rhythm and emphasis).

Colour - Dimensions, colour theory (Prang, Munsell colour system, Pantone colours), colour wheel, colour value scale, grey scale, colour schemes. Colour and emotions - Indian approach to colour.

Unit 6 **10 Hrs**

Introduction to anatomy, study of bone structure, body proportions of children, female and male. The fashion figure - 8 head, 10 head, 12 head theory (stick/ block/ flesh) and its proportion.

References

1. Elisabetta Drudi, Tiziana Paci, "Figure Drawing for Fashion Design", Pepin Press Publication, 2002.

2. Gavin Ambrose, Paul Harris, "The Visual Dictionary of Fashion Design", Bloomsbury Publishing India Private Limited, 2007.
3. James Stockton, "Designers Guide to Colour", Chronicle Books, San Francisco, 1984.
4. Maier, Manfred, "Basic Principles of Design", Van Nostrand Reinhold, 1980.
5. Sharon L Tate, Mona S Edwards, "Inside Fashion Design", Pearson Education India, 2006.
6. Stanyer Peter, "The Complete Book of Drawing Techniques", Arcturus Publishing Ltd., 2003.

I Semester
B.Sc. (Fashion & Apparel Design)
ELEMENTS OF FASHION AND DESIGN

FAD104 B
16 practicals of 3 hrs each

Exam Hours: 03
Exam Marks: 35
Internal Assessment: 15

Unit 1

4

Introduction to art media - Pencils, charcoal, colour pencils, brush, oil pastels, dry pastels, water colours, poster colours, acrylic colours, fabric colours, markers, collage, frottage, montage. Understanding various media and applications on natural sketch of flowers and leaves, landscape painting, fabric drapes.

Unit 2

4

Basic sketching techniques - Shading, smudging, hatching, cross hatching, stippling, scribbling, criss cross, doodling.
 Perspective and its uses - One point perspective and two point perspectives related to fashion.
 Grid technique of drawing (enlargement and reduction).

Unit 3

6

Elements of design - Point, line, shape, space, colour and texture.
 Principles of design - Proportion, balance, rhythm, emphasis and harmony, Prangs colour wheel.
 Colour classification - Primary, secondary, tertiary. Colour scheme - Monochromatic, achromatic, analogous, complementary and types. Cool and warm colours, tints, shades. Grey scale, colour value scale (10 values) - applications on freehand drawing.

Unit 4

2

Fashion illustration - Stick, block and fleshing of the fashion figure - 8 head, 10 head, 12 head figures.

I Semester
B.Sc. (Fashion & Apparel Design)
BASICS OF PATTERN MAKING AND SEWING

FAD105 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To impart skills in basic techniques of pattern making
- To provide the knowledge of different sewing machines

Unit 1 **8 Hrs**
Anthropometric study - Body measurements, types of body measurements, body measuring method and standardization of body measurement.

Unit 2 **10 Hrs**
Basics of pattern making and sewing - Introduction to pattern making techniques - Drafting, draping and flat pattern technique. Introduction to tools used for pattern making and garment construction - measuring tools, marking tools, cutting tools, sewing tools, pressing tools. Types of papers used for pattern making, papers of different GSM, its uses.

Unit 3 **10 Hrs**
Introduction to sewing machine - History of sewing machine, domestic sewing machine, industrial sewing machine, stitch formation, difference between domestic and industrial sewing machine, parts of a sewing machine, varieties of industrial sewing machines - single needle lock stitch machine, double needle lock stitch machine, chain stitch machines, over-lock machine, sewing machine needles - types, parts and functions, care and maintenance of sewing machine. Sewing threads - function, performance, characteristics. Stitch classification - ASTM Standards, stitch dimensions and properties.

Unit 4 **10 Hrs**
Introduction to basic hand stitches - Temporary and permanent stitches, methods, importance and applications of basting, running, tacking, hand overcast, chain, button hole, hemming stitches - plain and blind hemming. Machine stitches - Lock and overlock stitches. Seams - Definition, seam and seam finishes, seam dimensions.

Unit 5 **6 Hrs**
Pattern making terminologies - Marks and symbols (notches, punch/circles,) pattern information (grain, part, piece, cut symbols) seam allowance, fabric terms (grain, bowing, skewing).

Unit 6 **4 Hrs**
Pattern - Introduction, types of pattern - Commercial, custom made and made-to-measure patterns.

References

1. Allyn Bane, "Flat Pattern Design", McGraw-Hill Inc. US, 1972.
2. Gerry Cooklin, "Introduction to Clothing Manufacture", Wiley-Blackwell, 2nd edition, 2008.

3. Harold Carr & Barbara Latham, "The Technology of Clothing Manufacture", Oxford Publications, USA, 1994.
4. Helen J Armstrong, "Pattern Making for Fashion Design", Pearson Education India, 5th edition, 2013.
5. Winfred Aldrich, "Metric Pattern Cutting", John Wiley & Sons, 3rd edition, 1994.

I Semester
B.Sc. (Fashion & Apparel Design)
BASICS OF PATTERN MAKING AND SEWING

FAD105 B

16 practicals of 3 hrs each

Exam Hours: 03

Exam Marks: 35

Internal Assessment: 15

Unit 1

4

Sewing machine - Types, functions, attachments and uses. Sketching the basic sewing machine and parts and learning threading of single needle lock stitch machine, loading bobbin and bobbin case, fixing and removing the needle and care and maintenance of sewing machines. Stitching practice on paper and fabric (straight, curves, corners and circular).

Unit 2

4

Development of samples using sewing techniques - Basic hand stitches - basting, running, chain, tacking, hand overcast, buttonhole, hemming stitches - plain and blind hemming, slip stitch, tailor's tack. Machine stitches - seam and seam finishes - plain, flat fell, French, turned and stitched, lapped, double top, pinked, over lock, pinked and stitched. Stitch classification.

Unit 3

2

Demonstration of taking body measurements, anthropometric study, average analysis of body measurements and standardizing the measurements (at least measurements of 15 people to be collected for an average analysis).

Unit 4

6

Design and development of kid's wear garment - Zabla, A - line frock and waist line frock.

II Semester
B.Sc. (Fashion & Apparel Design)
FABRIC SCIENCE AND ANALYSIS

FAD203 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To impart knowledge on woven fabrics
- To give knowledge on fabric formation process

Unit 1 **2 Hrs**
Introduction to fabrics - Classification based on manufacturing technology. Methods of fabric formation - Woven, knitted and nonwoven. Fabric properties and end use. Classification of woven fabric - Khadi, handloom and power loom fabrics.

Unit 2 **12 Hrs**
Woven fabric formation - Weaving preparatory, objectives and brief study of process - winding, warping, sizing, drawing, denting and weft winding. Introduction to loom - classification, working principle, study of primary, secondary and tertiary motions.

Unit 3 **6 Hrs**
General characteristics of woven fabrics and their importance - Yarn count system, fabric grain, thread density, fabric width, fabric weight - GSM and selvedge - types.

Unit 4 **12 Hrs**
Elementary weaves - Classification of woven fabrics, characteristics, construction, salient features of plain weave - variation (rib and Basket), twill weave - variation (RHT, LHT, pointed and herringbone) and satin/sateen weave - variation. Fabric design and graphical representation of the above weaves. Introduction and salient features of crepe fabrics like georgette, chiffons, extra threads, warp and weft pile and brocade and damask, terry pile structures. Surface appearance of basic weaves with properties.

Unit 5 **8 Hrs**
Introduction to knitting - Terminologies, classification, difference between warp and weft knitting, single jersey, rib, interlock, and purl, modified single jersey. Properties of each stitch with loop diagrams.

Unit 6 **8 Hrs**
Non-wovens - Introduction, definition and types - needle punch, spun bonding technique and felting and application in various fields.

References

1. Bernard P. Corbman, "Textiles: Fiber to Fabric", McGraw Hill Education, 6th edition, 1985.
2. Gokarneshan N, "Fabric Structure & Design", New Age International Private Limited, 2nd edition, 2009.
3. Grosicki, Z J, "Watson's Textile Design & Colour", Wood Head Publication, 7th edition, 1975.
4. Hayavadana J, "Woven Fabric Structure Design and Product Planning", WPI, 2015.
5. Pizzuto, J J, "Fabric Science", Fairchild Publications, 10th edition, 2018.

6. Spencer D J, "Knitting Technology", Pergamum Press, Oxford, 1983.

II Semester
B.Sc. (Fashion & Apparel Design)
FABRIC SCIENCE AND ANALYSIS

FAD203 B
16 practicals of 3 hrs each

Exam Hours: 03
Exam Marks: 35
Internal Assessment: 15

Unit 1

4

Geometric parameters - Warp and weft count, thread density, cover factor, crimp %, fabric thickness, fabric weight /GSM. Sample development of woven fabric using satin ribbons for the weaves.

1. Plain and its variations (rib and matt)
2. Twill (RHT and LHT)
3. Satin and sateen

*Sample size 5x5 inch for each sample

*Criteria for collecting the sample - Suiting, shirting and dress materials.

