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

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#### B.Sc. FASHION AND APPAREL DESIGN (CBCS)

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### B.Sc. FASHION AND APPAREL DESIGN (CBCS)
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### B.Sc. FASHION AND APPAREL DESIGN (CBCS)

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

#### SEMESTER VI

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*A stands for theory & B stands for practical*
I Semester
B.Sc. (Fashion & Apparel Design)
FIBRE AND YARN SCIENCE

FAD103 A
Exam Hours: 03
Total Hrs 48
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
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
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
Synthetic fibers - Nylon, polyester, acrylic, modacrylic, polypropylene, elastomeric fibers (spandex and lycra) - properties and end use.

Unit 4
Polymers - Polymerization, degree of polymerization. Different types of polymers - addition and condensation, orientation and crystallinity.

Unit 5
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
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
I Semester  
B.Sc. (Fashion & Apparel Design)  
FIBRE AND YARN SCIENCE

FAD103B  
16 practicals of 3 hrs each

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

Unit 1  
Identification of different natural fibres - Cotton, silk, wool by physical (feel test, burning test and microscopic test) and chemical (solubility test).

Unit 2  
Identification of different man-made fibres - Viscose, polyester, nylon by physical (feel test, burning test and microscopic test) and chemical (solubility test).

Unit 3  
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  
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

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

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
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
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
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
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

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

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

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

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

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
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
References

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
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
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

Unit 4
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, Bhumiika, Shyamal.
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

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Preparation of basic bodice block (Pattern set). Development of samples - Darts, pleats, tucks, gathers, ruffles, godets and flounce.</td>
</tr>
<tr>
<td>2</td>
<td>Dart Manipulation - Single dart and double dart series using pivot, slash and spread method.</td>
</tr>
<tr>
<td>3</td>
<td>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.</td>
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</tbody>
</table>

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

Unit 5 12 Hrs
Finishes - Definition, classification of finishes and their application in garment industry.
   Calendering, 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

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

Unit 2
Dyeing of cotton yarn/fabric by direct, reactive and vat dyes.

Unit 3
Dyeing of silk yarn/fabric by acid and reactive dyes.

Unit 4
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  
Exam Hours: 03  
Total Hrs: 48  
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

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  
Preparation of portfolio of five designs based on inspiration, mood, client, colour and texture and designer SPEC.  

Unit 2  
Fabric rendering on the croqui - Woven - denim, lace, net, velvet, leather, corduroy, printed - natural, abstract, stylized, knits - purl, rib and cable.  

Unit 3  
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  
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
Exam Hours: 03
Total Hrs: 48
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

Unit 5 10 Hrs

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

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  
Exam Hours: 03  
Total Hrs: 48  
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, ¼, ½, ¾ drop), brick repeat, mirror repeat (vertical and horizontal). Design manipulation.

Unit 4  
9 Hrs  

Unit 5  
10 Hrs  

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

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, ¼,
½, ¾ 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

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
### IV Semester

**B.Sc. (Fashion & Apparel Design)**

**TEXTILE AND APPAREL TESTING**

<table>
<thead>
<tr>
<th>Course Code: FAD404 B</th>
<th>Exam Hours: 03</th>
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<tr>
<td>16 practicals of 3 hrs each</td>
<td>Exam Marks: 35</td>
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<td>Internal Assessment: 15</td>
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</table>

#### Unit 1
- Fabric construction particulars - Aerial weight, thickness, thread count, cover factor.

#### Unit 2
- Determination of tear strength, tensile strength, pilling resistance, stiffness, wrinkle resistance and drape.

#### Unit 3
- Determination of colour fastness to crocking, washing, perspiration and light.

#### Unit 4
- Determination of fabric shrinkage.
IV Semester
B.Sc. (Fashion & Apparel Design)
APPAREL PRODUCTION

FAD405 A
Exam Hours: 03
Total Hrs: 48
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

IV Semester
B.Sc. (Fashion & Apparel Design)
APPAREL PRODUCTION
FAD405 B
16 practicals of 3 hrs each

