

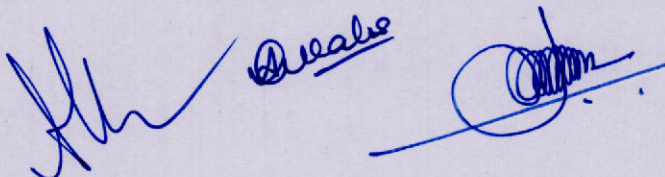
Faculty of Fashion & Design
Revision in Syllabus B.Design
Session-2021-2022

S.No.	Previous	Revised
1.	SEC (Skill Enhancement course) subject were offered in 3 rd & 4 th Semester. Those were CAD-I/CAD-II with 4 credits	Name of SEC (Skill Enhancement course) replaced with VAC (Value Added Course) naming and now offering in 1 st / 2 nd /3 rd and 4 th Semester with 2 credits. Those are: <ul style="list-style-type: none"> • Basics of Drawing- 1st Semester • Influential Fashion- 2nd Semester • Computer Aided Design I- 3rd Semester • Computer Aided Design II- 4th Semester
2.	GE (Generic Elective) subjects offered were in 1 st & 2 nd semester. Those were Fundamentals of Design/Fashion & Lifestyle Image with 4 credits	Name of GE subjects replaced with MGE (Multidisciplinary General Elective) and offering in 1 st /2 nd /3 rd and 4 th Semester with 4 credits: Those are: <ul style="list-style-type: none"> • Fiber to Fabric-1st Semester • Introduction to Fashion Industry- 2nd Semester • Cultural Studies and Traditional Embroidery- 3rd Semester • Fashion Marketing & Merchandising- 4th Semester
3.	AECC (Ability Enhancement Compulsory Course) offered in 1 st /2 nd / 5 th and 6 th Semester with 4 credits. Those were <ul style="list-style-type: none"> • Environmental Studies • Communication English • Foreign Language - German I • Foreign Language- German II 	AECC (Ability Enhancement Compulsory Course) subjects now offering in 1 st -4 th Semester with 2 credits. Those are: <ul style="list-style-type: none"> • Environmental Science- 1st Semester • English MIL- 2nd Semester • Human Values & Ethics- 3rd Semester • Soft Skills- 4th Semester
4.	Term Project was offered in 3 rd -6 th semester with 4 credits.	Term Project subject is now offering in 5 th and 6 th semester with 2 credits.
5.	" Fashion Accessories" subject was offered in 2 nd Semester	Merged "Fashion Accessories" with "Material Studies" (1 st Semester) and naming "Material & Accessory Studies)
6.	DSE ((Discipline Specific Elective) in 5 th semester were <ul style="list-style-type: none"> • Dyeing and Printing • Surface Ornamentation DSE ((Discipline Specific Elective) in 6 th semester	Now, the subjects come under DSE ((Discipline Specific Elective) in 5 th Semester is <ul style="list-style-type: none"> • Foreign Language – German I • Foreign Language – French I

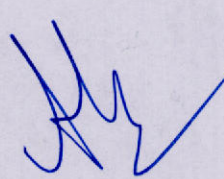
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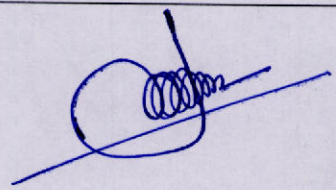
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	<p>were</p> <ul style="list-style-type: none"> • Advanced Fashion Illustration • Fashion Photography <p>DSE ((Discipline Specific Elective) in 7th semester were</p> <ul style="list-style-type: none"> • Entrepreneurship Development • Brand Management <p>DSE (Discipline Specific Elective) in 8th semester were</p> <ul style="list-style-type: none"> • Professional Portfolio Development • Digital Portfolio-Development 	<p>DSE ((Discipline Specific Elective) subjects in 6th Semester is</p> <ul style="list-style-type: none"> • Foreign Language – German II • Foreign Language – French II <p>DSE ((Discipline Specific Elective) subjects in 7th Semester is</p> <ul style="list-style-type: none"> • Entrepreneurship Development • Brand Management <p>DSE ((Discipline Specific Elective) in 8th semester were</p> <ul style="list-style-type: none"> • Professional Portfolio Development • Digital Portfolio-Development <p>These subjects now come with 4 credits in each semester.</p>
7.	<p>Foreign Language German- 5th Semester/ Foreign Language German- 6th Semester was under SEC (Skill Enhancement course) with 4 credits.</p>	<p>Now come under DSE ((Discipline Specific Elective) in 5th and 6th Semester as below:</p> <p>Semester 5th:</p> <ul style="list-style-type: none"> • Foreign Language – German I • Foreign Language – French I <p>Semester 6th</p> <ul style="list-style-type: none"> • Foreign Language – German II • Foreign Language – French II
8.	<p>Surface Ornamentation was offered as DSE in 5th Semester with 4 credits. And Draping I was offered as CC in 4th semester with 2 credits.</p>	<p>Now Surface Ornamentation is offering as CC in 4th semester. And Draping I is offering as CC in 5th semester with 2 credits</p>
9.	<p>DSE (Discipline Specific Elective) in 5th Semester were</p> <ul style="list-style-type: none"> • Dyeing and Printing • Surface Ornamentation <p>DSE (Discipline Specific Elective) in 6th Semester were</p> <ul style="list-style-type: none"> • Advanced Fashion Illustration • Fashion Photography <p>These subjects were with 4 credits</p>	<p>Now the following subjects come under Core Course (CC) with 2 credits.</p> <ul style="list-style-type: none"> • Dyeing and Printing • Surface Ornamentation • Advanced Fashion Illustration • Fashion Photography
10.	<p>Nomenclature of Semester 2nd subject was “Fashion Illustration”</p>	<p>Now, Nomenclature of Semester 2nd subject is “Fashion Illustration I”</p>
11.	<p>Nomenclature of Semester 6th subject was “Socio-Psycho Aspect of Clothing”</p>	<p>Now, Nomenclature of Semester 6th subject is “Socio-Psychological Aspect of Clothing”</p>
12.	<p>Nomenclature of Semester 6th subject was “Quality Control Assurance”</p>	<p>Now, Nomenclature of Semester 6th subject is “Quality Control & Assurance”</p>
13.	<p>Code for SEC and GE are similar in Series with CC</p>	<p>Now, after approval individual code for VAC/MGE/AECC will be created as under University Umbrella.</p>



Code for CC & DSE subjects were 1 st Semester: 15010101-108 2 nd Semester: 15010201-208 3 rd Semester: 15010301-308 4 th Semester: 15010401-408 5 th Semester: 15010501-508 6 th Semester: 15010601-608 7 th Semester: 15010701-704 8 th Semester: 15010801-804	Now, after approval code for CC & DSE will be revised.
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**Evaluation Scheme for B.Design
I – Semester**

Category of Paper	Code No.	Subject Name	Th/Pr	Credit	Hrs	Th/Pr	Tut	Formative	Summative	Total
CC	15010101	History of Fashion Art	Th	4	4	3	1	40	60	100
CC/MGE	15010102 MGEC01006	Fibre to Fabric	Th	4	4	3	1	40	60	100
CC	15010103	Fashion Communication	Th	4	4	3	1	40	60	100
AECC	AECC01002	Environmental Science	Th	2	2	1	1	20	30	50
VAC	VASE01008	Basics of Drawing	Pr	2	2	2	-	30	20	50
CC	15010104	Material & Accessory Studies	Pr	2	4	4	-	60	40	100
CC	15010105	Market Survey	Pr	2	4	4	-	60	40	100
		TOTAL		22						

15010101: HISTORY OF FASHION ART

SEMESTER	: I
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES

- To know about the history of art.
- To understand the evolution and evolution of art.
- To learn the design concepts of those days.

COURSE DETAIL

UNIT I Early Civilizations

Costumes in the ancient world (300 B.C.-300A.D.)
Mesopotamia, Egypt, Crete, Greece, Rome

UNIT II The Middle Ages (300A.D.0-1500A.D.)

Byzantium, Coptic
The Feudal ages ((900A.D.-1300 A.D.)
The late middle ages (1300 a.D.-1500A.D.)

UNIT III The Renaissance (15th -16th centaury)

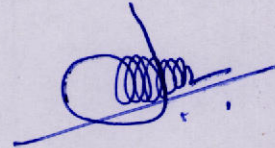
Italy
France
England

UNIT IV Costumes in 17th to 19th century

Baroque and Rococo periods (1600A.D.-1900A.D.)
France and England
The French revolution and thereafter (1790 A.D.-1900 A.D.)
The Directoire and Empire period (1790 A.D.-1820A.D.)
The Romantic period (1820A.D.-1850 A.D.)
The Crinoline period (1850 A.D.-1869A.D.)
The Bustle period (1870 A.D.-1900A.D.)
Modern- 20th Century

REFERENCES

- Black, J.A and Garland M :(1978) *A History of Fashion*, London, Orbis Publishing, Ltd.
- Blanche, P. :(1975) *History of Costume*, New York, Harper and Row
- Boucher.(1966) *A History of Costume in the West*, London, Thames and Hudson
- Bradley, C (1970) *History of World Costume*, London, Peter Owen Ltd
- Chenoune, F. (1993) *The History of men's fashion*, Paris, Flammarion (translated by Dussinberre D.)
- Cumming, Valerie (2004) *Understanding Fashion History*, London, Batsford
- Cunnington, P. (1970) *Costume*, Pennsylvania, Dufour Editions Inc.
- Laver, J. (1969) *A Concise History of Costume*, London, Thames and Hudson
- Lester, K. M. (1956) *Historic Costume*, Chas A Bennett Co. Inc. Illinois,
- Tortora, P. G. and Eubank K. (1995) *Survey OF Historic Costume*, New York , Fairchild



15010102/MGEC01006: FIBRE TO FABRIC

SEMESTER	: I
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES

- To impart the knowledge of fibres, sources, their identification and properties
- To provide students with the knowledge of yarn science and their properties
- To impart knowledge on woven fabrics
- To help students understand fabric formation process

COURSE DETAILS

UNIT – I

Introduction to textile fibres

Classification of Textile fibres – Natural, Regenerated fibres Man-Made fibres

Introduction to composition of Textile fibres

Fibre identification – Visual examination, Microscopic evaluation, Burning test and Chemical

Properties of Textile fibres and their end uses

Textile fibres – Cotton, Linen, Wool, Silk, Polyester, and other fibres

UNIT – II

Introduction to yarn, yarn production, properties of yarn

Texturization – Types (simplex and complex yarns) and uses

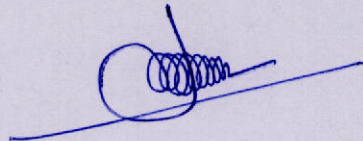
Blended yarns – Types and uses of blended yarns

Sewing threads – Types and properties of sewing thread, Fancy or Decorative yarns – types and uses

UNIT – III

Introduction on different methods of fabric formation – woven, knitted and non-woven fabrics and their properties and uses

General characteristics of woven fabrics and their importance – count of yarn, fabric grain, thread density, fabric width, fabric weight and selvages



UNIT – IV

Introduction to Hand loom and power loom fabrics

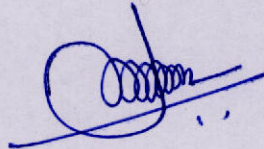
Principle of shuttles loom Viz multiple gripper, Rapier, Airjet, waterjet looms

Introduction to basic and special finishes

Finishes with color – dyeing and printing

REFERENCES

- Gohl, E.P.G. Velensky, L.D, —Textile Sciencel CBS Publishers and Distributors, 2003
- Hall, A.J. —The standard hand book of Textilesl, Wood head Publishing 8th edition, 2004
- Vidyasagar, P.V. —Hand Book of Textilesl, A. Mittal Publications, 2005
- Sara J. Kadolph, —Textilesl, Prentice Hall, 10th edition 2007
- Gordon Cook, J —Hand Book of Textile Fibresl, Vol- II Man Made Fibers, Wood Head Publishing.
- Bernard P. Corbman, —Textiles Fiber to Fabricl McGrawhill Publications, 6th, Edition 1983
- Gilbert R. Merrill, —Cotton Opening and Pickingl Universal Publishing Corporation, 1999
- Gilbert R. Merrill, —Cotton Combingl Universal Publishing Corporation, 1999
- Gohl and Vilensky, Textile Science, CBS Publication, 1982.
- Majory L, Joseph, Introduction to Textile Science.
- Carbman, Textile Fiber to Fabric, NGH International, 2003.



15010103: FASHION COMMUNICATION

SEMESTER	: I
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To understand the basic need of fashion communication.
- To communicate the fashion terminology through media/ mediator.
- To learn the linkage of the fashion.

COURSE DETAIL

UNIT-I Fashion & Communication Process

Meaning of Fashion, Terminologies of Fashion

Relation between Fashion & communication, Process of Communication

Importance of Fashion Communication

UNIT-II Types of Fashion Communication

Visual Communication- window display, Fashion shows etc.