Unit 2

6

Collection and portfolio preparation of different commercial samples with different weave structures - Organdy, muslin, taffeta, shantung, canvas, tweed, oxford shirting, monk's cloth, chiffon, georgette, seersucker, denim, gabardine, satin, sateen, brocade, damask, leno or gauze. Knit structures - single knits - single jersey, lacoste, double knits - rib knit, purl knit, interlock knit, cable fabric, bird's eye, cardigans, milano ribs, pointelle.

Unit 3

6

Collection and development of fabric portfolio of the different commercial samples with different weaves and weight.

A) Apparel - Women's wear (formal, casual, party, sports/active wear, leisure wear)

* 4 samples for the each category (sample size - 2x2 inch).

B) Furnishing - Fabric used for curtains, upholstery (furniture cover cloth)
(sample size - 4x4 inches).

C) Households application - Kitchen towels. Mop cloth, carpets, table cloth etc.

* 2 samples for each category (sample size 4x4 inches).

D) Support materials for garments and trims - Interlinings, linings, tapes, elastic, shoulder pad, etc.

II Semester
B.Sc. (Fashion & Apparel Design)
FASHION ILLUSTRATION AND DESIGN

FAD204 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- Introduction to fashion illustration and its role in fashion design
- To help students to understand the fundamentals of figure design

Unit 1 **6 Hrs**
Introduction to fashion illustration and brief history of fashion illustration. Study of well-known fashion illustrators (René Bouché, David Downton, Jason Brooks, Lorenzo Mattotti).

Unit 2 **6 Hrs**
Fashion figure - Study of various proportions, balance line in drawing fashion figures, gestures and movements. 6½, 8 head, 10 head, 12 head figures, the fashion face, arms, legs, hands and feet.

Unit 3 **8 Hrs**
Figure analysis, body types - Hourglass, inverted triangle, pear shape, apple shape and lean column (rectangular) designing for diverse body types and ages - infant, toddler, children, young boys and girls.

Unit 4 **10 Hrs**
Garment style features - Silhouettes - types of silhouettes, sleeves - set-in sleeve and bodice combination sleeves, dress and blouses - formal and casual, shirts - men and women, skirts - flared, pencil, circular, pegged, gored, trousers - pencil, pleated, bell bottom, cargo, flared, collars - shirt, shawl, mandarin, flat, peter pan, yokes - yoke with fullness, yoke without fullness, asymmetrical yokes, pockets - patch, welt, side, kangaroo, in-seam pocket, cuffs - single, double, pointed, French cuff, band cuff.

Unit 5 **10 Hrs**
Fashion clothing psychology - Role of clothing in physical, social, psychological and cultural scenario, colour psychology, human behavior and clothing, clothing and gender differentiation, clothing and personality, clothing and attitude, clothing and motivation, grooming (for male and female).

Unit 6 **8 Hrs**
A detail study on Indian and International fashion designer - their concepts, designs, creation and collection. Indian Designers - Sabyasachi Mukherjee, Ritu Kumar, JJ Valaya, Wendell Rodricks, Raghavendra Rathod, Manish Malhotra, Bhumika, Shyamal.
International Designers - Christian Dior, Gianni Versace, Coco Chanel, Donna Karan, Calvin Klein.

References

1. Anne Allen, Julian Seaman, "Fashion drawing - The Basic Principles", Batsford Ltd., London, 1994.
2. Drake and Ireland, Patrick John, "Fashion Design Drawing and Presentation", Batsford Ltd., London, 1996.
3. George V N Dearborn, "Psychology of Clothing", Franklin Classics, 2018.
4. Robert Powell, "Fashion Sketch Book", Powell Publications, 2018.
5. Seamn, Julian, "Professional Fashion Illustration", Batsford Ltd., London, 1995.

II Semester

B.Sc. (Fashion & Apparel Design)

FASHION ILLUSTRATION AND DESIGN

FAD204 B

16 practicals of 3 hrs each

Exam Hours: 03

Exam Marks: 35

Internal Assessment: 15

Unit 1

6

Fashion Illustrations - 6½, 8 head, 10 head, and 12 head fashion figures - standing, moving and action.

Model drawing - Children, female and male figures.

Body figures and features - Face, eyes, nose, lips, ears, arms and legs.

Hair styling - Women/men basics.

Unit 2

4

Fabric rendering - Learning to simulate textures of various fabrics - Cotton, silk, fur, net, leather, velvet, denim, corduroy, georgette, chiffon, knitted, crochet, lace, embroidered and printed.

Unit 3

4

Sketching and rendering of garment features - blouses - formal and casual, shirts - men and women, skirts - flared, pencil, circular, pegged, gored, trousers - pencil, pleated, bell bottom, cargo, pedal pushers, collars - shirt, shawl, mandarin, flat, peter pan, yokes - yoke with fullness, yoke without fullness, pockets - patch, welt, side, kangaroo, in-seam pocket, cuffs - single, double, pointed, French and band cuff, sleeves - set-in sleeve and bodice combination sleeve.

Unit 4

2

Design concept - Folio inspired by one Indian and one International Designer.

Indian Designers - Sabyasachi Mukherjee, Ritu Kumar, JJ Valaya, Wendell Rodricks, Raghavendra Rathod, Manish Malhotra, Bhumika, Shyamal.

International Designers - Christian Dior, Gianni Versace, Coco Chanel, Donna Karan, Calvin Klein.

II Semester
B.Sc. (Fashion & Apparel Design)
GARMENT DETAILING

FAD205 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To introduce the concept of basic blocks and garment detailing
- To impart knowledge and skills required for major and minor garment components

Unit 1 **8 Hrs**
Preparation of basic block - Pattern set (bodice front, back, sleeve, skirt - front and back). Flat pattern technique - Introduction, types, application and uses (pivot and slash technique).

Unit 2 **8 Hrs**
Fullness - Introduction, types of fullness, application and uses.
Garment detailing - Dart manipulation - single dart and double series. Conversion of darts to tucks, pleats, gathers, and seamlines. Radiating and graduating darts.

Unit 3 **12 Hrs**
Major components - Introduction, definition, terms, application, classification and types.
Sleeves - Definition, terminologies, types- Sleeves along with bodice and set-in sleeves - plain, puff, bell, circular, raglan, kimono, magyar - construction.
Collars - Definition, terms, classification and types - Peter pan, sailor, turtle collar, shawl, formal shirt collar, mandarin collar and with its variations - construction.
Yokes - Definitions, purpose, types - with fullness and without fullness, shapes - construction.

Unit 4 **12 Hrs**
Minor components - Introduction, definition, terms, application, classification and types.
Pockets - Definitions, purpose, types - patch pockets, patch pockets with flap, seam pockets, welt pockets and variations.
Cuff - Definitions, purpose, types – single, double and shaped cuff.
Plackets - Definition, types - self placket, continuous bound placket, two piece sleeve placket and shirt placket.
Neck line finishes - Definition, types - piping, facing (bias facing, shaped facing) bias binding.

Unit 5 **4 Hrs**
Garment categories - Silhouettes - variations, torso dress, princess line, panel, with waistline, without waist line garments.

Unit 6 **4 Hrs**
Garment closures - Introduction, types - Hook and eye, press buttons, shirt button and button holes, visible and concealed zippers, velcro.

References

1. Bina Abling, Kathleen Maggio, "Integrating Draping Drafting and Drawing", Fairchild Books, 2008.
2. "Reader's Digest: New Complete Guide to Sewing", Reader's Digest, 2010.
3. Helen J. Armstrong, "Pattern Making for Fashion Design", Pearson Education India, 5th edition 2013.
4. Mary Mathew, "Practical Clothing Construction Part I & II", Cosmic Press, Chennai, 1986.
5. Natalie Bray, "More Dress Pattern Designing", Wiley India Pvt. Ltd., 2009.
6. Winfred Aldrich, "Metric Pattern Cutting", John Wiley & Sons, 3rd edition, 1994.

II Semester
B.Sc. (Fashion & Apparel Design)
GARMENT DETAILING

FAD205 B

16 practicals of 3 hrs each

Exam Hours: 03

Exam Marks: 35

Internal Assessment: 15

Unit 1

6

Preparation of basic bodice block (Pattern set).

Development of samples - Darts, pleats, tucks, gathers, ruffles, godets and flounce.

Unit 2

4

Dart Manipulation - Single dart and double dart series using pivot, slash and spread method.

Unit 3

4

Major components - Development of samples.

Sleeves - Sleeves along with bodice and set in sleeves, plain, puff, bell, circular, raglan, kimono, magyar.

Collars - Peter pan, turtle, shawl, formal shirt collar, mandarin collar, sailor collar.

Yokes - with and without fullness.

Unit 4

2

Minor components - Development of samples.

Pockets - Patch pockets, patch pockets with flap, seam pockets, welt pockets and variations.

Cuff - Single cuff, double cuff, shaped cuff.

Plackets - Self placket, continuous bound placket, two piece sleeve placket and shirt placket

Neck line Finishes - Piping, facing (bias facing, shaped facing).

Garment closures - Hook and eye, press buttons, shirt button and button holes, visible and concealed zippers, velcro.

III Semester
B.Sc. (Fashion & Apparel Design)
TEXTILE WET PROCESSING

FAD303 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To impart knowledge of textile and garment wet processing
- To introduce students to various chemicals, dyes and auxiliaries used for chemical processing

Unit 1 **6 Hrs**
Introduction to wet processing - Terminologies, sequence of wet processing operations for cotton, silk and wool, equipment and machines.