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description</th>
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<tbody>
<tr>
<td>5</td>
<td>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.</td>
</tr>
<tr>
<td>5</td>
<td>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.</td>
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<tr>
<td>4</td>
<td>Selection and identification of seams and stitches based on fabric types and end use (preparation of folio).</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Unit</th>
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<tbody>
<tr>
<td><strong>Unit 1</strong></td>
<td></td>
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<tr>
<td>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.</td>
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<tr>
<td><strong>Unit 2</strong></td>
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</tr>
<tr>
<td>Introduction to design software and its tools. Developing figures and draping of garments on men, women and children (formal, casual, party wear).</td>
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<tr>
<td><strong>Unit 3</strong></td>
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<tr>
<td>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.</td>
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<tr>
<td><strong>Unit 4</strong></td>
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</tr>
<tr>
<td>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.</td>
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</tbody>
</table>
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

References

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

FAD503 B
16 practicals of 3 hrs each

<table>
<thead>
<tr>
<th>Unit</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to fabric defects - Fabric inspection (4 and 10 points systems).</td>
</tr>
<tr>
<td>2</td>
<td>Designing and collection of apparel care labels - contents, dimensions and positioning of the labels for men and women (2 under each category).</td>
</tr>
<tr>
<td>3</td>
<td>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</td>
</tr>
</tbody>
</table>

Exam Hours: 03
Exam Marks: 35
Internal Assessment: 15
V Semester
B.Sc. (Fashion & Apparel Design)

FAD504 A
Exam Hours: 03
Total Hrs: 48
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, truing, 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

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

References
V Semester  
B.Sc. (Fashion & Apparel Design)  
DRAPI NG  

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.  

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.  

Unit 3  
Component draping:  
Sleeves - Set-in sleeves, sleeves along with bodice.  
Collars - Mandarin, peter pan and shawl collar.  
Cows - Neckline cowl.  
Yokes - Shoulder, midriff and hip line.  
Fullness - Darts, pleats, tucks, gathers and ruffles.  

Unit 4  
Draping and construction of dresses - Straight shift, sheath dress, princess dress and choli.
V Semester  
B.Sc. (Fashion & Apparel Design)  
NEEDLE CRAFT

FAD505 A  
Exam Hours: 03
Total Hrs: 48  
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

References

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
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
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
Development of crochet sample - Single, double and treble.
Development of knitting sample - Basic - purl, knit, stocking and rib.

Unit 4
Development of samples - Applique, quilting, patch work, smocking, macramé, braiding, hooking, lace, ribbon work.
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**

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

**References**

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

FAD602 A  
Exam Hours: 03  
Exam Marks: 70  
Total Hrs: 48  
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

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
Illustrate different body shapes and silhouettes with proportions for men.

Unit 2
Illustrate different body shapes and silhouettes with proportions for women and kids.

Unit 3
Styling of one garment in each category for men, women and kids wear - Casual, party, corporate, special occasion.

Unit 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

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

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
Semiotics - Icon, index, symbol - Media, fashion, day to day life, advertisement and its importance.

Unit 2
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
Fashion journalism - Typography, creative writing, blog writing, interviewing a designer and reporting.

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

Total Hrs: 48  

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 wares, 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 Vohra and, 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  
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**
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**
Sketching of accessories on women, men and children croqui (2 each).

**Unit 3**
Sketching of Indian jewellery - Mughal jewellery, thewa jewellery, kundan jewellery and temple jewellery.

**Unit 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  
Exam Hours: 03  
Total Hrs: 48  
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
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
Sketching of store layout - Grid Layout, loop layout, freeform layout, racetrack layout, spine layout.

Unit 2
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
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
Design and develop a window based on theme/season/festivities/product/brand/customer (3D model) for display.
VI Semester
B.Sc. (Fashion & Apparel Design)
FAD606 A            Exam Hours: 03
FASHION PORTFOLIO AND DESIGN COLLECTION
Total Hrs: 48            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

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.
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   5.
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   7.
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   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.
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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.
Internal Assessment (IA)

Theory
For Papers with 70 Marks
Outline for Continuous Assessment activities – C1 and C2

<table>
<thead>
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<th>Activity</th>
<th>C1</th>
<th>C2</th>
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For Papers with 100 Marks
Outline for Continuous Assessment activities – C1 and C2

<table>
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<tr>
<th>Activity</th>
<th>C1</th>
<th>C2</th>
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Practicals

<table>
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<tr>
<td><strong>Total</strong></td>
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<td><strong>15</strong></td>
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Assignment/Seminar may be considered for C1 or C2 as required