Written Communication- writing in fashion media, advertising

UNIT-III Indian Designers & International Designers

Manish Malhotra, Ritu Beri, Ritu Kumar, Manish Arora, J. J. Valiya, Malini Ramani etc.

Coco Chanel, Valentino, Giorgio Armani, Prada, Calvin Klein etc.

UNIT-IV Fashion Movies, Magazines, websites

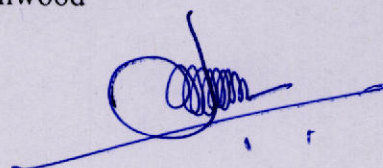
Fashion, My Fair Lady, Devil Wears Prada etc.

Fashion Magazines

Design websites

REFERENCE:

- "Fashion as Communication" by Malcolm Barnard
- Fashion Marketing Communications by Gaynor Lea-Greenwood



AECC01002: ENVIROMENTAL SCIENCE

SEMESTER	: I
MAX. LECTURE-1 Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES

- Students will be aware about physical environment and its components.
- Students will acquire Knowledge of natural resources and their types.
- Students will develop the concept of ecology and its components.
- Students will understand the impact of human activities on ecology ant need to conserve the resources

COURSE DETAIL

UNIT -I

The Multidisciplinary nature of environmental studies Definition, scope and importance.

Need for public awareness

Natural Resources, Renewable and non-renewable resources, Water resources, Mineral resources

UNIT -II

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

Energy resources: Growing energy need, renewable and non-renewable energy sources.

Use of alternate energy sources, Land resources: Land as a resource, land degradation.

Human induced landslides, soil erosion and desertification.

UNIT - III

Biodiversity and its conservation Hot-spots of biodiversity

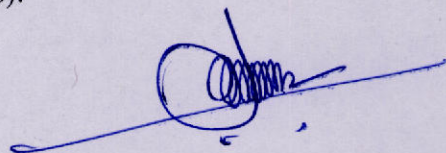
Threats to biodiversity : habitat loss, poaching of wildlife, man wildlife conflicts

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

Environmental Pollution Definition, causes, effects and control measures of

A. Air pollution B. Water pollution C. Soil pollution D. Marine pollution E. Noise pollution

F. Thermal pollution G. Nuclear hazards Pollution (case studies).



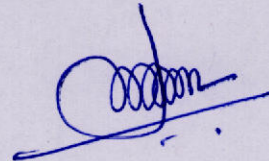
Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
Fireworks, their impacts and hazards
Disaster management: Floods, earthquake, Cyclones and landslides.

UNIT – IV

Social Issues and the Environment from Unsustainable to Sustainable development
Environmental ethics: Issues and possible solutions. Consumerism and waste products.
Environmental Legislation (Acts and Laws), Issues involved in enforcement of environmental legislation. Human Population and the Environment
Population growth, variation among nations with case studies
Population explosion Family Welfare Programmes and Family Planning Programmes

REFERENCE

- Environmental Biology Agarwal, K.C Nidi Publi.Ltd.Bikaner2001
- Hazardous Waste Incineration Brunner R.C McGraw Hill Inc.480p, 1989
- Marine Pollution Clark R.S Clanderson Press Oxford (TP)
- Environmental Encyclopedia Cunningham, W.P. Cooper, Jaico Publ. House, Mumbai, 1196p M.T.2001
- Environmental Chemistry De A.K WileelyEastem Ltd.
- Down to Earth, Center for Science and Environment ®
- Water in crisis, Gleick, H.P Pacifics Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press.473p.1993



VASE01008: BASICS OF DRAWING

SEMESTER	: I
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-2 Hr. / Week	: 32
DURATION	:12-16 Weeks/Semester
CREDITS	: 2

OBJECTIVES

- To improve the flow of the hand.
- To understand the basic structure.
- To know about the need of the drawing.

COURSE DETAIL

UNIT – I

Explore pencil as medium for drawing and sketching.

Basic wrist and hand movements in drawing using pencil as medium by doodling exercise.

Exploration of different types of grade of pencils, marking straight lines, controlled lines, lines of equal length with equal pressure points, equidistant lines etc.

Exercise of tonal grading of pencil using HB to 8B pencils.

UNIT – II

Introduction to 2D and 3D geometric forms

Exploring and sketching 2D and 3D objects with light and shade effect.

Exploring and perspective drawing.

Exploration of curved lines like circle, ellipse, cones etc. on 3D form.

UNIT – III

Introduction to foreground, middle ground and background.

Exploration of natural flow of lines by observing nature. e.g. – Flora and Fauna.

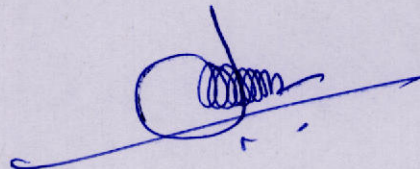
Explore charcoal as a medium for drawing and sketching.

Object drawing using charcoal as a medium.

UNIT – IV

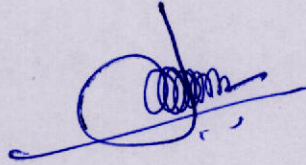
Introduction to landscape and portrait drawing.

Explore other medium for sketching.



REFERENCE

- Berba B., The Fundamentals of Drawing, Arcturus Publishing 2013.
- Hamm J., Still-Life Drawing and Painting, Grosset & Dunlap, 1976.
- Civardi G., Drawing Techniques, Search Press Ltd., 2002.
- www.figure-drawings.com
- www.drawinghowtodraw.com



15010104: MATERIAL & ACCESSORY STUDIES

SEMESTER	: I
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	:12-16 Weeks/Semester
CREDITS	: 2

OBJECTIVES

- To understand the different materials.
- To analyze the material availability in different markets.
- To learn the fashion accessories & techniques of accessory designs.
- To understand how to incorporate the accessories with apparel.

COURSE DETAIL

UNIT-I

Introduction to creativity, Activity of creative thinking

Explore different medium for creative designing & art (Multimedia, magazines, newspapers etc)

UNIT-II

Introduction to mind mapping, Develop a mind mapping on a particular topic.

Introduction to sustainability, Waste material utility – Using various waste materials

Develop Products using given materials: Paper, Wood, Iron Strings, Iron Rods, Wires etc.

Development of innovative products using clay molding

UNIT-III

Introduction about fashion accessories

Study of different accessories with respect to design

Use different materials to co-ordinate with garments


UNIT-IV

Types of accessories used in Fashion Industry

Fashion Accessories from different regions

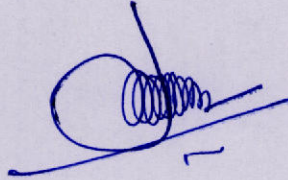
Trend & Marketing- Fashion trends & marketing of accessories

Role of accessory designers and their contribution



REFERENCE:

- Elben Gold Stain Lynch, Leather hand bags and other stylish accessories.
- Leslie Pina, Boards of Fashion, Schiffer Publishing, 1999.
- Richard Budzik, Sheet Metal Technology, Macmillen Publishing Company, 1985.
- Verhelst& Wilbert, Sculpture: Tools, Materials and Techniques, Prentice Hall, 1973.
- V. RaghavanThelmor, Material Science
- New man, Plastic as apart form
- www.woodcraft.org.uk
- www.papercraftmag.com
- [Pinterest.com](https://www.pinterest.com)



15010105: MARKET SURVEY

SEMESTER	: I
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	:12-16 Weeks/Semester
CREDITS	: 2

OBJECTIVES

- To understand the markets and level of markets.
- To understand the market product range.
- To know about the market and its dealing.
- To learn about the dealing in the market.

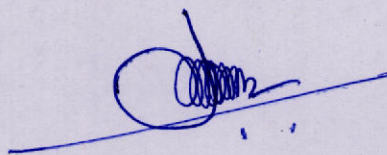
COURSE DETAIL

Individual Students are expected to conduct a market survey. The survey has to be conducted as follows.

- Apparels – Design Features, Material, Textile Utilized
- Accessories – Design Features, Material, Textile Utilized etc.
- Customers Perception and Behavior
- Resources Availability etc.

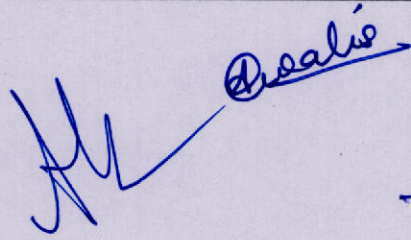
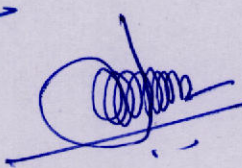
REFERENCE

- Accessory Market
- Whole Sale Markets
- Nehru Place
- Leather Market
- Knitwear Industry
- Sarojini Market, Atta market etc.



**Evaluation Scheme for B.Design
II – Semester**

Category of Paper	Code No.	Subject Name	Th/Pr	Credit	Hrs	Th/Pr	Tut	Formative	Summative	Total
CC	15010201	Art Appreciation	Th	4	4	3	1	40	60	100
CC	15010202	Machineries & Equipment	Th	4	4	3	1	40	60	100
CC/MGE	15010203 MGEC02006	Introduction to Fashion Industry	Th	4	4	3	1	40	60	100
AECC	AECC01001	English	Th	2	2	1	1	20	30	50
VAC	VASE02009	Influential Fashion	Th	2	2	1	1	20	30	50
CC	15010204	Fashion Illustration I	Pr	2	4	4	-	60	40	100
CC	15010205	Elements of Color & Design	Pr	2	4	4	-	60	40	100
		TOTAL								

15010201: ART APPRECIATION

SEMESTER	: II
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES

- Imparting Knowledge of Art through the previous centuries to influence the sense of design, symbolism of motifs and colours

COURSE DETAIL

UNIT-I

Pre-historic textiles & costumes- Indus Valley, Egyptian, Mesopotamian, French, Greek, Roman, Japanese & Byzantine

UNIT-II

Ancient Indian textiles & costumes- Vedic, Mauryan, Kushans, Satavahanas, Gupta & Mughal

UNIT-III

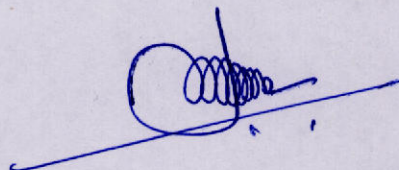
Introduction to world textiles and costumes- History, Types, Motifs & Symbols

UNIT-IV

Textiles & costumes of Colonial, Victorian, Edwardian Era, WW I & WW II, factors influencing Costume Change- style, religious, location, climatic period & world affairs
A study of regional textiles & costumes of India- north, east, west & south

REFERENCE:

- Janson H. W., History of Art, Thames & Hudson, 1997.
- N. R. Ray, Maurya and Sunga Art.
- Roy C. Cavern, Indian Art; A Concise History, Thames and Hudson, 1976.
- Jamila Brij Bhusan Master piece of Indian jewellery, Taraporevala- Bombay, 1979.
- Jamila Brij Bhusan, The Costumes and textiles of India, Taraporevala- Bombay. 1958
- Konemann A history of Fashion in the 20th Century - 1974
- Parul Bhatnagar, Traditional Indian costumes & textiles, Abhishek Publication. 2004
- Phyllis Tortora, Keith Eubank Survey of historical costumes, A History of western dress, Fairchild Publication, 2009



15010202: MACHINARIES & EQUIPMENT

SEMESTER	: II
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To know about the functions of machines.
- To learn how to operate the machines.
- To understand the technology and its needs.

COURSE DETAIL

UNIT-I

Measuring tools

- Ruler
- Inch Tape
- Weighing Balance
- Measuring Glass

Marking tools

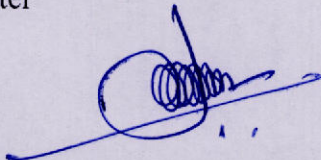
- Pen
- Pencil
- Marker
- Sketch pen
- Chalk
- Whitener
- Tracing wheel
- Thread etc.

Cutting Tools

- Scissors
- Cutter
- Knife
- Blade
- Pinking shears

UNIT-II

Supportive Tools- Pattern Master



- 'L' Scale
- French curve
- Steel Scale
- Hip curve etc.

UNIT-III

Machine Tools

- Lathe
- Drill
- Loom
- Screen Painting Tools
- Leather Products Hard stretching Tools
- Knitting products hand stretching tools

Joint Tools

- Staples
- All Pins
- Paper Clips
- Nails
- Welding
- Adhesive
- Fasteners
- Soldering
- Riveting

UNIT-IV

Apparel Machines

Single lock stitch machine
 4 thread flat machine
 12 head embroidery machine
 Feed of arm machine
 Button hole machine & Button attachment machine
 Zig Zag machine
 Over and interlock machine
 Hemming machine
 Circular machine
 Top stitch machine etc.

Accessory Machine

Stud Attachment machine
 Post-bed Sewing machine & Post-Bed with roller machine
 Sole fixing machine
 Skiving machine
 Plating machine

Heavy duty machine
Double heavy duty machine
Heavy duty walker machine
Top Stitch machine

REFERENCE:

- Gerry Cooklin, Introduction to Clothing and Manufacturing.
- Ruth E. Glock & Grocel, Kunz, Apparel Manufacturing.
- Harold Carr and Barbara Latham, Technology of Clothing & Manufacturing.