Unit 2 **8 Hrs**
Preparatory and dyeing process of cellulosic fibres.
Preparation - Singeing, desizing, scouring, bleaching, mercerization - objectives, recipe, machineries used and process.
Dyeing - Dyeing process using direct, rective, vat and sulphur dyes.

Unit 3 **10 Hrs**
Preparatory and dyeing process of protein fibers (wool and silk).
Preparation for silk - Degumming and bleaching of silk - objectives, recipe, machineries used and process. Preparation for wool - Scouring, carbonizing of wool - objectives, recipe, machineries used and process. Dyeing - Dyeing process using reactive and acid dyes.
Dyeing of synthetic fibers using disperse dyes.
Dyeing - Method of dyeing - stock, yarn, piece, union and garment dyeing.

Unit 4 **8 Hrs**
Printing - Introduction, classification. Styles of printing - Direct, resist and discharge, after treatments for printed goods. Method of printing - Block, screen, transfer and digital.

Unit 5 **12 Hrs**
Finishes - Definition, classification of finishes and their application in garment industry.
Calendaring, napping, starching, shearing, sueding, softening, stiffening, stentering, sanforizing.
Antimicrobial, antistatic, crease resistant, flame resistant, mothproof, shrinkage control, water repellent, water proof, soil-release finishes.
Washes and finishes for Denim - Method and machines used.

Unit 6 **4 Hrs**
Care of fabrics - Principles of laundering. Types - Hand wash, machine wash and dry cleaning.
Stain removal, various solvents used and different methods of washing, difference between soaps and detergents.

References

1. Hall A J, "The standard Hand Book of Textiles", Woodhead Publication, 2004.
2. Kate Broughton, "Textiles Dyeing", Rockport Publishers Inc., 1996.
3. Murphy W S, "Textile Finishing", Abhishek Publishing, 2007.
4. Smith J E, "Textile Processing - Printing, Dyeing", Abhishek Publishing, 2003.
5. Susheela Dantyagi, "Fundamentals of Textiles and their Care", Orient Black Swan, 1980.
6. Wignate I B, "Textiles Fabrics & their Selection", Prentice Hall, 6th edition, 1970.

III Semester B.Sc. (Fashion & Apparel Design) TEXTILE WET PROCESSING

FAD303 B

16 practicals of 3 hrs each

Exam Hours: 03

Exam Marks: 35

Internal Assessment: 15

Unit 1

6

Introduction to wet processing. Preparatory process - Desizing, scouring, bleaching and mercerization of cotton yarn/fabric, degumming and bleaching of silk yarns.

Unit 2

4

Dyeing of cotton yarn/fabric by direct, reactive and vat dyes.

Unit 3

4

Dyeing of silk yarn/fabric by acid and reactive dyes.

Unit 4

2

Printing of fabric using screen and block using pigment, reactive and direct dyes.
Resist style of printing - Tie and dye/shibori/batik.
Using any of the above technique develop a product.

III Semester
B.Sc. (Fashion & Apparel Design)
FASHION ART AND DESIGN

FAD304 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To understand fashion clothing categories, different illustration techniques and dynamic figure sketching
- To impart knowledge on research concepts in fashion

Unit 1 **8 Hrs**
Fashion clothing categories - Based on age and activity, styling, price and size ranges for men's , women's and kid's wear.

Unit 2 **10 Hrs**
Research - Introduction, types, and source of research for design collection. Inspiration for fashion designers. Fashion forecasting - techniques.

Unit 3 **8 Hrs**
Designing of dress based on figure types - Colour combination, various garments to create optical illusion through elements and principles of design.

Unit 4 **10 Hrs**
Flat Sketch and SPEC - Introduction, its importance and application, drawing flats, styling the flats, sketching flats freehand, proportion for flats for women, men and children, sketching technique for flats, portfolio flats, and croquis mixed with flats. SPEC - Measurements and other details.

Unit 5 **6 Hrs**
Figure foreshortening and figure composition - Introduction, its importance and application. Study of advanced illustrative techniques - three dimensional views.

Unit 6 **6 Hrs**
Layout - Introduction, composition for layout - single/two/three/four/five fashion shorthand using templates, figure and accessories.

References

1. Bina Abling, "Fashion Sketchbook", Bloomsbury Academic USA, 6th edition, 2015
2. Jaeil Lee, Comitte Steen, "Technical Source Book for Designers", Bloomsbury Academic USA, 2nd edition, 2015.
3. John Wiley, "Theory of Fashion Design" John Wiley and Sons. Inc, New York, 1990.
4. Patrick John Ireland, "Fashion Design Illustration - Children", Batsford, London, 1996.
5. Patrick John Ireland, "Fashion Design Illustration - Women", Batsford, London, 1996.
6. Peacock J, "Fashion Source Books", Thames and Hudson, London, 1998.
7. Stecker P, "The Fashion Design Manual", Macmillan, Australia, 1997.
8. Tisianna Paci, "Figure Drawing for Fashion Design", Pepin Press Publication, 2002.

III Semester
B.Sc. (Fashion & Apparel Design)
FASHION ART AND DESIGN

FAD304 B
16 practicals of 3 hrs each

Exam Hours: 03
Exam Marks: 35
Internal Assessment: 15

Unit 1	4
Preparation of portfolio of five designs based on inspiration, mood, client, colour and texture and designer SPEC.	
Unit 2	4
Fabric rendering on the croqui - Woven - denim, lace, net, velvet, leather, corduroy, printed - natural, abstract, stylized, knits - purl, rib and cable.	
Unit 3	4
Flat sketch - Sketching flats of women, men and children wear. SPEC - Preparation of spec-sheet with measurement and other details for formal and casual shirt, formal and casual trousers and frocks.	
Unit 4	4
Fashion sketching of advanced illustration techniques and 3 dimensional views (only hand). Foreshortening of figures, grouping of figures - thematic figure composition.	

III Semester
B.Sc. (Fashion & Apparel Design)
PATTERN MAKING AND GARMENT CONSTRUCTION

FAD305 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To familiarize students with garment construction for different sizes and categories
- To impart knowledge on industrial method of pattern making, grading and marker planning

Unit 1 **6 Hrs**

Handling special fabrics - Factors considered for pattern making, garment construction, garment finishing, washing, care and storing. Special fabrics - stretch fabrics, knit, checks, plaids, stripes, velvet, corduroy, leather, fur and lace.

Unit 2 **8 Hrs**

Introduction to pattern development, manual and computerized pattern development, software used for pattern development. Mini marker - Introduction, method of mini marker development, digitizer, plotter and scanner.

Unit 3 **6 Hrs**

Grading - Introduction, definition, sizes, principles, types, grade points and importance of manual and computerized grading and software used for grading.

Unit 4 **10 Hrs**

Layout - Definitions, principles, types of layout, importance of fabric layout. Estimation - Definitions, importance of fabric estimation, advantages, methods of estimating material requirement for garment.

Unit 5 **10 Hrs**

Fitting - Introduction, types of garment fit, principles of fitting, standards for a good fit, e-fitting. Pattern alteration techniques - Introduction, methods of alteration technique. Pivot, slash and spread method (length, width, front, back, sleeve, shirt, skirt, trousers).

Unit 6 **8 Hrs**

Foundation garments - Introduction, materials used and types of fitting for men's innerwear - briefs, trunk and swimwear, women's innerwear - brassier, panties and swim wear. Bifurcated garments - culottes, trousers and its variations.

References

1. Elizabeth Liechty, Judith Rasband, "Fitting and Pattern Alteration", Bloomsbury Academic USA, 2016.
2. Helen J Armstrong, "Pattern Making for Fashion Design", Pearson, 5th edition, 2009.
3. Martin M Shoben, Patrick J Taylor, "Grading for the Fashion Industry", LCFS Fashion Media, 2004.
4. Natalie Bray, "Dress Fitting - Basic Principles and Practice", BSP Professional Book Publishers, 2nd edition, 1991.
5. Patric Taylor, "Grading for the Fashion Industry", Stanley Thomas Ltd., 1990.

6. Winfred Aldrich, "Metric Pattern Cutting", Blackwell Science, UK, 1988.

III Semester
B.Sc. (Fashion & Apparel Design)
PATTERN MAKING AND GARMENT CONSTRUCTION

FAD305 B

16 practicals of 3 hrs each

Exam Hours: 03

Exam Marks: 35

Internal Assessment: 15

Unit 1

4

Designing and construction of garments with style features using drafting, flat pattern technique - Kid's wear - Boys - Dungarees, Girls - Frock/Gown.

Unit 2

5

Designing and construction of women's wear - Ladies top/Salwar Kameez/Blouse.
(Any 2 garments)

Unit 3

5

Designing and construction of men's wear - Casual Shirt/Trouser/Kurtha.
(Any 2 garments)

Unit 4

2

Manual and computerized grading of patterns - Men's, women's and kid's wear.

IV Semester
B.Sc. (Fashion & Apparel Design)
HISTORY OF COSTUMES AND TRADITIONAL TEXTILES

FAD403 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To impart knowledge on history of textiles through the previous centuries with reference to fashion clothing
- To understand and learn symbolism of motifs and colours of different traditional textiles of India

Unit 1 **5 Hrs**
Introduction to World textiles and costumes - History, types, motifs and symbols, pre-historic textiles and costumes - social evidence, costume components for men, women and children, hair and headdress - Egyptian, Greek, Roman, Japanese.

Unit 2 **8 Hrs**
Ancient Indian textiles and costumes - History and social life, costumes, jewellery, textiles and dyes - Indus Valley, Vedic, Mauryan, Sunga Period, Satavahana, Kushan, Gupta and Mughal period.

Unit 3 **8 Hrs**
Development of design - Motif, design, pattern - combination of different motifs in a pattern, pattern arrangements. Bases - Ogee leaf base, diagonal base, square base, diamond base, counter change and borders. Repeats - Drop repeat (full, $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$ drop), brick repeat, mirror repeat (vertical and horizontal). Design manipulation.

Unit 4 **9 Hrs**
French Revolution, French costumes, motif and symbols from Renaissance to 20th century. Textiles and costumes of Colonial, Victorian, Edwardian Era, WW I and WW II, factors influencing costume change - Style, religion, location, climatic period and World affairs, youth in fashion, ted, mod, punk, hippie.

Unit 5 **10 Hrs**
An overview of textiles - Textile design, symbolic motifs of various cultures from ancient to modern day. Saris - Banaras Brocades, Baluchari, Jamdani, Paithani, Kanjeevaram, Chanderi, Bandhani - Bandhani of Gujarat, Bandhej and Lehariya of Rajasthan, Patola of Gujarat, Ikat textiles of Andhra Pradesh – Pochampalli, Batik, Kalamkari from Andhra Pradesh, Warli and Madhubani painting. Kashmiri Shawls - Kullu and Kinnaur Shawls, Wraps of North-East, carpets, durries and rugs.

Unit 6 **8 Hrs**
Study of costumes of India – North (Jammu and Kashmir, Punjab, Rajasthan), East (West Bengal, Assam, Manipur), West (Maharashtra, Gujarat, Goa) and South (Karnataka, Kerala, Tamil Nadu).

References

1. Francoise Tetart-Vittu, "The Complete Costume History", Taschen GmBH, 2018.
2. Gertrud Lehnert, "A History of Fashion in the 20th Century", Konemann Publications, 2000.
3. Jamila BrijBhusan, "The Costumes and Textiles of India", Taraporevala, Bombay, 1958.
4. Martand Singh, "Hand Crafted Indian Textiles", Lustre Press, 2005.
5. Parul Batnagar, "Decorative Design History in Indian Textiles and Costumes", Abhishek Publications, 2011.
6. Parul Bhatnagar, "Traditional Indian Costumes & Textiles", Abhishek Publication, 2009.
7. Phyllis Tortora, Keith Eubank, "Survey of Historical Costumes, A History of Western Dress", Bloomsbury Publishing India Private Limited, 5th edition, 2009.
8. Prakash, Raman K, Pradeesh K, "Warli Traditional Folk Art from India", Shree Book Centre Publication, 2016.

IV Semester

B.Sc. (Fashion & Apparel Design)

HISTORY OF COSTUMES AND TRADITIONAL TEXTILES

FAD403 B

16 practicals of 3 hrs each

Exam Hours: 03

Exam Marks: 35

Internal Assessment: 15

Unit 1

4

Sketching of costumes of Egyptian, Greek, Roman, French and Japanese.
Indus valley, Vedic, Mauryan, Kushans, Gupta and Mughal period (Men and Women).

Unit 2

6

Development of design - Motif, design, pattern - combination of different motifs in a pattern, pattern arrangements. Base - Ogee leaf base, diagonal base, square base, diamond base, counter change and borders, concentric, corner, circular, and cylindrical. Repeats - Drop repeat (full, $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$ drop), brick repeat, mirror repeat (vertical and horizontal). Apply the same on different clothing categories - manual and computerized design development.

Unit 3

3

Sketching of regional textiles and costumes of India - North (Jammu and Kashmir, Punjab and Rajasthan), East (West Bengal, Assam, Manipur), West (Maharashtra, Gujarat and Goa) and South (Karnataka, Kerala and Tamil Nadu) for male and female.

Unit 4

3

Development of a detailed report on one of the textiles of India.

IV Semester
B.Sc. (Fashion & Apparel Design)
TEXTILE AND APPAREL TESTING

FAD404 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To familiarize students with textile testing methods
- To impart knowledge of textile product assessment according to standards

Unit 1 **6 Hrs**
Introduction to textile testing, objectives of testing, sample selection techniques for testing.

Unit 2 **4 Hrs**
Fiber testing - Objectives and procedure of testing staple length, fibre fineness, fibre strength, maturity and rigidity.
Yarn testing - Objectives and procedure of testing yarn count, yarn twist, twist direction, amount of twist and effects of twist on fabric properties, measurement of twist, yarn strength.

Unit 3 **12 Hrs**
Fabric testing - Fabric dimensions - Importance and procedure of testing length, width, thickness and their applications. Determination of fabric weight - GSM and its application to different fabrics, cover factor. Objectives and procedure to determine air permeability, stiffness, drape, crease resistance, abrasion resistance, pilling, fabric shrinkage, bow and skew.

Unit 4 **6 Hrs**
Colour fastness of textiles - Terminology, objectives and procedure of testing colour fastness to laundering, rubbing, light and perspiration.

Unit 5 **8 Hrs**
Tensile properties of fabrics - Terminology, objectives and procedure of testing tensile strength, bursting strength, tear strength.

Unit 6 **12 Hrs**
Garment accessories testing - Terminology, objectives and procedure of testing of fusible interlinings, zippers, sewing threads, buttons, snap fasteners - Wear test, tensile, colour fastness and dimensional stability testing. Garment quality control - Dimensional properties, button and seam strength, seam puckering.

References

1. Arindam Basu, "Textile Testing", SITRA Publications, 1986.
2. Booth J E, "Principles of Textile Testing", CB, 1st edition, 1996.
3. Grover E B, Hamby D S, "Handbook of Textile Testing and Quality Control", Wiley India Pvt., Ltd., 2011.
4. Pradeep V Mehta, "Managing Quality in Apparel Industry", New Age International Private Limited, 1998.
5. Saville B P, "Physical Testing of Textiles", Wood Head Publishing Ltd., 1999.

IV Semester
B.Sc. (Fashion & Apparel Design)
TEXTILE AND APPAREL TESTING

FAD404 B

16 practicals of 3 hrs each

Exam Hours: 03

Exam Marks: 35

Internal Assessment: 15

Unit 1

4

Fabric construction particulars - Aerial weight, thickness, thread count, cover factor.

Unit 2

6

Determination of tear strength, tensile strength, pilling resistance, stiffness, wrinkle resistance and drape.

Unit 3

4

Determination of colour fastness to crocking, washing, perspiration and light.

Unit 4

2

Determination of fabric shrinkage.

IV Semester
B.Sc. (Fashion & Apparel Design)
APPAREL PRODUCTION

FAD405 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To introduce various departments of an apparel industry
- To impart skills in apparel production in an industrial set-up

Unit 1 **4 Hrs**
Introduction to apparel production - fabric and accessory sourcing, season forecasting, trend analysis.

Unit 2 **10 Hrs**
Sampling department - Importance of sampling department, objectives, types of sample - prototype, fit sample, PP sample, size set, production and shipment sample etc. Introduction to spec-sheet and its importance, technical design reading, tech-pack analysis and objective, creating tech-pack. Seams - types, end use, seam dimension, performance as per ASTM standards.

Unit 3 **8 Hrs**
Cutting department - Machineries, fabric spreading, pattern laying, marker preparation, cutting, sorting, numbering and bundling.
Fusing department - Interlining and interfacing - Introduction, materials, types, properties, applications, methods of fusing and fusing machineries.

Unit 4 **10 Hrs**
Apparel production department - Selection of production system - progressive bundle system, unit production system, modular manufacturing and piece work. Production planning, lean manufacturing process.

Unit 5 **6 Hrs**
Finishing and apparel accessories - Fasteners, labels, support materials, decorative trims, tapes and packing materials. Pressing department, trimming department and packing department.

Unit 6 **10 Hrs**
Introduction to export procedure and documentation, objectives, terminologies, principal documents, auxiliary documents, ECGC, quality control, pre-shipment inspection, export credit, negotiation of bills, payment procedures in export trade.

References

1. Chuter A J, "Introduction to Clothing Production Management", Wiley India Pvt. Ltd., 2nd edition, 2011.
2. Harold Carr & Barbara Latham, "The Technology of Clothing Manufacture", Oxford Publications, USA, 1994.
3. Mary Ruth Shields, "Industrial Clothing Construction Methods", Fair Child Publications, 2010.

4. Paula J, Myers-Mcdevitt, "Apparel Production Management and the Technical Package", Fair Child Publications, 2010.
5. Ruth E. Glock, Grace I. Kunz, "Apparel Manufacturing Sewn Product Analysis", Pearson/Prentice Hall, 2005.