A handwritten signature in blue ink, consisting of a large, stylized initial 'C' followed by several loops and a horizontal line extending to the right.

MGEC02006/15010203: INTRODUCTION TO FASHION INDUSTRY

SEMESTER	: II
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES

- To understand the evolutionary growth about the Fashion Industry.
- To identify the supportive role of different industries.
- To identify the supportive role of different organizations and NGOs.

COURSE DETAIL

UNIT-I

Fashion- Definition of fashion in all aspects
Evolution of Fashion & Principles of Fashion
Fashion cycle
Theories of fashion adoption

UNIT-II

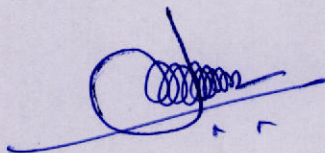
Importance of Fashion
Four levels of fashion
The various aspect of fashion business- designing, manufacturing & retailing

UNIT-III

Fashion categories: Men's wear, Women's Wear & Kid's wear
Role of designer, merchandiser & coordinator

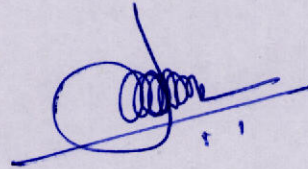
UNIT-IV

Market Segmentation
Different Stores: Department Stores, Chain Stores, Discount Stores, Boutiques,
Design Studio, Factory Out lets
Support institutes of fashion industry: FDCL, AEPC, Ministry of Textile, Handloom &
Handicraft, NITRA, Silk Board, KVIC, LEPC



REFERENCES

- Mackely and Munslow Janine, Fashion Design, Press Innovation and Practice, Blackwell, 2003.
- Fashion from Concept to consumer by Gini Stephens Pearson ,2005
- Clothing technology by H.eberly Berger Verlag Europa LeherMittel, 2010
- The Dynamics of Fashion by Elaine Stone Fairchild Publication, 2008
- The Business of Fashion by Leslie Davis Burns and Nancy O. Bryant Fairchild Publication, 2002
- J. BrijBhushan, The Costumes and Textiles of India.
- Walter Hutchinson, Costumes of the World.
- RoshenAlkazi, Ancient Indian Costume.
- P. Rambach and V. Golich, TheGol.



AECC01001: ENGLISH

SEMESTER	: II
MAX. LECTURE-1 Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To understand the basic need of fashion communication.
- To communicate the fashion terminology through media/ mediator.
- To learn the linkage of the fashion.

COURSE DETAIL

UNIT-I COMMUNICATION

Communication; an overview, Process, Importance, Forms

Barriers; ways to overcome

Non-verbal communication

Kinesics, Proxemics/Space distance, Paralinguistic features, Chronemics, Haptics

UNIT-II PHONETICS BASICS

Phonetics

Sounds: Vowels/Diphthongs

Consonants

Transcription of words

Syllables

Word stress

Intonation

UNIT-III ENGLISH LANGUAGE:

Parts of speech, Sentence, Clauses and phrases, Tag-questions

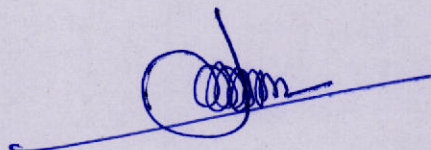
Common errors, Concord, Articles, Modals

Punctuation

VOCABULARY

Word formation, Synonyms, Homophones, Eponyms

Words often confused, One word substitution, Phrasal verbs, Idiomatic expressions



UNIT-IV

PRESENTATION SKILLS

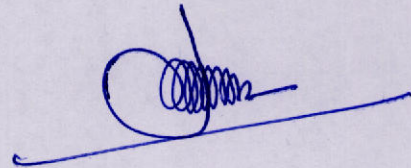
Presentation – Types, Nuances of delivery, Public Speaking, Body Language
Group Discussion, Panel Discussion, Telephonic Skills, Interview Skills

WRITING SKILLS

Writing Comprehension, Letter-Writing, Composing an effective paragraph
Writing a report, Art of Condensation, Summarizing a Report/Article/Editorial
Writing Article/Editorial/Feature
Writing a Review (Book/Cultural Event)

REFERENCE:

- Ferdinand, Nicole; Kitchin, Paul J.; Event Management; Sage Publication
- Kirk, R. Land; Catherwood, D. W.; The Complete Guide to Special Event Management; John Wiley and Sons
- Singh, G.S.; Devesh, Kishore; Event Management; Haranand Publications
- Bowdin, Glenn; Allen, Johnny; Harris, Rob; Events Management ; Taylor & Francis
- Style book of the Economist.
- Raymond Murphy 'Essential English Grammar', Cambridge University Press: New Delhi. 1998. Print
- English Vocabulary in Use (Advanced), Michael McCarthy and Felicity, CUP
- Learning Spoken English by Lynn Lundquist-ASIN: B0094XNOPW
- Meenakshi Raman and Sangeeta Sharma. 'Technical Communication Principles and Practice'. Oxford University Press: New Delhi. 2012. Print.



VASE02009: INFLUENTIAL FASHION

SEMESTER	: II
MAX. LECTURE-1 Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To know about the styling
- To understand the garment and lifestyle products according to category.
- To identify different fabric for male & female
- To learn the sense of styling.

COURSE DETAIL

UNIT I

Introduction to fashion styling
Relation between Fashion & Styling
Importance of styling
Fashion trend & fashion image

UNIT II

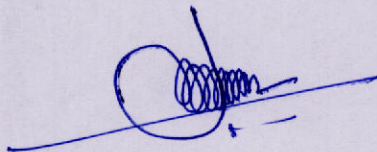
Type of Body Shape & Face Shape
Categories of female garments: Formal Wear, Casual wear, Party wear, traditional wear etc.
Categories of male garments: Formal Wear, Casual wear, Party wear, traditional wear etc.

UNIT III

Identification of Fabrics, Prints & Colors according to category
Selection of clothes for self: Personal Styling- Identify which items fits to Body and life style products/accessories suits on face according to dress.
Different National & International brands for garment & lifestyle products according to category.

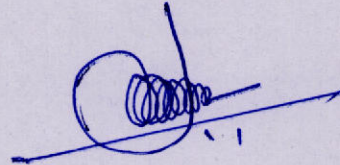
UNIT IV

Relation between fashion & personality
Consumer group: Fashion Leaders, Fashion followers
Consumer satisfactory level
Breaking fashion rules : Fashion Errors



REFERENCE:

- Mastering Fashion styling by Jo Dingemans
- Secrets of Stylists: An Insider's Guide to Styling the Stars By Sasha Charnin Morrison
- Dress Your Best: The Complete Guide to Finding the Style That's Right for Your Body Paperback – September 13, 2005 by Clinton Kelly (Author), Stacy London (Author)
- Basics Fashion Design 08: Styling *By*: Clare Buckley, Jacqueline McAssey
- Style Wise: A Practical Guide to Becoming a Fashion Stylist by Shannon Burns-Tra



15010204: FASHION ILLUSTRATION I

SEMESTER	: II
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES

- To know about the basic structure.
- To understand the drawing techniques.
- To improve and modify the drawing skills.

COURSE DETAIL

UNIT – I

Introduction to fashion Illustration and brief history of fashion illustration
Study of two well known Fashion Illustrators.
Understanding Human Anatomical structure and Fashion figure proportions

UNIT – II

Illustrate Flat sketches of Garment Features –types of silhouettes, necklines, blouses formal and casual, collars, Jackets, yoke variations, pockets, cuffs, sleeves, trousers, skirts

UNIT - III

Block figures illustrations –

- 8 head
- 10 head
- 12 head figures standing, moving and Drawing male, female, Model drawing

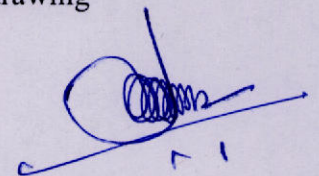
UNIT - IV

Robotic figures illustrations

- 8 head
- 10 head
- 12 head figures standing, moving and Drawing male, female, Model drawing

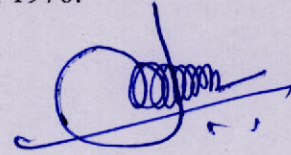
Illustrate muscled fashion figure

- 8 head
- 10 head
- 12 head figures standing, moving and Drawing male, female, Model drawing



REFERENCE:

- Norling E.R., Perspective made easy, Dover Publications, N. Y. 1999.
- Civardi G., Drawing Scenery, Search Press Limited, 2002.
- Hamm J., Still-Life Drawing and Painting Grosset & Dunlap, 1976.



15010205: ELEMENTS OF COLOR & DESIGN

SEMESTER	: II
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To understand the different elements.
- To understand how to combine the elements for design.
- To know about the importance of elements.

COURSE DETAIL

UNIT-I

Basic concepts and vocabulary: Hue, Saturation, Value
Color wheel: primary, secondary, tertiary
Color schemes

UNIT-II Color

Tints- shades with different tones
Grey scale, Creating neutral colors
Pigments: Transparent/Opaque, Tint strength
Color Psychology for different colors
Pantone colors

UNIT-III

Line-Psychological Effects of Line: Dividing, Directing, Optical Illusion
Shape -Natural, Silhouettes, Geometric
Texture-Visual, Audible, Tactile

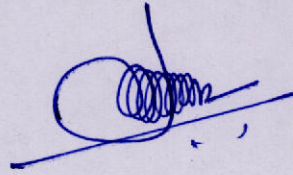
UNIT-IV Principle of Design

Rhythm, Balance, Emphasis, Harmony, Scale, Proportion, Variety etc.
Motifs development
Swatches rendering: Prints, weaves, patterns, color combinations



REFERENCE:

- Frings G. S., Fashion from Costumes to Consumer, 4th edition, Prentice Hall Career & Tech, 1982.
- Albert W. Porter, Elements of Design
- Manfred Maier, Basic Principles of Design (Vol. 14).
- Birren & Fabersuan, Principles of Color.



**Evaluation Scheme for B.Design
III – Semester**

Category of Paper	Code No.	Subject Name	Th/ Pr	Credit	Hrs	Th/Pr	Tut	Formative	Summative	Total
CC/MGE	15010301 MGE01007	Cultural Studies & Traditional Embroidery	Th	4	4	3	1	40	60	100
CC	15010302	Production Techniques	Th	4	4	3	1	40	60	100
CC	15010303	Knitting Technology	Th	4	4	3	1	40	60	100
AECC	AECC01003	Human Values & Ethics	Th	2	2	1	1	20	30	50
CC	15010304	Fashion Illustration II	Pr	2	4	4	-	60	40	100
CC	15010305	Pattern Making I	Pr	2	4	4	-	60	40	100
CC	15010306	Construction Techniques I	Pr	2	4	4	-	60	40	100
CC	15010307	Computer Aided Design I	Pr	2	4	4	-	60	40	100
		TOTAL		22						

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15010301/MGEC01007: CULTURAL STUDIES& TRADITIONAL EMBROIDERY

SEMESTER	: III
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To understand about different culture.
- To know about adaptation and culture.
- To learn about the constant changes of culture and modern culture.
- To learn about different traditional embroideries

COURSE DETAIL

UNIT-I

Ancient evolution in terms of
Clothing
Accessories
Shelter
Religions, Rituals etc.

UNIT-II

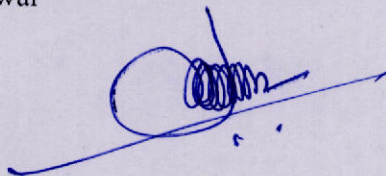
Tribal communities
Different tribal communities
Living life style of tribal communities

UNIT-III

Relation between- Clothes and self concept & Accessories and self concept
Clothes, accessory – role and status
Modern civilization
Life style accessories
Life style clothing etc

UNIT-IV

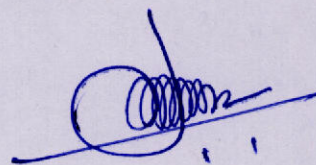
Traditional Embroidery of different states
Kasuti of Karnataka
Embroidery of kutch and kathiawar
Kashida of Kashmir
Kantha of Bengal



Chikankari of Uttar Pradesh
Embroidery of Manipur
Chamba-rumal
Phulkari of Punjab
Gold and silver embroidery
Appliqué work of Bihar and Orrisa

REFERENCE:

- Fisher Nora, Folk Traditions of Rural India, Grantha Corporation, 2007.
- Bose M.L., Social and Cultural History of Ancient India, Concept Publishing Co., 1998.
- Horn, Marlyn J., An Interdisciplinary Study of Clothing Houghton Mifflin Co., 1975.
- Indian Embroidery, calico museum of textiles Irwin and hall
- Costumes and Textiles of India Dhamija Jasleen An Jay Jyotindra



15010302: PRODUCTION TECHNIQUES

SEMESTER	: III
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES

- To develop the production techniques.
- To handle the production
- To maintain the cutting plans and time line of production.
- To introduce various departments of an apparel industry
- To impart skills in apparel production in an Industrial set-up.