IV Semester
B.Sc. (Fashion & Apparel Design)
APPAREL PRODUCTION

FAD405 B
16 practicals of 3 hrs each

Exam Hours: 03
Exam Marks: 35
Internal Assessment: 15

Unit 1	2
Specification sheet - Analysis of spec-sheet, development of spec-sheet, manual and computerized.	
Unit 2	5
Stitching of formal/executive men's shirt and trouser using block including illustration, flat sketches, consumption and calculation of fabric, trims and support materials, costing of the product.	
Unit 3	5
Stitching of formal/executive women's shirt and skirt using block including illustration, flat sketches, consumption and calculation of fabric, trims and support materials, costing of the product.	
Unit 4	4
Selection and identification of seams and stitches based on fabric types and end use (preparation of folio).	

V Semester
B.Sc. (Fashion & Apparel Design)
FASHION MARKETING AND MERCHANDISING

FAD501

Total Hrs: 64

Exam Hours: 03

Exam Marks: 100

Internal Assessment: 50

Objectives

- To acquaint students with various marketing and merchandising procedures
- To introduce students to fashion retailing

Unit 1

10 Hrs

Fashion marketing - Definition (customer relationship, global fashion, market place, fashion consumer and buyer) market mix (4Ps and 4Cs), fashion promotion - trade show, market week, exhibition, fashion shows, market survey and research.

Unit 2

8 Hrs

Fashion merchandising - Introduction, roles and responsibilities, types (product, production, retail, visual, digital).

Unit 3

8 Hrs

Introduction to fashion business - Perspective of fashion industry, fashion brands, company organization, fashion brand licensing, ownership.

Unit 4

10 Hrs

Fashion forecasting - Fashion plan, forecasting process (primary, secondary, tertiary) tracking sales, competition, demographics, values and lifestyles, developments, publications, forecast services, influences, observations, new technology, neighborhoods, related industry, networking, reporting. Market analysis and forecast - Industry overview, competitor analysis. Target market identification, customer profile, market based sales forecast and trend.

Unit 5

10 Hrs

Fashion retailing - History, scope, importance, types (domestic and international), techniques, channel of distribution, franchisee, retail merchandiser, concept, quick response, just-in-time, merchandiser calendar, trend analysis, forecast analysis, concepts of apparel product line, planning, directing, lead time coordinating and controlling.

Unit 6

8 Hrs

Supply chain management - Introduction, adaptation, team work, concept, quality and transparency.

Unit 7

10 Hrs

Fashion entrepreneurship - Introduction, advantages and disadvantages, business skills, funding, planning, analyzing the industry, product identification, right location, building a business using the website, customer and driving sales, building a team, merchandise assortment, building the financial plan.

References

1. Ellen Diamond, "Fashion Retailing - A Multi-Channel Approach", Pearson Publications, 2012.
2. Leslie Davis Burns, Kathy K Mullet, "The Business of Fashion", Fairchild Books, 1997.
3. Mike Easey, "Fashion Marketing", Blackwell Publications, 3rd edition, 2009.
4. Patricia Mink Rath, Richard Petrizzi, Penny Gill, "Marketing Fashion - A Global Perspective", Bloomsbury Publishing India Private Limited, 2012.
5. Rita Perna, "Fashion Forecasting", Fairchild Books, 1987.
6. Sidney Packard, Arthur A Winters, "Fashion Buying & Merchandising", Fairchild Books, 1983.

V Semester
B.Sc. (Fashion & Apparel Design)
APPAREL COMPUTER AIDED DESIGN

FAD502 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To help students to understand the fundamentals and principles of CAD.
- To provide students with the knowledge of CAD and their applications.

Unit 1 **6 Hrs**
CAD definition, fundamentals of CAD - Introduction, general process of design, application of computers for design, benefits of CAD, CAD in today's fashion industry. Introduction to design workstation, the graphics terminals, operator, input devices, plotters and other output devices, the central processing unit, secondary storage.

Unit 2 **8 Hrs**
Computer graphics software in apparel industry - Introduction, software configuration of graphics systems, functions of a graphics package, geometric modeling - 3D modeling, CAD software features and software installation.

Unit 3 **8 Hrs**
Design software - Introduction, features and its applications. Basic maintenance of operations - preferences, setting up a document, resolution set up, saving files, file formats, and view options - zoom in and out, CAD approach to design, vector graphics object vs raster graphics object.

Unit 4 **8 Hrs**
CAD - Introduction, advantages and applications. Pattern design software (PDS), digitizing, grading and marker making systems.
CAM - Introduction, categories - computer monitoring and control and manufacturing support, computer generated work standards - time standards and work measurements.
CAPP - Retrieval type and generative type of CAPP systems and benefits of CAPP.

Unit 5 **10 Hrs**
DBMS - Introduction, features and advantages. Data management in apparel industry, data base creation/ manufacturing, CAD, CAM, CTM, CAQ.
CAD in the Modern Fashion Industry - 3D CAD in the field of pattern making, intelligent apparel CAD systems.

Unit 6 **8 Hrs**
Fashion trend forecasting websites - Introduction, leading online trend-analysis and research service on creative and business intelligence for the apparel. Applications of CAD in multimedia and 3D presentation.

References

1. Kathleen Colursy M, "Fashion Design on Computers", Prentice Hall, 2004.

2. Radhakrishnan R, Subramanyan S, Raju V, "CAD/CAM/CIM Computer Aided Design & Manufacturing", New Age International Publications, 2000.
3. Renee Weiss Chase, "CAD for Fashion Design", Prentice Hall Publications, 1997.
4. Taylor P, "Computers in Fashion Industry", Heinemann Publication, 1990.
5. Voisinet Donald D. "Computer Aided Drafting & Design-Concept & Application", McGraw-Hill, 1987.
6. Winfred Aldrich, "CAD in Clothing & Textiles", Blackwell Science, 1994.

V Semester
B.Sc. (Fashion & Apparel Design)
APPAREL COMPUTER AIDED DESIGN

FAD502 B

16 practicals of 3 hrs each

Exam Hours: 03

Exam Marks: 35

Internal Assessment: 15

Unit 1

4

Introduction to image editing - Tools in detail, enhancing images, masking, transforms, working with layers, text effects. Creating an advertising brochure, gradient's use for rendering and 3D effects, applying filters.

Unit 2

3

Introduction to design software and its tools. Developing figures and draping of garments on men, women and children (formal, casual, party wear).

Unit 3

6

Design flat sketches along with stitch specification for the following:
 Children - Girls (A-line and yoke frock), Boys (shirt and shorts)
 Adults - Women's (top, skirt, gown), Men's (shirt, kurta, trouser)

For the above create spec-sheets, cost sheets for each garment using software.

Unit 4

3

Prepare patterns - A-line frock, skirt, shirt, dress/top, shorts and trousers

Grading - Grade the above patterns.

Marker making - Make marker plan for women's top/skirt, men's shirt/trouser/kurta.

V Semester
B.Sc. (Fashion & Apparel Design)
APPAREL QUALITY MANAGEMENT

FAD503 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To acquaint students with the apparel total quality management by understanding different quality assurance practices.

Unit 1 **4 Hrs**
Quality - Definition of quality, dimensions of quality, quality planning and importance of quality, evolution of quality system.

Unit 2 **8 Hrs**
TQM principles - Customer satisfaction, customer perception of quality, intrinsic and extrinsic quality, service quality, customer retention, continuous process improvement, Juran Trilogy, PDCA cycle, 5S, Kaizen, 6 sigma.

Unit 3 **6 Hrs**
Managing quality - Traditional vs modern quality management, quality control and quality assurance.

Unit 4 **10 Hrs**
Importance of quality control in garment industry, fabric inspection, identification of woven and processing defects, 4 point and 10 point system, IPQC (In process quality control), AQL standards, zero defects, JIT, poka-yoke and quality circle.

Unit 5 **6 Hrs**
Major inspection points to be verified in a final inspection for men's shirt and trouser, women's top, trouser, skirt and kid's garment.

Unit 6 **4 Hrs**
Care labels, International care labeling system, Japan/Canada/British care labeling system, eco labels.

Unit 7 **10 Hrs**
Quality standard and certification - Need for ISO 9000, major elements in ISO 9001-2000, internal auditing, Environmental Management System - ISO 14000 series standards and other quality management standards of apparel industry, AATCC, ASTM standards, significance and importance of the same.

References

1. Chuter A J, "Introduction to Clothing Production Management", Wiley India Pvt. Ltd., 2nd edition, 2011.
2. Gerry Cooklin, "Introduction to Clothing Manufacture", Blackwell Science, UK, 1991.

3. Harold Carr & Barbara Latham, "The Technology of Clothing Manufacture", Oxford Publications, ITSA, 1994.
4. Pradip V Mehta, "Quality Control in Apparel Industry", NIFT Publications, New Delhi, 2001.
5. Pradip V Mehta, "An Introduction to Quality Control for the Apparel Industry", CRC Press, 1st edition, 1992.
6. Ruth E Glock, "Apparel Manufacturing & Sewn Product Analysis", Pearson Education, 4th edition, 2005.

V Semester
B.Sc. (Fashion & Apparel Design)
APPAREL QUALITY MANAGEMENT

FAD503 B

16 practicals of 3 hrs each

Exam Hours: 03

Exam Marks: 35

Internal Assessment: 15

Unit 1

6

Introduction to fabric defects - Fabric inspection (4 and 10 points systems).