COURSE DETAIL

UNIT I

Overview of garment industry

Assembling a garment in the industry- Part, Pieces, Panel & Product

Sourcing- Introduction to fabric and accessory sourcing, its types.

UNIT II

Sampling department: importance of sampling department, objectives, types of sample prototype, fit sample, pp sample, size set, production sample, shipment sample.

Introduction to Spec sheet and its importance, Technical design reading, Tech pack analysis & objective, creating tech pack.

UNIT III

Cutting department: Machineries, fabric spreading, pattern laying, marker preparation, sorting, numbering & bundling, fusing department- methods of fusing, fusing machines

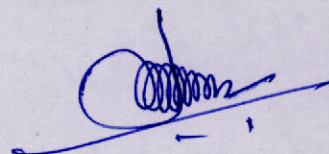
Production department: selection of production system- progressive bundle system, unit production system, modular manufacturing, piece work. Production planning, Linear manufacturing process.

UNIT IV

Finishing & pressing department, trimming department, packing department

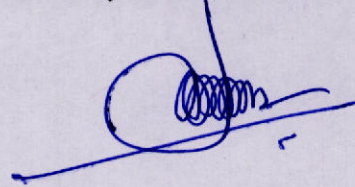
Apparel accessories & components - fasteners, labels, support materials, decorative trims, tapes & packing materials

In process quality inspection, objectives methods, advantages, inspection methodology, final inspection, random inspection, general inspection method for shirts, trouser and kids



REFERENCE

- Tete S.L., Inside Fashion Design, Harper and Row Publishers, New York, 3rd edition.
- Posher H., Marketing Fashion, Laurence King Publishing Ltd., 2011.
- Cooklin G., Garment Technology for Fashion Design, Blackwell Publishing, 2008.
- Brown P. & Rice J., Ready to wear apparel analysis, Prentice Hall, Inc., New Jersey, 2001.
- Chutler A J, Introduction to clothing Production Management, Blackwell Science, 1998
- Harold Carr & Barbara Latham, the Technology of Clothing Manufacture, Oxford Pub. USA, 1994
- Rajesh Bheda, Managing productivity in the Apparel Industry, CBS pub., New Delhi. 2003
- Ruth E G, Grace I Kunz Apparel Manufacturing Sewn Product analysis UK, 2005



15010303: KNITTING TECHNOLOGY

SEMESTER	: III
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To develop the knitwear materials.
- To understand the knitwear designing.
- To learn the knowledge to create knitwear products.

COURSE DETAIL

UNIT-I

About knitting, Classification of Warp and weft of knits
Types of knitted garment
Comparison between warp & weft knit

UNIT II

Various Knitting tools
Types of Knitting needles

UNIT III

Knitting machines:

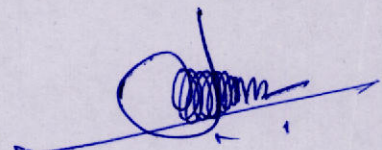
- Single Jersey Knitting machine
- Double Jersey knitting machine
- Flat bed machine
- Circular knitting machine etc

UNIT IV

Techniques of knit wear products: Fully-cut, Fully- fashioned & Integral
Knitted faults, Uses & care for knitted garments
Fabric quality measures

REFERENCE:

- Scissons Julians, Basic Fashion Design, Knitwear, AVA Publishing, 2010.
- Brackenbury, Terry, Knitted Clothing Technology, Blackwell Publishing, 1992.
- Spencer David J., Knitting Technology, A Comprehensive Handbook and Practical Guide, Technomic Publishing, 2001.



15010304: FASHION ILLUSTRATION II

SEMESTER	: III
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	:2

OBJECTIVES

- To know about the basic structure.
- To understand the drawing techniques.
- To improve and modify the drawing skills.

COURSE DETAIL

UNIT - I

Development of free hand male & female croquis

- Front view
- Back view
- $\frac{3}{4}$ view
- Side view

Fashion elongation and the figure (Distinction between real and Fashion figures)

Achieving balance line and movement.

Swatch rendering: checks, prints, pattern etc.

UNIT - II

Figure analysis – Illustrate poses from reference images

Fashion figure details and stylization of various parts, including the fashion face (eyes, ears, nose, lips), torso, limbs and features (hand and feet) using various media

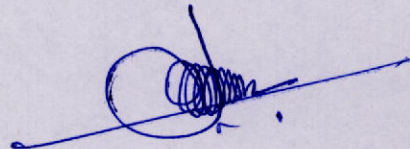
UNIT - III

Foreshortening of figures, grouping of figures. – Thematic figure composition

Illustrate replica from reference images

Face analysis – Illustrate faces from reference images

Illustrate different hairstyles



UNIT - IV

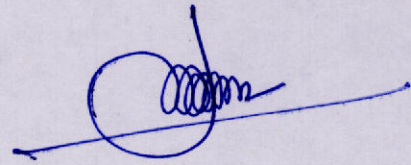
Study the fall of garments on the body: learn how to illustrate and render fabric folds, pleats and gathers

Illustrate stylized figures according to theme:

- Corporate wear
- Sports wear
- Ethnic wear etc

REFERENCE:

- Norling E.R., Perspective made easy, Dover Publications, N. Y. 1999.
- Civardi G., Drawing Scenery, Search Press Limited, 2002.
- Hamm J., Still-Life Drawing and Painting Grosset & Dunlap, 1976.



15010305: PATTERN MAKING I

SEMESTER	: III
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To understand the pattern making techniques.
- To learn the drafting and cutting patterns.
- To learn the modification and grading techniques.

COURSE DETAIL

UNIT I

Introduction to pattern making and pattern making tools.
Role & importance of pattern making in the fashion industry

UNIT II

Terminology used in Pattern making:

Pattern drafting, flat pattern making, template working pattern, production pattern, design specification sheet, pattern chart, cost-sheet, grain, dart, dart legs, dart intake, truing and blending, plumb line, vertical lines, horizontal lines, perpendicular lines, symmetric and asymmetric lines, style number, pattern size. Pivotal point and pattern manipulation, style reading

UNIT III

Methods of Pattern Development:

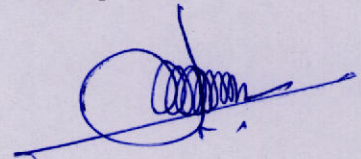
Drafting
Flat Pattern
Draping

Pattern manipulation

Dart manipulation
Slash and Spread
Pivot Method etc.

UNIT IV

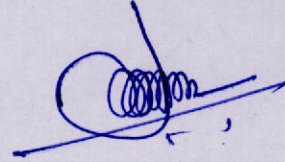
Developing of patterns : Basic Bodice- Male, Female, Child [Front & Back]



Adaption of basic sleeve: Puff Sleeve, Cap sleeve, Flared Sleeve, Balloon Sleeve, Petal Sleeve, Leg-o- mutton sleeve

REFERENCE:

- Armstrong H. J., Pattern Making for Fashion Design, Longmen, 2003.
- Shoben M. M., Ward , J. P. Pattern Cutting and Making-up the Professional Approach, (BS Publishers & Distributors (P) Ltd.), 1999.



15010306: CONSTRUCTION TECHNIQUES I

SEMESTER	: III
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To understand and improve the construction techniques.
- To improve the machine control for construction.
- To learn about different stitches.

COURSE DETAIL

UNIT I

Basic terminologies related to garment construction
Anthropometric measurements: Instruments and landmarks
Standardization and size charts
Tools and equipment's used for clothing construction

UNIT II

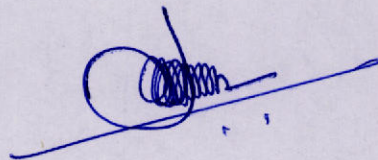
Introduction to sewing machines and its types
Sewing machine parts, maintenance, common problems and their remedies.
Machine control practice- Paper/Fabric exercise
Safety measures and parameters

UNIT III

Fabric preparation: Handling special fabrics like synthetic, natural, leather etc.
Knowledge of size of needles, threads and stitches required according to the fabric.
Introduction to different types seams

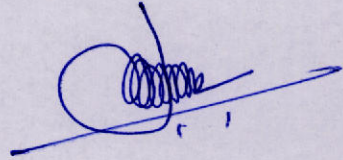
UNIT IV

Create different stitches: Plain, Flat open, Edge stitch, Double top stitch, Tuck seam, Flat felt, Lapped piped, Cord, Fagotted , Hemming etc.
About facings: Un fused facing, Fused facing, Bias etc.
Create samples for Tucks, Pleats, Gathers etc.



REFERENCE:

- Cooklin G., Introduction to Clothing Manufacture, Blackwell Scientific Publication, 2000.
- Eatvn J., The Encyclopedia of Sewing Techniques, Hamlyn Publishing 1986.
- Singer Sewing, Creative Publication International, 1990.



15010307: COMPUTER AIDED DESIGN I

SEMESTER	: III
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES

- To learn the new design software.
- To understand the computer design technical terminology.
- To understand and create the new designs as per the requirement.

COURSE DETAIL

UNIT I

Introduction to MS Office

- MS Word
- MS Excel
- MS Powerpoint

UNIT II

Introduction to Coral Draw. Learning basic tools of Coral Draw. Using Basic Shapes, Transformations, Duplicate, Cloning. Applying fill, outlines, special effects, shaping objects, creating custom Shapes using basic shapes and other drawing tool, working with the text, Effects, Shaping object with envelope tool, Power Clip objects, splitting and erasing portion of objects.

UNIT III

CorelDraw utility in fashion industry

Motifs & design development e.g geometrical, floral. Abstract etc.

UNIT IV

Basic about Photoshop

Photoshop tools in detail, enhancing images, Masking, transforms, working with layers.

Merging & blending layers, text effects.

Photoshop utility as per fashion industry requirement

REFERENCE:

- Atman R., CorelDraw X5, BPB Publications.
- Bangia R., CorelDraw, Khanna Book Publishing Delhi, 2003.
- Phyllis D., CorelDraw, Steve Publisher.

**Evaluation Scheme for B.Design
IV – Semester**

Category of Paper	Code No.	Subject Name	Th/ Pr	Credit	Hrs	Th/Pr	Tut	Formative	Summative	Total
CC/MGE	15010401 MGEC02007	Fashion Marketing & Merchandising	Th	4	4	3	1	40	60	100
CC	15010402	Leather Science	Th	4	4	3	1	40	60	100
CC	15010403	Fashion Forecasting	Th	4	4	3	1	40	60	100
CC	15010404	Surface Ornamentation	Pr	2	4	4	-	60	40	100
CC	15010405	Pattern Making II	Pr	2	4	4	-	60	40	100
CC	15010406	Construction Techniques II	Pr	2	4	4	-	60	40	100
CC	15010407	Computer Aided Design II	Pr	4	4	4	-	60	40	100
AECC	AECC01004	Soft Skills	Th	2	2	1	1	20	30	50
		TOTAL		22						

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15010401/MGEC02007: FASHION MARKETING & MERCHANDISING

SEMESTER	: IV
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To understand the promotional process.
- To understand the middle man dealing and management.
- To learn about the importance of merchandising.

COURSE DETAIL

UNIT-I

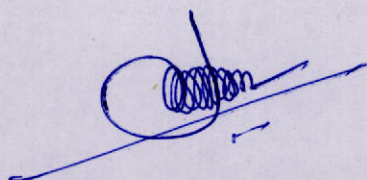
Definition
Importance and scope of marketing
Elements of marketing: Needs, Demands, Customer, Consumer, Market, Marketing vs. selling
Concept of marketing management
Marketing – Mix
Marketing organizations
Marketing research
Factor affecting marketing environment

UNIT-II

Market segmentation
Market targeting
Product positioning
Consumer & Costumer behavior
Product – mix
Branding
Advertising
Sales promotion
Publicity
Public relations

UNIT-III

Merchandising – definition
Season
Product research
Target customer



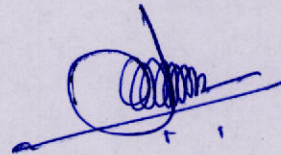
Fashion trend
Color research
Fabric/ Leather & knitting research

UNIT-IV

Preparing product specification sheets
Costing
Order follow-up
Filing/ Documentation
New design development/ sampling
Sizing and fitting
Material relation
Packaging with labeling
Shipment procedure
FOB
LC
AWB
Export & import documentation etc.

REFERENCE:

- Donnellan John, Merchandise Buying and Management Fairchild Publications Inc.
- Tate S. L., Inside Fashion Design, Harper and Row Publishers, New York 3rd Edition.
- Gini Stephens Frings, Fashion from Concept to Consumer, Prentice Hall.
- Grace Kunz, Merchandising – Theory, Principles and Practice, Fairchild Books.



15010402: LEATHER SCIENCE

SEMESTER	: IV
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To understand about leather material.
- To learn the adaptation with other materials.
- To study about the leather tanning process.
- To learn how to utilize the leather material.

COURSE DETAIL

UNIT-I

Skin components in different animals
Structure and section of epidermis, dermis
Tissues, Hair, Fat tissues, Nerve, Muscle, Glands

UNIT-II

Pre-tanning process:

Soaking
Liming
De liming
Bating
Pickling
De pickling
Degreasing etc.