Unit 2

4

Designing and collection of apparel care labels - contents, dimensions and positioning of the labels for men and women (2 under each category).

Unit 3

6

Final inspection of garments - Checking points and methods of checking men's shirt, women's top, trouser, jacket, knit wear (men and women) and kids garments. Preparation of specification sheets for the above garments.

- a) Visual inspection (zonal method)
- b) Dimensional method

V Semester
B.Sc. (Fashion & Apparel Design)
DRAPING

FAD504 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To introduce the basic draping techniques
- To familiarize students with draping methods for different kinds of couture garments

Unit 1 **6 Hrs**
Draping - Introduction, definition, draping terminology - apex, balance, plumb line, trueing, blocking, blending, princess line, clipping, marking etc. Tools and equipment used in draping.

Unit 2 **6 Hrs**
Dress form - Introduction, manufacturing technique, types of dress forms, specialty dress form, production sizes and preparation of dress form for draping.

Unit 3 **6 Hrs**
Draping - Principles and skills in draping, types of fit and fitting methods.

Unit 4 **10 Hrs**
Dart manipulation technique - Introduction, types, application and uses, (pivot and slash technique), conversion of darts to tucks, pleats, gathers and seamlines, radiating and graduating darts.

Unit 5 **10 Hrs**
Draping techniques - Basic draping techniques - bodice front, bodice back, basic skirt.
Component draping - Dresses - bias, princess line, panels.
Sleeves - Basic sleeves, set-in sleeves, sleeves along with bodice.
Collar - Mandarin, peter pan, shawl collar.
Cowl - Neckline cowl, waistline cowl, sleeve cap cowl.
Yokes - Shoulder, midriff, hip line.

Unit 6 **10 Hrs**
Couture draping - Introduction, definition, draping concepts, theme analysis, 3D draping, origami draping.

References

1. Bina Abling, Kathleen Maggio, "Integrating Draping Drafting and Drawing", Fairchild Books, 2008.
2. Connie Amaden-Crawford, "The Art of Fashion Draping", Bloomsbury Publishing India Pvt. Ltd., 2012.
3. Jaffe, Hilde and Relis, Nurie, "Draping for Fashion Design", Pearson Education, 2nd edition, US, 1994.
4. Sally M. Di Marco, "Draping Basics", Fairchild Publications, 1st edition, 2009.
5. Zoya Nudelman, "The Art of Couture Sewing", Fairchild Books, 2nd edition, 2009.

V Semester
B.Sc. (Fashion & Apparel Design)
DRAPING

FAD504 B

16 practicals of 3 hrs each

Exam Hours: 03
Exam Marks: 35
Internal Assessment: 15

Unit 1

Sketching of tools and equipment used in draping.

2

Unit 2

Basic draping methods - Bodice front and back, skirt front and back.

Dart manipulation - Conversion of darts to tucks, pleats, gathers and seamlines, radiating and graduating darts.

4

Unit 3

Component draping:

Sleeves - Set-in sleeves, sleeves along with bodice.

Collars - Mandarin, peter pan and shawl collar.

Cowls - Neckline cowl.

Yokes - Shoulder, midriff and hip line.

Fullness - Darts, pleats, tucks, gathers and ruffles.

4

Unit 4

Draping and construction of dresses - Straight shift, sheath dress, princess dress and choli.

6

V Semester
B.Sc. (Fashion & Apparel Design)
NEEDLE CRAFT

FAD505 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To impart knowledge on surface embellishment and basic embroidery stitches
- To provide practical knowledge on various traditional and tribal embroideries of India

Unit 1 **8 Hrs**
Surface ornamentation - Introduction, tools and materials used in surface embellishment. Basic embroidery stitches - Definition, classification, methods and implementation of basic embroidery stitch - straight stitch - stem, back, fly stitch, flat stitch - satin, cross, loop stitch - herring bone, feather stitch, knotted stitch - French knot, bullion knot.

Unit 2 **10 Hrs**
Traditional Indian embroidery - History, types, symbolism of embroidery of different states of India - Kasuthi, Chambarumal, Zardozi, Chikankari, Kutch, Kathiawar, Sindh, Phulkari, Kantha, Kashida - Material, motifs, symbolism, colour, stitches, technique and relevance.

Unit 3 **8 Hrs**
Tribal embroidery - Introduction, types - Nagaland, Manipuri, Lambadi, Thoda with their traditional influence, material, motifs, symbolism, colour, stitches and technique.

Unit 4 **8 Hrs**
Crochet - Introduction, definition, tools, material, techniques, types - single crochet, double crochet, treble pattern.
Knitting - Definition, tools and materials used for knitting, techniques employed in knitting, terminologies, features and applications of elementary stitches (garter, stockinette, rib), texture - diagonal, moss, lace pattern, cable pattern, cross and knotted.

Unit 5 **8 Hrs**
Special techniques - Introduction, methods. Appliqué - types and application of work, Quilting - tools, material and techniques, braiding, hooking, smocking, macramé knotting, beads and sequins, tatting.

Unit 6 **6 Hrs**
Commercial embroideries - Gold and silver work, cut work, and sequin work. Machine embroidery - Manual and computerized.

References

1. Anne Mathew, "Vogue Dictionary of Crochet Stitches", David & Charles, London, 1989.
2. Readers Digest, "Complete Guide to Needle Work", APH Corp, New Delhi, 1996.
3. Satheesan, Innova, "Indian Ethnic Designs", Honesty Publishers and Distributors, Mumbai, 2009.
4. Shailaja. D. Naik, "Traditional Embroideries of India", APH Corp, New Delhi, 1996.
5. Sheila Paine, "Embroidered Textile", Thames & Hudson Ltd., 1990.

6. Usha Srikant, "Ethnic Embroideries of India", Samata Enterprises, 1998 and 2000.

V Semester
B.Sc. (Fashion & Apparel Design)
NEEDLE CRAFT

FAD505 B
16 practicals of 3 hrs each

Exam Hours: 03
Exam Marks: 35
Internal Assessment: 15

Unit 1	4
Development of embroidery samples - Basic embroidery stitch, Straight stitch - Stem, back, fly stitch, flat stitch - satin, cross, long and short, loop stitch - herring bone, feather stitch, knotted stitch - French knot, bullion knot, double knot, weaving - spider web, any one basic machine embroidery.	
Unit 2	4
Development of traditional Indian embroidery samples - Kasuthi, Chikankari, Kutch, Kathiawar, Sindh, Phulkari, Kantha and Kashida. Development of tribal embroidery samples - Manipuri, Lambadi and Thoda.	
Unit 3	4
Development of crochet sample - Single, double and treble. Development of knitting sample - Basic - purl, knit, stocking and rib.	
Unit 4	4
Development of samples - Applique, quilting, patch work, smocking, macramé, braiding, hooking, lace, ribbon work.	

V Semester
B.Sc. (Fashion & Apparel Design)
INTERNSHIP/CRAFT DOCUMENTATION

FAD506

Exam Marks: 100
Internal Assessment: 50

Objectives

- To expose students to different clusters of textile craft
- To gain in-depth practical knowledge of crafts
- To create awareness and sensitivity in applying textile crafts into fashion

Craft Documentation

Internship with any textile craft based organization for a minimum period of 30 days carried after completion of 4th semester. A report to be submitted for evaluation.

Documentation should contain the following:

- Introduction
- Objectives
- Literature review
- Methodology
- Process
- Summary and conclusion
- Bibliography

Application of the technique on two garments or one accessory set.

VI Semester
B.Sc. (Fashion & Apparel Design)
FASHION BUSINESS MANAGEMENT

FAD601
Total Hrs: 64

Exam Hours: 03
Exam Marks: 100
Internal Assessment: 50

Objectives

- To impart knowledge on the techniques of managing fashion business
- To equip students with entrepreneurial skills

Unit 1 **6 Hrs**
Introduction to business of fashion, scope of fashion business, business growth and expansion. Introduction to fashion industry, its structure and dynamics.

Unit 2 **10 Hrs**
Global fashion supply/value chain - Introduction, marketing channels - Direct marketing, limited marketing, extended marketing. Marketing channel integration - Conventional marketing channels vertical marketing channels, dual distribution channels, multichannel distributions, Omni channel distribution. Marketing channel flows - Physical flow, ownership flow, information flow, payment flow, promotion flow.

Unit 3 **10 Hrs**
Fashion brand strategies - Introduction, brand identity, brand positioning, and brand image. Fashion brand classification - International designer/luxury brand, National designer/luxury brands, private label brands, department stores private label brands, exclusive licensing brands, SPA retail brands, lifestyle brand.

Unit 4 **10 Hrs**
Fashion brand licensing - Introduction, types of licensed names, images and design - types like celebrity name licensing, designer name licensing, exclusive licensing for retailers, character and entertainment licensing, corporate licensing, nostalgic licensing, sports and collegiate licensing, event and festival licensing, art licensing. Development of licensed products - licensing contract - time limit, royalty payment, image, marketing and distribution, quality, advances, guarantees, notification of agreements to custom departments. Advantages and disadvantages of licensing.