UNIT-III

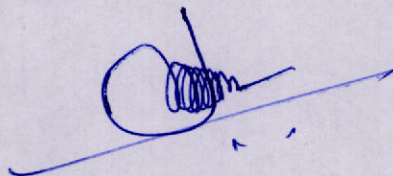
Tanning process:

Peddle procedure
Drum procedure
Vegetable tanning
Chrome tanning

Garment- leather

Property requirement for garment leather

UNIT-IV



Sports goods leather

Different types of material used

Properties required for sports goods leather

Leather for football, rugby ball, valley ball, hockey ball, cricket ball, glove leather, wicket keepers and boxing

Sole, harness and saddler leathers

Properties required for sole leathers

Hand bags, purse etc leather

Properties required for hand bags and purse leather

Texture

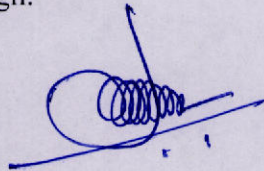
Leather finishing

Plating

Drying

REFERENCE:

- Pogson, Katgenine, Complete Leather Book.
- Sterlacci, Francesca, Leather Fashion Design.



15010403: FASHION FORECASTING

SEMESTER	: IV
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To understand the basic need of fashion forecasting.
- To know about the importance of forecasting.
- To learn the terminology of forecasting.

COURSE DETAIL

UNIT-I

Fashion meaning
Forecasting meaning
Need and importance of forecasting
Forecasting schedule
Trend analysis for different seasons
Interpretation of various forecast stories in fashion journals
Making trend boards based on market and consumer research

UNIT-II

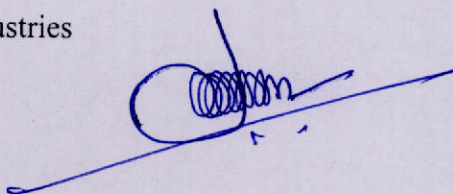
Research Process in forecasting:

Market research- consumer research, shopping, sales records
Primary, Secondary & Tertiary sources
Demography
Value & Life style
New technology
Observation
Publication

UNIT-III

Supportive measures:

Forecasting services
New products users
Networking
Related neighborhood industries
Role of designers



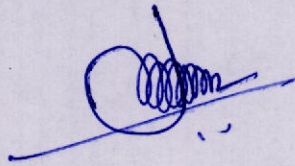
Role of merchandisers
Role of customers/ consumers

UNIT-IV

Involvement of human resources
Involvement of materials
Promotional activities
Implementation process

REFERENCE:

- Evelyn L. Brannon, Fashion Forecasting
- Rita Perna, Fashion Forecasting



15010404: SURFACE ORNAMENTATION

SEMESTER	: IV
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To know about the surface ornamentation.
- To use different materials and waste materials towards designs.
- To learn the surface ornamentation techniques.

COURSE DETAIL

UNIT I

About embroidery
Hand embroidery & Machine embroidery
Tools and equipment for embroidery

UNIT II

Basting
Back stitch
Chain stitch
Button hole
Lazy daisy
Herring bone
Satin stitch
French knot
Shadow stitch
Cross stitch
Blanket stitch
Eyelet stitch

UNIT III

Mirror work
Sequins work
Bead work
Patch work
Appliqué work



Quilting work
Smoking work
Lace work

UNIT IV

Traditional embroideries:

Kantha – West Bengal

Kasuti – Karnataka

Chikankari – Uttar Pradesh

Kathiawar – Gujarat

Kashida – Kashmir

Chambarumal – Himachal Pradesh

Phulkari – Punjab

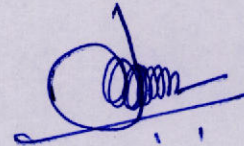
Banjara – Andhra Pradesh

Zardozi etc.

Develop a product using various above techniques

REFERENCE:

- Jennifer Campbell and Ann-Marie Bakewell, Complete Guide to Embroidery Stitches.
- Judy Brittain, Step-by-Step Needlecraft of Encyclopedia, Dorling Kindersley Publishers Ltd., Revised edition 1995.



15010405:PATTERN MAKING II

SEMESTER	: IV
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To learn the drafting techniques.
- To make the new patterns techniques for the designs.
- To create the new designs for new products.

COURSE DETAIL

UNIT-I

Darts on pattern: Waist dart, French dart, armhole dart, shoulder dart etc.
Dart Manipulation- conversion of darts to tucks, pleats, gathers, seamlines, Princess line etc.

UNIT-II

Drafting and adaptation of various collars

- Baby Collar
- Peter Pan Collar – Flat and raised
- Cape collar
- Sailor's collar
- Convertible collar
- Msndrin collar
- Shawl collar
- Stand and fall collar

UNIT-III

Drafting and adaptation of various necklines design- Round, Square, Scoop, V-shaped etc.

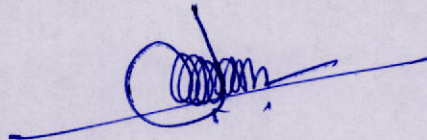
Drafting and adaptation of various pockets

- Patch pockets
- Slit pockets
- In-seam pocket

UNIT-IV

Garments

- Drafting – bodies block (different sizes) (woman, man)
- Drafting – sleeve block



- Drafting – arm hole attachment

Leather good – different panels pattern

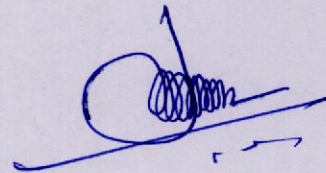
- Shoulder strap
- Hand strap
- Front panel
- Back panel
- Gusset
- Flap
- Compartments etc.

Footwear

- Shoe Anatomy
- Shoe measurement
- Drafting – shoe last
 - Executive shoe
 - Sports shoe
 - Workers shoe
 - Open sandal
- Sole pattern
- Sole and upper attachment pattern
- Finishing with strap etc.

REFERENCE:

- Shoben M.N., Ward J.P., Pattern Cutting, CBS, 1999.
- Armstrong H.J., Pattern Making for Fashion Design, Longmen, 2003.



15010406: CONSTRUCTION TECHNIQUES II

SEMESTER	: IV
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To understand the basic construction techniques.
- To develop the new techniques and adapt with the designs.
- To learn the techniques for creativity.
- To develop sample of collars, pockets & sleeves

COURSE DETAIL

UNIT-I

Neck lines:-round and jewel, scoop, square and glass, 'V' shaped, straight and curved, scalloped, sweet heart, key hole, boat neck and asymmetrical etc.

Neck line finishes:-shaped facing, corded or piped neck line, bias facing-single layer binding, double layer binding, banded neckline and placket bands.

UNIT-II

Collars:-how to assemble a collar, Types of collars-flat collar, rolled collar, stand collar, tie collar, turtle neck collar, shirt collar, peter-pan collar, one piece convertible collar and shawl collar etc.

UNIT-III

Sleeves:-sleeveless - with facing, set-in-sleeve, half sleeve, puff sleeve, flared sleeve, full sleeve, petal sleeve, leg-o-mutton sleeve, bishop sleeve, cap sleeve raglan sleeve and kimono sleeve etc.

Sleeve finishes:- Self hem, faced hem, double binding and casing.

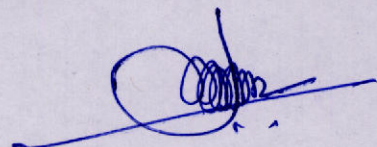
Cuff application:- Basic shirt cuff, French cuff, continuous cuff etc.

UNIT-IV

Fasteners: Zipper attachment, Button attachment, Hook and eye, Pens buttons, Rivets attachment, Eyelet attachment, Draw strings attachment, Velcro attachment

Panel attachment

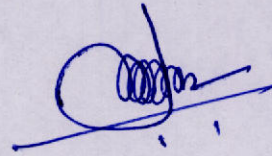
- Garment – front and back
- Leather garment- all panels and front and back
- Leather goods – all panels and front and back along with flap and guzzet
- Footwear – all parts and top straps



Practice for the good finish

REFERENCE:

- Winifred A., Metric Pattern Cutting for Women's Wear, Maldon M.A., 2008.
- Shoben, M.M. & Ward J.P., Pattern Cutting and Making-up, CBS Publishers, New Delhi, 1997.
- Claire & Shaffer, Couture Sewing Techniques, Taunton Press, 1993.



15010407: COMPUTER AIDED DESIGN II

SEMESTER	: IV
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To learn the computer design techniques.
- To understand how to do design on the computer design software.
- To improve the knowledge to do the design in computer.

COURSE DETAIL

UNIT-I

Fashion trend forecasting websites – Introduction, leading online trend-analysis and research service on creative and business intelligence for the Fashion industry, seasonal trend analysis, consumer research and business information

UNIT-II

Creating an advertising brochure.

Painting & rendering in Photoshop, creating & manipulating Fashion Model drawings, gradient's use for rendering & 3D effects, making collage in Photoshop, Applying filters.

Create Mood / Inspiration, client / customer, colour and Texture board using Photoshop.

UNIT-III

Creating fashion accessories like necklace, bracelet, anklets, ear ring, and head gear .Etc
Using Coral Draw.

Motifs development – Symmetrical/Asymmetrical, Balanced/Unbalanced, Repeat – ½ drop, ¼ drop, ¾ drop – H/V. Drop reverse, Design placements on boarders

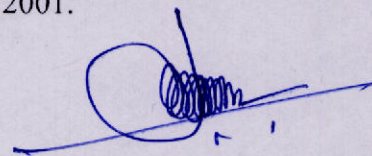
Logo Designing, Creating Tags & Labels – Main label, Size label, Wash Care label, Content label using Corel Draw

UNIT-IV

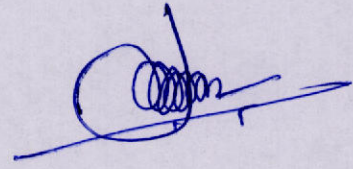
Hands on practice on new designing software's

REFERENCE:

- Rajaraman V., Fundamentals of Computer, PHI Learning Pvt. Ltd., 2010.
- Siprut M., Adobe Photoshop, BPB Publications, New Delhi, 2001.



- Eismann, Katrin, Photoshop Retouching Techniques, Steve Publishers, 2001.



AECC01004: SOFT SKILLS

SEMESTER	: IV
MAX. LECTURE-1 Hrs./ Week	: 16
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- The ways and means by which soft skills can be utilized in the day-to-day life
- The ability to face the everyday challenges of life with confidence
- The ability to deal with unpleasant situations and people with ease
- The ability to become an outstanding personality in the social and work environment by skillfully maneuvering individual emotion

COURSE DETAILS:

UNIT I

Soft Skills: Definition & Relevance. Building lasting impression, Greetings & Introductions, Displaying courteousness and Thoughtfulness, Social Graces, Grooming Etiquette and Corporate Culture, Dos and Don'ts of Conversation

UNIT II

Resume Building, Structuring Conversations, Presentation Skills, Email Etiquette, Listening Skills, Telephone and Video Conferencing Etiquette

UNIT III

Group Discussion Basics, Types of Group Discussions, Dos and Don'ts of Group Discussion, Body Language

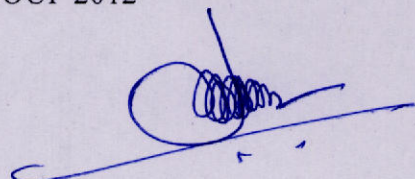
Team Building: Stages of Team Building, SWOT Analysis, Leadership and Emotional Intelligence

UNIT IV

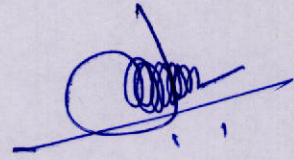
Types of Interviews, Preparing for Interview, Common Etiquettes of Interviews, Common Interview Questions, Mock Interviews, Goal Setting, Time management

REFERENCE:

- Sanjay Kumar and Pushp Lata 'Communication Skills', OUP 2012



- Meenakshi Raman and Sangeeta Sharma 'Technical Communication Principle and Practice', OUP 2012
- Meenakshi Raman and Prakash 'Business Communication' OUP 2011
- Hory Samkar Mukerjee 'Business Communication Connecting at Work' OUP 2013



Evaluation Scheme for B.Design

V – Semester

Category of Paper	Code No.	Subject Name	Th/Pr	Credit	Hrs	Th/Pr	Tut	Formative	Summative	Total
CC/MGE	15010501 MGEC01008	Trade Policy	Th	4	4	3	1	40	60	100
CC	15010502	Consumer Behavior & Retailing	Th	4	4	3	1	40	60	100
Discipline Specific Elective (DSE)	15010503	ANY ONE: Foreign Language – German I	Th	4	4	3	1	40	60	100
	15010504	Foreign Language – French I	Th	4	4	3				
CC	15010505	Dyeing & Printing	Pr	2	4	4	-	60	40	100
CC	15010506	Draping I	Pr	2	4	4	-	60	40	100
CC	15010507	Pattern Making III	Pr	2	4	4	-	60	40	100
CC	15010508	Construction Techniques III	Pr	2	4	4	-	60	40	100
Project	15010509	Term Project	Pr	2	4	4	-	60	40	100
		TOTAL								

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15010501/MGEC01008: TRADE POLICY

SEMESTER	: V
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To understand about trade policy.
- To know the different policies.
- To develop and act accordingly for policies.