Unit 5 **10 Hrs**
Business and legal framework of fashion business - Forms of ownership, business organization and company ownership, sole proprietorships - advantage and disadvantage, partnership - limited partnerships - advantages and disadvantages. Corporations - types - C-corporations, S-corporations, B-corporations - advantages and disadvantages, limited liability companies - Advantages and disadvantages.

Unit 6 **12 Hrs**
Entrepreneurship and new venture - Introduction, essentials for successful venture, formalities of opening a firm, financial support from government and other private banks - term loan, working

capital, project financing. Certification and registration of firm, GST regulations, PAN, government policies and procedures followed to setup.

Unit 7

6 Hrs

Boutique management - Introduction, location, space planning, workstation, display (Window display, product display) lighting, ambience, presentation, visual communication, inventory control, logistic, e-commerce sales.

References

1. Kitty G Dickerson, "Inside the Fashion Business", Pearson, 7th edition, 2016.
2. Leslie Davis burn, Kathy Mullet, "The Business of Fashion", Bloomsbury Publishing, 5th edition, 2016.
3. Michele M Granger, "Fashion Entrepreneurship", Bloomsbury Academic USA, 3rd edition, 2019.
4. Philip Kotler, "Marketing Management", Dorling Kindersley Publishing, 12th edition, 2007.
5. Philip Kotler, "Principle of Marketing", Asoke . K Publishing, 8th edition, 1999.
6. Susan Dillon, "The Fundamentals of Fashion Management", AVA Publishing, 2011.

VI Semester
B.Sc. (Fashion & Apparel Design)
FASHION STYLING

FAD602 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To impart knowledge on the techniques of fashion styling
- To equip students with skills needed for makeover

Unit 1 **8 Hrs**

Introduction to fashion styling, definition, study of body types for styling and figure types - men, women, kids, influences of stylist, misconceptions about styling, stylist knowledge, trend interpretation, professional maintenance, stylist kit and personality traits of stylist.

Unit 2 **8 Hrs**

Styling for corporate, entertainment, commercial, professional industry - Introduction, definition, wardrobe styling for corporate, TV and films, chain of command for stylist, pre-production preparation - green room, buying vs renting wardrobe, rack dividers, costume details based on script.

Unit 3 **10 Hrs**

Image management - Introduction, definition, personal stylist - personal shoppers for celebrities. Celebrity stylist - Concierge service and the stylist, definition, availability, retail/showroom designer connections, versatility, anticipation. Stylist - client relation, line direction in clothing, clothing suitable for different body types, understanding personal styles - interpretation of style categories.

Unit 4 **8 Hrs**

Fashion styling diversification - Runway styling, off-figure, on-figure and digital styling, prop styling, visual styling, styling using digital media - social media, blogs.

Unit 5 **6 Hrs**

Makeover - Introduction to makeup, types of makeup based on skin type, shape of the face, eyes, nose, lips. Choice of colours based on skin colour, makeup for corporate, outing, swimming, beach, special occasions - wedding, party, award ceremony.

Unit 6 **8 hrs**

Study on different fashion stylists and their styles - National and International stylists. Etiquette - greeting and meeting people, introducing oneself, basic courtesy - addressing people in business, good manners at work place, telephone courtesy.

References

1. Gillian Armour, "Fashion Stylist - A how to guide", Create Space, 2012.
2. Jo Dingemans, "Mastering Fashion Styling", Palgrave, 1999.
3. Kathleen Fifield, "Instyle Instant style - your season by season guide for work and weekends", Style books, 2006.

4. Kendall Farr, "The Pocket Stylist: Behind-the-Scenes Expertise from a Fashion Pro on Creating Your Own Look." Avery, 1st edition, 2004.
5. Shannon Burns, Tran, "Style wise - A practical guide to becoming a Fashion Stylist" Fairchild Books, 2013.

VI Semester
B.Sc. (Fashion & Apparel Design)
FASHION STYLING

FAD602 B
16 practicals of 3 hrs each

Exam Hours: 03
Exam Marks: 35
Internal Assessment: 15

Unit 1	4
Illustrate different body shapes and silhouettes with proportions for men.	
Unit 2	4
Illustrate different body shapes and silhouettes with proportions for women and kids.	
Unit 3	4
Styling of one garment in each category for men, women and kids wear - Casual, party, corporate, special occasion.	
Unit 4	4
Complete styling for men, women and kids with total makeover and photoshoot for the same.	

VI Semester
B.Sc. (Fashion & Apparel Design)
FASHION COMMUNICATION

FAD603 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To develop knowledge on evolving scope of fashion communication and marketing
- To understand the concept of media in fashion communication

Unit 1 **8 Hrs**
Communication - Definition, types, communication process, 7Cs of communication, forms of communication - interpersonal, intrapersonal, grapevine, channels of communication. Barriers to communication - semantic barriers, physical barriers, organizational barriers, psychological barriers. Kinesics - Definition, body language, posture, gesture and eye contact in communication.

Unit 2 **8 Hrs**
Semiotics - Introduction, importance, types (icon, index, symbol) semiotics in media, fashion, day to day life. Semiotics of clothing - Social views, symbolism, ideas, value, self-perception.

Unit 3 **8 Hrs**
Medium of Communication - Oral communication, face to face, teleconferencing - telephone, voice mail. Written Communication - Introduction, writing skill, business writing, essentials of business writing and steps in effective writing. Business letter - formal, informal letters, Functions of business letter, parts of business letter. Email.

Unit 4 **8 Hrs**
Advertisement and public relation - Introduction, types, outdoor, magazines, online ads, and brand promotion (print media, online media, broadcast media).
Public relation - Objectives, functions, types - media, investor, Government, community, internal, customer, marketing communication.

Unit 5 **8 Hrs**
Fashion journalism - Introduction, purpose, types (5 Ws and 1 H), fashion writing - introduction, key elements of writing (purpose, audience, clarity, unity, coherence) journal writing, blog writing, creative writing, paper presentation, proof reading and plagiarism.

Unit 6 **8 Hrs**
Fashion photography - Introduction, types (catalogue, editorial, high-fashion) selection criteria for perfect camera, lens, aperture, speed and pixels, settings, lighting - lighting patterns, light reflectors for photoshoot and video making.

References

1. Jay & Ellen Diamond, "Fashion Advertising & Promotion", Fairchild, 1999.
2. Kristen K Swanson, "Writing for Fashion Business", Fairchild Books Publishers, 2008.

3. Malcolm Barnard, "Fashion as Communication", Routledge Publishers, 2002.
4. Varinder Kumar, Bodh Raj, "Business Communication", Kalyani Publishers, 2nd edition, 2010.
5. Tony Harcup, "Journalism Principles & Practices", Sage South Asia, 2nd edition, 2009.

VI Semester
B.Sc. (Fashion & Apparel Design)
FASHION COMMUNICATION

FAD603 B
16 practicals of 3 hrs each

Exam Hours: 03
Exam Marks: 35
Internal Assessment: 15

Unit 1	4
Semiotics - Icon, index, symbol - Media, fashion, day to day life, advertisement and its importance.	
Unit 2	4
Advertisement - Create and develop a digital advertisement based on brand/product/season /customer and create a story board based on any short story.	
Unit 3	4
Fashion journalism - Typography, creative writing, blog writing, interviewing a designer and reporting.	
Unit 4	4
Fashion photography - Camera, lens, image editing, image conversion, shoot a natural, landscape, portrait and one theme based shoot and create an advertisement (workshop and demonstration).	

VI Semester
B.Sc. (Fashion & Apparel Design)
FASHION ACCESSORIES

FAD604 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To impart knowledge of fashion accessories
- To help students in understanding design methodology, materials, production process and market dynamics of fashion accessories

Unit 1 **8 Hrs**
Fashion Accessories - Introduction, definition, history, classification. Head gears, foot wears, hand bags, belts, ties and bows, gloves, scarves - types and its uses.

Unit 2 **8 Hrs**
Materials and processes - Material sourcing, materials required - leather, straw, fur, and wood. Design development and production.

Unit 3 **8 Hrs**
Jewellery - Jewellery design and production, types of jewellery - precious, costume, bridge. Traditional Indian jewellery - Temple, kundan, minakari, thewa, filigree, terracotta.

Unit 4 **8 Hrs**
Gemology - Introduction, basic qualities and healing properties of gems.

Unit 5 **8 Hrs**
Trends and marketing - Fashion trends and marketing of accessories. Study of any 2 accessory designers. (One Indian - Suhani Pittie, Rashmi Vohraand, one International - Cartier, Dominic Jones).

Unit 6 **8 Hrs**
Fashion accessories presentations - Category specifics, designing accessories to coordinate with apparel, presentation boards and specialized presentation.

References

1. Claire Billcocks, "Century of Bags", Chart well Books, New Jersey, 1997.
2. Jamila BrijBhusan, "Master Piece of Indian Jewellery", Taraporevala, Bombay, 1979.
3. Jinks McGrath, "Basic Jewellery Making Techniques", Krause Publications, 2003.
4. John Peacock, "Fashion Accessories - Men", Thames and Hudson, London, 1996.
5. John Peacock, "The Complete 20th Century Source Book", Thames and Hudson, London, 2000.
6. Malolow Blahnik, Co Collin Mac Dolw, "Shoes - Fashion and Fantasies", Thames and Hudson, 1989.
7. Teresa Searless, "Fabric Jewellery: 25 Designs to Make Using Silk, Ribbon Buttons and Beads", St. Martin's Press, 1st edition, 2008.

VI Semester
B.Sc. (Fashion & Apparel Design)
FASHION ACCESSORIES

FAD604 B
16 practicals of 3 hrs each

Exam Hours: 03
Exam Marks: 35
Internal Assessment: 15

Unit 1	6
Sketching and rendering of headgear, hand bag, footwear, ties and bows, belts, scarves and gloves (theme based) 3 each. Construction of any two. A market survey and report on fashion trends and development of accessories folio.	
Unit 2	4
Sketching of accessories on women, men and children croqui (2 each).	
Unit 3	2
Sketching of Indian jewellery - Mughal jewellery, thewa jewellery, kundan jewellery and temple jewellery.	
Unit 4	4
Creation of accessories (theme based) - Earring, hand wear, neck wear, finger wear, anklet and waist wear (one full set).	

VI Semester
B.Sc. (Fashion & Apparel Design)
VISUAL MERCHANDISING

FAD605 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To expose students to theories, concepts and skills to create successful visual merchandising
- To help the students to understand the range of activities that covers theoretical and practical components of fashion visual merchandising

Unit 1 **6 Hrs**
Introduction to visual merchandising - History of VM, elements of VM, techniques of VM (end caps, micro merchandising, theme display, technology).

Unit 2 **6 Hrs**
Importance of visual merchandising in fashion - Creating display for target customers, story, signage, window display, foot traffic, sales team knowledge, sales analysis.

Unit 3 **10 Hrs**
Store design - Definition, its importance, study about props (lights, table and surface, figures, signs and lettering) decorative, signage (outdoor, informational, persuasive, mats), windows (open window, closed window, island window, corner, elevated and shadow box).

Unit 4 **8 Hrs**
Mannequins - Introduction, types (realistic, abstract, headless, plus size, children, sports), functional mannequins (dress forms, flexible mannequins, torso mannequins, standalone mannequin and parts). Importance of mannequins, role of mannequins in retail industry, selection criteria to mannequin, dressing a mannequin and grouping mannequins.

Unit 5 **10 Hrs**
Retail store - Instore visual merchandising - Floor layouts, store study, fixtures and fittings, wall fixtures, point of sale and ticketing, lighting, virtual visual merchandising (proscenia, masking, layouts, types of display, fixtures).

Unit 6 **8 Hrs**
Role of a merchandiser - Department store, fashion brand store, small retail outlets, display design and implementation, budget planning.

References

1. Castelino M, "Fashion Kaleidoscope", Rupa and Co. Publishers, 1994.
2. Judith Bell & Kate Ternus, "Silent Selling, Best Practice & Effective Strategies in Visual Merchandising", Fairchild Books, 5th edition, 2017.
3. Luura L Bliss, "Study Guide Visual Merchandising and Display", Fairchild Publications, 3rd edition, 1995.
4. Swathi Bhalla, Anuraag S, "Visual Merchandising", Tata McGraw Hill Publishers, 2010.
5. Tony Morgan, "Visual Merchandising", Laurence King Publishing, 3rd edition, 2016.

VI Semester
B.Sc. (Fashion & Apparel Design)
VISUAL MERCHANDISING

FAD605 B
16 practicals of 3 hrs each

Exam Hours: 03
Exam Marks: 35
Internal Assessment: 15

- Unit 1** **4**
Sketching of store layout - Grid Layout, loop layout, freeform layout, racetrack layout, spine layout.
- Unit 2** **4**
Props - Lights, table and surface, figures, signs and lettering.
Windows - Open window, closed window, island window, corner, elevated and shadow box.
Signage - Outdoor, informational, persuasive, mats.
Collection of pictures and store visits.
- Unit 3** **4**
Mannequins - Realistic, abstract, headless, plus size, children, sports, dress forms, flexible mannequins, torso mannequins, standalone mannequin and parts.
Collection of pictures and store visits.
- Unit 4** **4**
Design and develop a window based on theme/season/festivities/product/brand/customer (3D model) for display.

VI Semester
B.Sc. (Fashion & Apparel Design)
FASHION PORTFOLIO AND DESIGN COLLECTION

FAD606 A
Total Hrs: 48

Exam Hours: 03
Exam Marks: 70
Internal Assessment: 30

Objectives

- To make students understand the importance and significance of portfolios and presentations
- To impart skills for portfolio presentations

Unit 1 **8 Hrs**

Product and design development - Product development - Appealing to a target market, the product development team, merchandising and seasons. Design development - Groups, items, design elements, design principles, sketching ideas. Developing a sample garment - The first pattern, the designer work sheet and line selection.

Unit 2 **6 Hrs**

Fashion forecasting and colour forecasting, use of online service for forecasting.

Unit 3 **8 Hrs**

Presentation boards - Types of boards - concept boards, product development, forecast and planning. Presentation techniques.

Unit 4 **8 Hrs**

Portfolio preparation - Definition, types and importance, contents of portfolio, different portfolio presentation skills, material management and costing.

Unit 5 **8 Hrs**

Fashion photography - Photoshoot, selection of location, editing techniques, study of well-known fashion photographers (Atul Kasbekar, Tarun Kaiwal Adolphe Braun, Steven Meisel, Richard Avedon). Fashion show - Types, technique, choreography.

Unit 6 **10 Hrs**

Fashion image management - Makeup - Indoor, outdoor, hairstyle, self-grooming - introduction, importance and application.

References

1. Cynthia R. Easterling, Marian H. Jernigan, "Fashion Merchandising and Marketing", Pearson Education, 1997.
2. David Praker Asics, "Basics Photography - Lighting", AVA Publishing, 2nd edition, 2013.
3. Gini Stephens Frings, "Fashion - from Concept to Consumer", Pearson Education, 9th edition, 2007.
4. Jarnow, J and KG Dickenson, "Inside the Fashion Business", Prentice Hall, 1997.
5. Jeremy Web, "Basics Creative Photography 01 - Design Principles", Bloomsbury Visual Arts, 1st edition, 2017.
6. Linda Tain, "Portfolio Presentation for Fashion Designers", Fairchild Publication Inc., 4th edition, New York, 2018.

7. Sharon Rothman, "The Fashion Designers Sketchbook: Inspiration Design Development & Presentation", Fairchild Books, 2016.

VI Semester
B.Sc. (Fashion & Apparel Design)
FASHION PORTFOLIO AND DESIGN COLLECTION

FAD606 B

16 practicals of 3 hrs each

Exam Hours: 03

Exam Marks: 35

Internal Assessment: 15

Unit 1

10

An individual portfolio presentation based on a theme

- a. It should have minimum 2 collections of 5 ensembles each (4 wearable, 1 non- wearable).
- b. Portfolio should include development of story board, mood board, colour board, texture board, swatch board, logo, working drawing - Spec-sheet and cost sheet.
- c. Development of garments by drafting, draping and flat pattern method.

Produce one collection from the portfolio and to be presented as fashion show.

Unit 2

6

Preparation of concept board, research board, trend board for autumn, winter, spring, summer and cruise collection of three ensembles each.

MODEL QUESTION PAPER
I/II/III/IV/V/VI Sem. B.Sc. Examination Nov / April
(2019-20 Onwards)
FASHION AND APPAREL DESIGN
Subject code and Title of the paper

MAX MARKS-70

TIME: 3Hrs

Instructions to the Candidates: i. All sections are compulsory
ii. Illustrate wherever necessary

SECTION – A

1. Answer any 10 of the following **(10x2=20)**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

SECTION – B

II. Answer any 5 of the following **(5x4=20)**

- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.

SECTION – C

III. Answer any 5 of the following **(5x6=30)**

- 20.
- 21.
- 22.
- 23.
- 24.
- 25.
- 26.

MODEL QUESTION PAPER
V/VI Sem. B.Sc. Examination Nov / April
(2019-20 Onwards)
FASHION AND APPAREL DESIGN
Subject code and Title of the paper

MAX MARKS-100

TIME: 3Hrs

Instructions to the Candidates: i. *All sections are compulsory*
ii. *Illustrate wherever necessary*

SECTION – A

I Answer all the questions.

(15x2=30)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

SECTION -B

II Answer any five of the following.

(5x6=30)

- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.

SECTION –C

III Answer any five of the following:

(5X8=40)

- 23.
- 24.
- 25.

- 26.
- 27.
- 28.
- 29.

Internal Assessment (IA)

Theory

For Papers with 70 Marks

Outline for Continuous Assessment activities – C1 and C2

Activity	C1	C2	Total
Test	5	5	10
Assignment	-	5	05
Seminar	-	5	05
Attendance	5	5	10
Total			30

For Papers with 100 Marks

Outline for Continuous Assessment activities – C1 and C2

Activity	C1	C2	Total
Test	15	15	30
Assignment	-	5	05
Seminar	-	5	05
Attendance	5	5	10
Total			50

Practicals

Activity	C1	C2	Total
Test / performance	5	5	10
Attendance		5	05
Total			15

Assignment/Seminar may be considered for C1 or C2 as required