COURSE DETAIL

UNIT-I

Overview of trade policy, Foreign exchange regimes, Exchange rate, Capital flows and its nature
External borrowing, Import licensing

UNIT-II

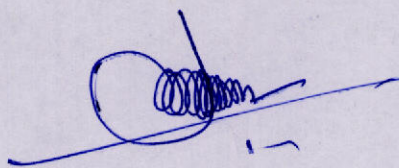
Capital accounts
Current accounts
Exim policy
Vendor and buyer dealings

UNIT-III

Licensing
Invokes – commercial, custom
Certificates – certificate of origin, value etc.
General accountability

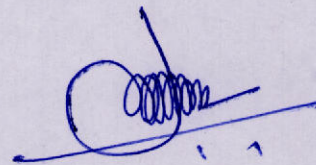
UNIT-IV

Policies for export hours/ buying hours
Policy for new business
Production policy
Factors related to policy
Policy makers and policy making



REFERENCE:

- Uma Kapila, Understanding the Problems of Indian Economy, Academic Foundation, 2003.
- M.L. Jhi m gan, International Economics, Vir India Pulications, 2001.



15010502: CONSUMER BEHAVIOR & RETAILING

SEMESTER	: V
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To understand the consumer behavior.
- To understand the retailing.
- To understand and produce the design/product accessory to the consumer demands.

COURSE DETAIL

UNIT-I

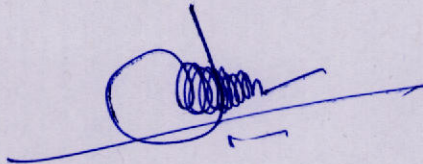
About consumer/ customer
Life style of different consumer
Psychographics segmentation
Consumer perception
Consumer attitude
Consumer behavior

UNIT-II

Consumer motivation
Need and goal of consumer behavior
Market segmentation
Consumer decision making

UNIT-III

Retailing environment in India
Classification of retailers, types of retailers
Store formats
Inventory methods
Elements of retail mix
Store organization, retail market strategy, trade area analysis, site selection
Retail pricing and re-pricing
Mark up and its relationship to profit



UNIT-IV

About retailing

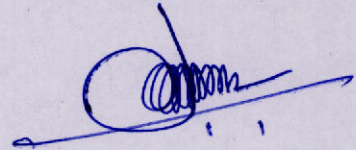
Need and importance of retailing

Retailing in modern fashion industry

Classification of retailing: Boutique, Department store, Specialty store, Discount store, Sales, Vendor , Whole sale, Open to buy

REFERENCE:

- Boyd Jr. Westfall, Marketing Research
- Diamond Jay and Pintel Gerald, Retail Buying, Printice Hall, 1997.
- Goworek Helen, Fashion Buying, Blackwell Sciences, 2001.
- TepperBelte K. and Godnick Newton E., Mathematics for Retail Buying, Fairchild, 1994.
- V.L. Mote, Textiles and Fashion

A handwritten signature in blue ink, consisting of a large, stylized initial 'C' followed by a series of loops and a long horizontal stroke extending to the right.

15010503: FOREIGN LANGUAGE-GERMAN I

SEMESTER	: V
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES

- To use German vocabulary and grammar.
- To develop communication skills in German Language.
- To use German language in their professional life.

COURSE DETAILS

UNIT I

Vocabulary
Getting to know people
Starting a conversation
People and things
Talking about relatives

UNIT II

Arrival
Finding a space
If you want to ask a Question
Pronouns and Verbs

UNIT III

Seeing the Sights
Finding your way on foot
How do I get to....
How to point out something
Verbs Again (Grammar)

UNIT IV

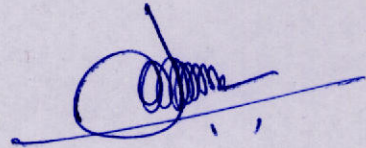
Public Transportation
What to say to the conductor
Some contractions



More action Verbs
On Nouns and Articles (Grammar)
Countries and Languages
I am
I am travelling to...
Lost in the way.
I speak....

REFERENCE

- Barron's German (Learn Deutsch) The Fast and Fun Way. Third Edition by Paul and Heywood Wald, coordinating Editor. 2004
- Deutsch als Fremdsprache A1 by Dengler, Rusch, Schmitz and Sieber. Klett Langenscheidt, Munchen. Published by Goyal Publishers.
- Lernziel Deutsch: Deutsch als Fremdsprache by Wolfgang Hieber. 2007. Max Hueber Verlag (Max Hueber Publication) Munchen

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15010504: FOREIGN LANGUAGE-FRENCH I

SEMESTER	: V
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES

- Familiarize students with the basic level of French Language
- Facilitate easy communication in French Language
- Enable students to read, speak & write simple phrases in French Language

COURSE DETAILS

UNIT I

FRANCE & FRENCH LANGUAGE

- About France
- How English and French are similar
- French pronunciation---A Few Rules
- Les salutations/greetings and introducing oneself
- Learning basic French phrases & expressions to greet people

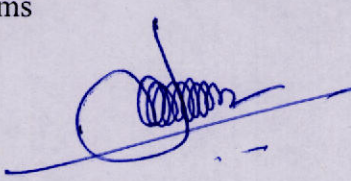
FRENCH ALPHABET SPELLING WORDS and NUMBERS

- Grammaire/ vocabulaire
- Les nombres de 1 to 20

LES COPAINS (Friends & classmates)

- Introducing people and objects
- Nouns and helping verb ' to be
- Grammaire/ vocabulaire
- le verbe :etre
- Les articles indefinis
- Les pronoms sujets
- Les pluriel des noms
- Asking questions

UNIT II



DEVINEZ(Questions AND Answers)

- What is this?What are these)
- This is aThese are....
- Grammaire/ vocabulaire
- Les professions
- Les nombres cardinaux

DANS LA CLASSE (In the Classroom)

- Use of adjectives & describing persons & things
- Counting from 21 to 100
- Grammaire/ vocabulaire
- Le verbe: avoir
- Les adjectifs

UNIT III

LES AMIS DE CAROLINE(The friends of Caroline)

- Speaking of Nationalities
- Grammaire/ vocabulaire
- Les articles definis
- Plural,masculine et feminin

QUEL JOUR SOMMES- NOUS?

- Grammaire/ vocabulaire
- Speaking of days of the week
- Le verbe :aller (to go)

LA FAMILLE DE MANUEL

- (Description of a family)
- Learning vocabulary
- Grammaire/ vocabulaire
- Conjugation of regular verbs
- Le verbes parler habiter et aimer

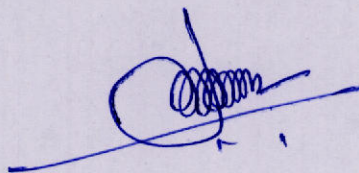
UNIT IV

LES VACANCES (VACATIONS)

- Speaking of vacations
- Grammaire/ vocabulaire
- Le revision des verbes etre, avoir,aller,aimer, et
- parler Les mois de l'annee.(The months of the year)

LE DRAPEAU DE MON PAYS

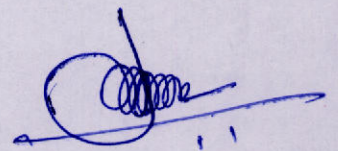
- (The Flag of my country)



- Describing things with colours
- Grammaire/ vocabulaire
- Le feminine et pluriel de couleurs

REFERENCES

- APPRENONS LE FRANCAIS Methode de francais ---01, Mahitha Ranjit & Monica Singh Alliance Francaise de Delhi, New Saraswati House(India) Pvt. Ltd.
- French visual phrase book, *D K French visual phrase book*.
- BARRON'S LEARN FRENCH (FRANCAIS) The Fast and Fun Way. Third Edition by Bourquin leete International Language Institute Northampton, Massachusetts 1 and Heywood Wald, coordinating Editor. Chairman Department of Foreign Language Martin Van Buren High school New York.
- Mathurin Dondo Modern French Course



15010505: DYEING AND PRINTING

SEMESTER	: V
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To understand the different dyes.
- To learn the technical process of dyeing and printing.
- To understand the values of dyeing and printing.

COURSE DETAIL

UNIT-I

Introduction to dyes & printing
Classification of dye and pigments
Introduction to preparatory process- Singing, desizing, scouring, bleaching, mercerizing
Post/After Treatments of Dyeing & Printing

UNIT-II

Dyeing on different Yarn & fabrics
Cotton, Wool, Silk, synthetic fabrics, Leather etc
Dyeing on trimmings
Laces, Zippers, Elastics, Buttons etc.

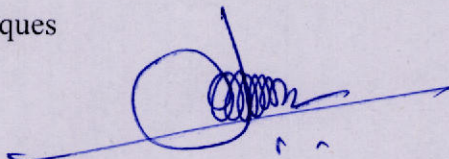
UNIT-III

Tie - Dye
Marbling, knotting, fan folding, circular binding, spiral binding etc.
Bandhej, Leheriya and bandhani
Trik, Batik

UNIT-IV

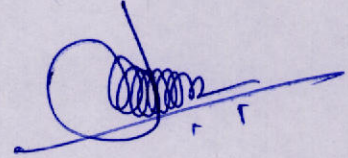
Block printing
Screen printing
Stencil printing
Spray printing etc

Sample & Product development of all above techniques



REFERENCE:

- Gale, Colin and Kaur, The Textile Book, Berg 2002.
- Thimou, Paul, Screen Printing, Design Ideas and Tips for Graphic Prints, Quarry Books, 2006.
- Befler Nancy, Batik & Tie-Dye Techniques, Dover Publications.



15010506: DRAPING I

SEMESTER	: V
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES

- To teach the students the basics principles, and interpret and analyze complex drapes
- To enable students to create their original designs on a three dimensional form using draping method.

COURSE DETAIL

UNIT-I

Fabric characteristics and terms.

Fabric Drape, Draping principles and techniques, Fabric Preparation

Dress form: Preparation, Measurement and Tools.

UNIT-II

Basic dress foundation: Front and Back basic bodice, Front and Back basic skirt [Female]

: Front and Back basic bodice, Front and Back basic Trouser[Male]

UNIT-III

Manipulating dart excess: Shoulder dart, French dart, waist dart, side seam dart etc.

Dart equivalents: Gathers, Pleats, Tuck-Dart, Princess line, yoke etc.

UNIT-IV

Bodice Draping methods with different styles

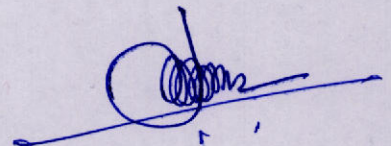
Bodice(Front & Back)with darts, yokes, gathers, pleats etc.

Skirt Draping methods with different styles

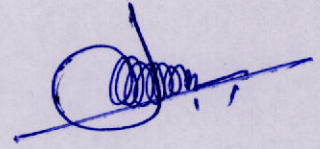
Skirt (Front & Back)- A-line skirt, Circular skirt, gathered skirt, Yoke with pleat etc.

REFERENCES

- Draping for apparel design –Helen Joseph-Armstrong
- The art of fashion draping –Connie Amaden-Crawford
- Draping for fashion design-Hilde Jaffe,NurieRelis
- Designs cutting and draping for special occasion clothes,for evening wear and party
- Wear ,Drawncloak, Chryssalis
- Dress design-draping and flat pattern, hill house MS,HoughtonMifflin co London USA



- The theory of fashion design, Brockman, Magritha, John Wiley sons, New York
- Design through draping, Sheldon, Martha Burgers Publishing company, Minneapolis, USA
- Modern pattern design, Popin, Harut, Funk and Wagnalls, New York and London



15010507: PATTERN MAKING III

SEMESTER	: V
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To develop the draft for different new designs.
- To develop the cutting patterns according to the requirement and seasons availability.
- To develop the confidence about the drafting.

COURSE DETAIL

UNIT-I

Garment

Drafting and cutting pattern

- Fitted skirt, Circular skirt, Pleated skirt – box, knife, Flared skirt, Skirt with yoke
- Suit/ coat/ blazer for men and women
- Churidar for women
- Kurta-Pyjama for men
- Lehanga for women

Bags

Drafting and cutting pattern

- Luxury hand bags for women
- Party wear bags for women
- Executive bags for men/women
- Belts and others products for men and women

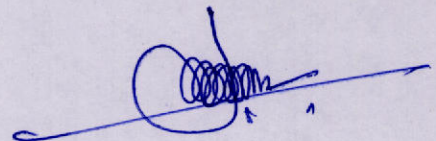
Footwear

Drafting and cutting pattern

- Executive luxury footwear/sports shoe/sneakers for men and women
- Modern sandals, shoes, open shoes etc for men

UNIT-II

According to fitting textile/setting of bags/sizing of footwear – modification of patterns and drafting



Drafting and cutting patterns – improvement analysis

UNIT-III

Draft and cutting pattern for new designs as per the theme/ project/ event etc.

UNIT-IV

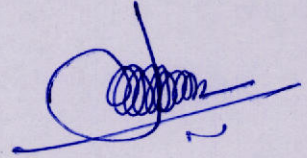
Grading of Bodices, skirts, Torso, Trousers etc.

Practice for perfect patterns

CAD support/ industry support

REFERENCE:

- Aldrich Winifred, Matric Pattern Cutting for Women's Wear 5th edition, Blackwell Publishing, 2008.
- Armstrong H.J., Pattern Making for Fashion Design, Longmen, 2003.
- Kopp E, How to draft basic patterns – 3rd edition, Fairchild Publications, 1988.



15010508: CONSTRUCTION TECHNIQUES III

SEMESTER	: V
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To develop different creative fashion products.
- To know the construction and finishing process.
- To work according to the demand.

COURSE DETAIL

UNIT-I

Garment panels and stitching

- Fitted skirt, Circular skirt, Pleated skirt – box, knife, Flared skirt, Skirt with yoke
- Suit/ coat/ blazer for men and women
- Churidar for women
- Kurta-Pyjama for men
- Lehanga for women

Bags

- Luxury hand bags for women
- Party wear bags for women
- Executive bags for men
- Belts and others products for men and women

Footwear

- Executive luxury footwear/sports shoe/sneakers for men and women
- Modern sandals, shoes, open shoes etc for men

UNIT-II

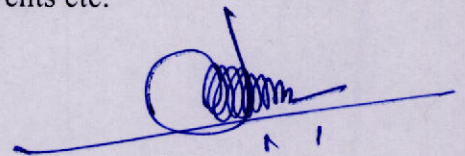
Fasteners, adhesive and hemming

Practice for perfect products

Industrial support

UNIT-III

Above products inspired from magazine, by person, movies, sport events etc.



Practice for construction technique and prospection
Fitting test – dress forms, mannequins, models
Quality test
Improvement modification

UNIT-IV

Construct a new development designs/ theme/ event/ project basis.
One full outfit/ product must be constructed by the student.
Sampling/ production may be improved

REFERENCE:

- Bane A., Creative Clothing Construction, Mc Graw – Hill, 1966.
- Carr H. & Latham B., The Technology of Clothing Manufacture, Blackwell Scientific Publications, 1984.
- Clair B.S., Couture Sewing Techniques.
- Crawford C.A., A guide to Fashion Sewing, Fairchild Publication, 2008.



15010509 : TERM PROJECT

SEMESTER	: V
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

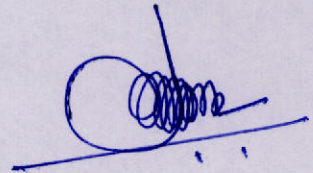
OBJECTIVES:

- To implement the understanding individually.
- This is the error and learning process.
- To improve the work through experiment/ experience.

COURSE DETAIL

Teachers can be assigned any kind of project/ assignment/ craft work/ chapter study/ theme based work/ project/ training/ special order/ free launching etc.

Students need to submit all the details, documentation etc for evaluation./ Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour. The collected information should be documented through visuals, samples etc. After such a tour student shall submit a report.



Evaluation Scheme for B.Design

VI - Semester

Category of Paper	Code No.	Subject Name	Th/Pr	Credit	Hrs	Th/Pr	Tut	Formative	Summative	Total
CC/MGE	15010601 MGEC02008	Socio-Psychological aspect of Clothing	Th	4	4	3	1	40	60	100
CC	15010602	Quality Control Assurance	Th	4	4	3	1	40	60	100
Discipline Specific Elective (DSE)	15010603	ANY ONE: Foreign Language- German II	Th	4	4	3	1	40	60	100
	15010604	Foreign Language- French II	Th	4	4	3	1			
CC	15010605	Advanced Fashion Illustration	Pr	2	4	4	-	60	40	100
CC	15010606	Fashion Photography	Pr	2	4	4	-	60	40	100
CC	15010607	Visual Merchandising	Pr	2	4	4	-	60	40	100
CC	15010608	Draping II	Pr	2	4	4	-	60	40	100
Project	15010609	Term Project	Pr	2	4	4	-	60	40	100
		TOTAL								

Dualo

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15010601: SOCIO-PSYCHOLOGICAL ASPECT OF CLOTHING

SEMESTER	: VI
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES

- To introduce the evolution of clothing and fashion since civilization to modern era.
- To impart introductory knowledge on clothing science and comfort.
- To familiarize the students with Physiological and psychological aspects of fabric clothing

COURSE DETAILS

UNIT – I

Origin of Clothing

Theories of clothing – theory of modesty, immodesty, protection, adornment, combined need theory

Relation between clothing and other disciplines.

Clothing and first impressions.

UNIT – II

Relation between clothing and the wearer

- Personality and self concept.
- Motivation in clothing choices.
- Individual values, interests and attitudes related to clothing.

Behavior and clothing choices,

Practices and effect of clothing on the individual

UNIT – III

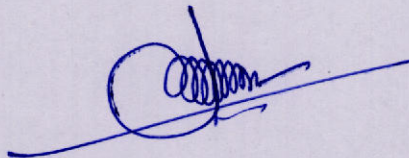
Clothing and Society:

- Clothing and social behavior
- Clothing influenced by religion and culture.
- Clothes and conformity
- Clothes and occupation

Uniforms in schools and college.

UNIT-IV

Psychological aspects of clothing-



- For toddlers, adolescents, adults and old age: self respect, human dignity, emotional response, sex desirability, self expression, individuality.

Clothes and colour and impact of colour.

- Sex differences in use of colour.
- Colours for different occasions and ceremonies.

Sociological aspects of clothing-changes in society and culture.

- Meaning of style, fashion and fad
- Influence of fashion and fashion changes,
- Role of uniform, occupational clothes, national clothes.
- Class distinction and socio- economic status.
- Family and social influencing.

REFERENCE

- Avis, M. Dry (1961): The Psychology of Jung, Methuen & Co., London.
- Horn, Marilyu J. (1988): The Second Skin, Houghton Mifflin Co., USA.
- Flugel, J.C. (1950): The psycho – analytical study of the family, The Hograth Press & the Institute of P\$ycho Analysis, London.
- Flint, I. (2011) Second Skin . Murdoch Books
- J.C. Fluger (2000).The Psychology of clothing, Fontana Press, London.
- Mahal D. Erooin (1999).Clothing for modern colliear Mac Millan Publisher.
- Susan B. Kaiser(2006). The Social Psychology of Clothing: Symbolic Appearances in Context Fairchild Books & Visuals
- Vincent Brome (2001). The Psycho-Analytic Study of the Family. House of Stratus

15010602: QUALITY CONTROL ASSURANCE

SEMESTER	: VI
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To understand the standard for the design panels.
- To learn how to maintain the quality.
- To understand the value of quality control and management.

COURSE DETAIL

UNIT-I

Concept and scope of quality in fabrics and apparel
Quality and consistency among textile products- TQM, Target markets, Product attributes.
Quality and consumer safety.

UNIT-II

Quality Control organizations, standards and regulations 8 AATCC, ASTM, ISO etc.

- Eco-labels, silk mark, wool mark, other international labels
- Regulations on Apparel Labeling- Care labels, Fibre ID labels
- Regulations on Apparel Industry Practices.

UNIT-III

Fibre

Identification and testing—Fibre length, evenness, fineness, tensile strength, crimp, moisture regain and— their implications on quality

Yarn

Appearance and grading— Yarn count, tensile strength, elongation and elastic recovery— Twist, crimp, fineness, uniformity- standards available and their implications— on quality

Fabric

Compactness of fabric structure

Strength properties- Tensile, bursting, tear

Color fastness properties- Dimensional stability

Performance properties- resistance to abrasion, pilling, wrinkling, burning.



Quality parameters for fabrics suitable for various end uses-apparel,– household textiles, industrial textiles.

Garments – (Textile)

- Stitch length
- Fabric
- Color
- Panels
- Finishing
- Fall
- Measurement

UNIT-IV

Bags/ Purses

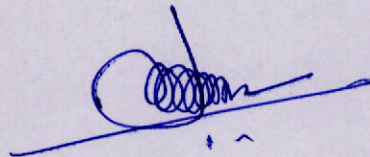
- Basic fabric/ leather
- Cutting
- Panels
- Stitching
- Finishing
- Lining
- Shape
- Color
- Measurement

Footwear

- Basic fabric/ leather
- Cutting
- Panels
- Stitching
- Finishing
- Lining
- Shape
- Color
- Sizes
- Pairs of footwear
- Measurement etc.

REFERENCE:

- J. E. Booth, Principles of Textile Testing.
- E.R. Trotman, Chemical Technology of Fibrous Materials.
- Corbman, Fiber to Fabric, Tata Mc Graw Hill.



15010603: FOREIGN LANGUAGE-GERMAN II

SEMESTER	: VI
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

COURSE OBJECTIVES

- To familiar with the basic level of German Language
- To able to understand communication in German language
- To read simple sentences of day to day Life
- Enabled to write/frame simple sentences in day to day Life.

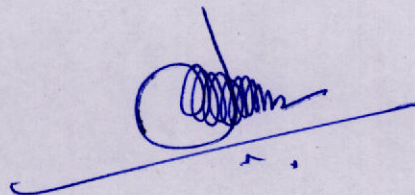
COURSE DETAILS

UNIT I

Cars and Vans
Road signs
At the Car Rental Office
Essential phrases for Drivers
Road signs
At the service station
The Car
Essential Expressions about your car
Grammar:
The Imperative
Modal Verbs

UNIT II

At the Grocery store
How do you say?
Grammar:
More important Verbs
Weather / Season
How is the weather
If today is Tues day, then....
Grammar...
Airplanes and Trains



The Plane

UNIT III

Asking for something

All Aboard

Grammar:

Reflexive Pronouns

Direct Object Pronouns

Ordering Food, Meals / Food ,Breakfast

The Table, The main Meal, The Noon meal

To give and take

UNIT IV

Clothing stores

Trying on clothes

Men's clothes

Women's clothes

Shoes for men and women

Clothes for the Party

Communicating, Use of Language


Pronunciation and Intonation, Reading and Understanding.

Text writing ,Text forming

Use of Language, Building up the Language ,Language Comparison

REFERENCES

- Barron's German (Learn Deutsch) The Fast and Fun Way. Third Edition by Paul and Heywood Wald, coordinating Editor. 2004
- Deutsch als Fremdsprache A1 by Dengler, Rusch, Schmitz and Sieber. Klett Langenscheidt, Munchen. Published by Goyal Publishers.



15010604: FOREIGN LANGUAGE-FRENCH I

SEMESTER	: VI
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES

- Familiarize students with the intermediate level of French Language.
- Familiarize students with the ability to express in all tenses.
- Facilitate easy communication in French Language and enable students to write letters, paragraphs and short essays.
- Enable students to read, speak & write simple phrases in French Language

COURSE DETAILS

UNIT I

Le frère et la soeur de Manuel

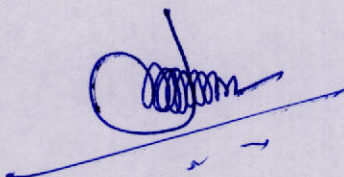
- Saluer
- Le corps humain
- Decrire une personne
- Grammaire/ vocabulaire
- Verbes en -er
- Pronoms sujets
- Articles defines

A la cafeteria

- Choisir quelque chose a la cafeteria
- Pluriel des nouns
- Grammaire/ vocabulaire
- Articles indefini
- Verbes en -ir

Mon pays---La france

- La geographie de la France
- Les pays et les nationalities
- Grammaire/ vocabulaire



- Des adjectifs
- Feminine et pluriel

UNIT II

Les parents de Manuel

- Les professions
- Donner des information sur quelqu'un
- **Grammaire/ vocabulaire**
- La negation
- Verbes en -ger

C'est Noel

- Les saisons
- expressions avec faire
- verbes en -eter, -eler, -cer
- la negation(suite)

UNIT III

Allons a l'ecole

- Se situer des objets dans l'espace
- Grammaire/ vocabulaire
- Prepositions
- Verbes en -re et irreguliers
- Nombres ordinaux et cardinaux

Dans un grand magasin

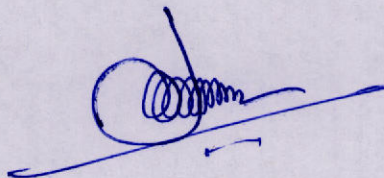
- Demander et proposer quelque chose
- Les vetements
- Grammaire/ vocabulaire
- Articles contractes
- Interrogation
- Verbes irreguliers(suite)

UNIT IV

Les Repas

- Les repas francais
- Les ailments
- **Grammaire/ vocabulaire**
- Articles partitifs
- Verbes en -tir et irreguliers

Ma Maison



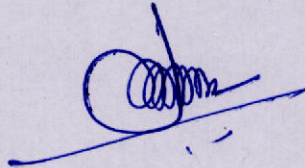
- Decrire un lieu, un décor,
- poser des questions
- Grammaire/ vocabulaire
- Adjectifs possessifs

Une lettre de Rouen

- Ecrire une lettre
- Decrier une ville
- Grammaire/ vocabulaire
- Verbes irreguliers,
- revision et consolidation des lecons precedents

REFERENCES

- APPRENONS LE FRANCAIS Methode de francais ---2, Mahitha Ranjit & Monica Singh Alliance Francaise de Delhi, New Saraswati House(India) Ptv. Ltd.
- French visual phrase book, *D K French visual phrase book.*
- BARRON'S LEARN FRENCH (FRANCAIS) The Fast and Fun Way. Third Edition by Bourquin leete International Language Institute Northampton, Massachusetts 1 and Heywood Wald, coordinating Editor. Chairman Department of Foreign Language Martin Van Buren High school New York.
- Mathurin Dondo Modern French Course



15010605: ADVANCED FASHION ILLUSTRATION

SEMESTER	: VI
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To know about the advance level of fashion illustration.
- To understand the advanced techniques.
- To understand the techniques for advanced fashion illustration.

COURSE DETAIL

UNIT – I

Introduction to kids figure – infant, toddler etc
Swatch Samples – Collect different swatches from various sources for swatch sample file
Fabric Rendering – Explore different medium for swatch rendering
Learning to simulate textures of various fabrics- Cotton, silk, fur, leather, denim, print, georgette, chiffon, knitted, crochet, lace, embroidered etc.

UNIT - II

Illustrate stylized fashion figures
Rendered muscled fashion figure of male and female croqui
Object analysis (Purses, belts, leather goods etc) – Illustrate objects from reference images
Design and Illustrate your own products (Purses, belts, leather goods etc)

UNIT – III

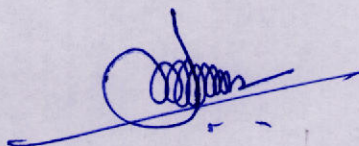
Product designing

Design and Illustrate Bags – Formal, casual, party wear etc.
Design and Illustrate Foot wear – Executive, casual, party wear, luxury etc.
Design and Illustrate Jewelry – Casual, Party wear, street style, bohemia style etc.

UNIT – IV

Fashion Illustration – Design and Illustrate garments on given themes

Swimwear
beach wear
casual wear

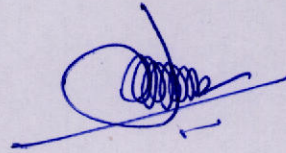


cocktail wear
corporate wear
ethnic wear
bridal wear

Illustrate stylized figures and develop your own (unique) style

REFERENCE:

- Wesen M., Fashion Drawing, Pearson Prentice Hall, 2011.
- Ellingwood Janice G., Fashion by Design, Fairchild Books, 2011.
- Seaman J., Professional Fashion Illustration, B.T. Batsford, 1995.
- Laver J., Costumer and Fashion, Thames & Hudson, Limited, 2012.



15010606: FASHION PHOTOGRAPHY

SEMESTER	: VI
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To know about lenses.
- To know about the others parts of camera/ video camera.
- To understand the fashion photography.
- To adapt the new techniques in photography and videographer.

COURSE DETAIL

UNIT-I

Basic Photography.
Need and importance of photography
History of photography and Styling

UNIT-II

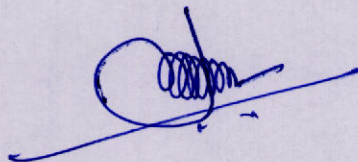
Understanding and handling of camera
Parts of camera and video camera
Digital camera and its functions
Flash and artificial light
Types of lenses
Camera accessories

UNIT-III

Outdoor photography
Indoor photography
Capturing techniques in different times and different situations
Role of product photography
Role of fashion photography

UNIT-IV

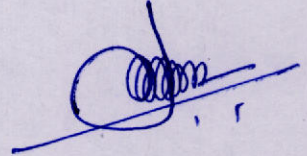
Perfect perspective
Photography composition rules



Product photography
Fashion photography

REFERENCE:

- Shinkle, Eugenie, Fashion as Photograph, Viewing and Reviewing images of Fashion.
- Webb, Jeremy, Basic Creative Photography, AVA Publishing, SA, 2010.
- Praker, David, The Fundamentals of Creative Photography, AVA Publishing SA, 2010.

A handwritten signature or scribble in blue ink, consisting of a large, loopy initial followed by a horizontal line and some smaller, less distinct markings.

15010607:VISUAL MERCHANDISING

SEMESTER	: VI
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES:

- To understand the visual merchandising.
- To develop the skills of visual merchandising.
- To perform in advance in the level of visual merchandising.

COURSE DETAIL

UNIT-I

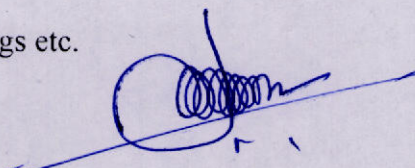
Definition of visual merchandising
Importance of visual merchandising
Role of visual merchandising

UNIT-II

Material utilizing for visual merchandising
Props
Furniture
Flex
Dress forms
Mannequins etc.

UNIT-III

Window display
Store display
Open space display
Canopy display
Temporary display
Permanent display
Space utility display
Lights and lights effective system
Photography
Mood bowl/ illustration/ paintings etc.



UNIT-IV

Theme based display
Mall studio display
Visual merchandising profession
National and international level visual merchandising
Supportive organization

REFERENCE:

- Gini Stephens Frings, Fashion from Concept to Consumer, Prentice Hall.
- Wells Burnett Morarityb, Advertising – Principles & Practices.
- Jean- Noel Kapfener, Visual Merchandising & Display.
- Weishar Joseph, The Aesthetics of Merchandising Presentation, St. Media Group, 2005.



15010608: DRAPING II

SEMESTER	: VI
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 2

OBJECTIVES

- To teach the students the basics principles, and interpret and analyze complex drapes
- To enable students to create their original designs on a three dimensional form using draping method.

COURSE DETAILS

UNIT-I

Bodice styles: Classic princess drape, Surplice, Off –Shoulder.

Skirts: A-line with flare, Stylized yoke with pleat / flare skirt, Skirt with gathered waist line.

UNIT-II

Cowls: on both bodice & skirts

Dress foundations and designs:-Sheath, Shift, Box pleat, Panel dress, Empire dress

UNIT-III

Men's Bodice (shirts) draping with different styles

Men's Trouser draping with different styles

UNIT-IV

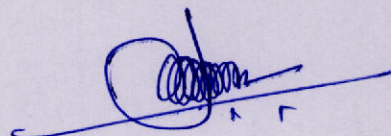
Draping Dresses – The Straight Shift, Princess Dress.

Development of basic choli, evening gown and converting the same into garment.

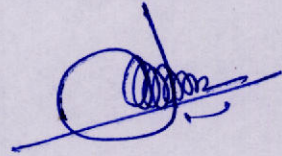
Create an innovative dresses according the theme based

REFERENCES

- Draping for apparel design –Helen Joseph-Armstrong
- The art of fashion draping –Connie Amaden-Crawford
- Draping for fashion design-Hilde Jaffe,NurieRelis
- Designs cutting and draping for special occasion clothes,for evening wear and party
- Wear ,Drawncloak, Chryssalis
- Dress design-draping and flat pattern, hill house MS,HoughtonMiffin co London USA
- The theory of fashion design, Brockman, Magritha,John Wiley sons,NewYork



- Design through draping, Sheldon, Martha Burgers Publishing company, Minneapolis, USA
- Modern pattern design, Popin, Harut, Funk and Wagnalls, New York and London



15010609: TERM PROJECT

SEMESTER : VI
MAX. LECTURE-0Hr. /Week : NIL
MAX. TUTORIAL-0Hr. /Week : NIL
MAX. PRACTICAL-4 Hr. / Week : 64
DURATION : 12-16 Weeks/ Semester
CREDITS : 2

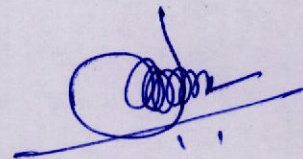
OBJECTIVES:

- To implement the understanding individually.
- This is the error and learning process.
- To improve the work through experiment/ experience.

COURSE DETAIL

Teachers can be assigned any kind of project/ assignment/ craft work/ chapter study/ theme based work/ project/training/ special order/ free launching etc.

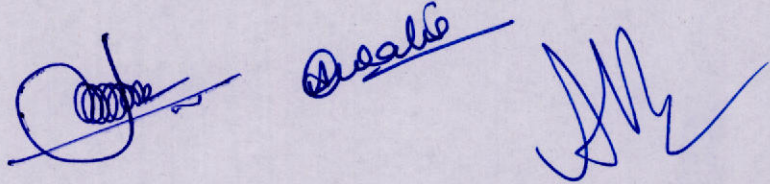
Students need to submit all the details, documentation etc for evaluation./ Group or individual activity can be allowed only by the concern tutor. The students are required to maintain a field diary all through the tour, The collected information should be documented through visuals, samples etc. After such a tour student shall submit a report.



Evaluation Scheme for B.Design

VII – Semester

Category of Paper	Code No.	Subject Name	Th/Pr	Credit	Hrs	Th/Pr	Tut	Formative	Summative	Total
CC	15010701	Design Development Process	Th	4	4	3	1	40	60	100
Discipline Specific Elective (DSE)	15010702	ANY ONE: a) Entrepreneurship Development	Th	4	4	3	1	40	60	100
	15010703	b) Brand Management						40	60	100
Project	15010704	Design Collection I	Pr	6	12	12	-	90	60	150
		TOTAL		14	20	18	2			



15010701: DESIGN DEVELOPMENT PROCESS

SEMESTER	: VII
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To develop the concept design research.
- To think and do the basic research work for further development.
- To develop the research process in the fashion field.

COURSE DETAIL

UNIT-I

Innovative thinking
Imitation
Thought and development process

UNIT-II

Primary data for support

Observations
Questionnaires
Interviews
Videography
Photography

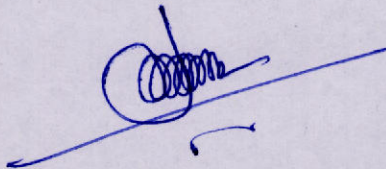
Secondary data for support

Books
Newspaper
Magazines
Journals
Encyclopedia etc.

UNIT-III

Digital data for support

Internet
Articles
Thesis
Dissertation



Market survey

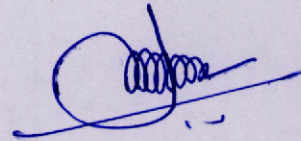
Materials
Samples
Product ideas
Costing
Target people/ customer
Target market

UNIT-IV

Mood Board/ Theme Board/ Inspirational Board/ Story Board/ Look Board etc.
Exploration
Final design
Specification sheet preparation
Sampling
Quality check
Production
Marketing/ Merchandising
Customer feedback
Product life style

REFERENCE:

- Douglas Bullis, Fashion Asia, Thames and Hudson, 2000.
- Rosemary Crill, Dress in Detail from around the world, Anand A. Publications, 2002.
- Kothari C.R., Research Methodology, Methods and Techniques, New Age Publications, 1985.
- Kumar R., Research Methodology, ASkey Z Step Guide for Beginners, SAGE Publications, INC., 1999.



Discipline Specific Elective [DSE]:

Opt any One from ENTREPRENEURSHIP DEVELOPMENT or BRAND MANAGEMENT

15010702: ENTREPRENEURSHIP DEVELOPMENT

SEMESTER	: VII
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To learn how to business.
- To understand the administration of business.
- To know about dealing and importance of business.

COURSE DETAIL

UNIT-I

About entrepreneurship
Need and importance of entrepreneurship
Entrepreneurship skills

UNIT-II

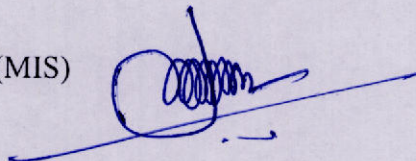
Setting up enterprises
Function and correspondence
Human resources
Duties allotment for human resources

UNIT-III

Management/ administrative functions
Time management
Small scale industry approach
Large scale industry approach
Planning and overall co-ordination
Decision making

UNIT-IV

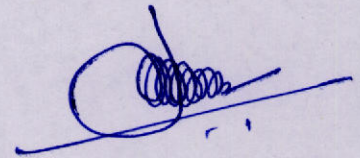
Management information system (MIS)



Boutique
Export house
Buying house
Internal branches
Franchiser
Partnership procedure etc.

REFERENCE:

- Hisrich Peters, Entrepreneurship
- Marc J. Dollinger, Entrepreneurship Strategies and Resources.
- Taneja & Gupta, Entrepreneurship Development – New Venture Creation, Galgotia Publishing Company 2001.
- Gundry Lisa K., Entrepreneurship Strategy, SAGE Publications, Inc., 2007.



15010703: BRAND MANAGEMENT

SEMESTER	: VII
MAX. LECTURE-3 Hrs./ Week	: 48
MAX. TUTORIAL-1 Hr./Week	: 16
MAX. PRACTICAL-0 Hr./Week	: NIL
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES

- To expose and develop students' understanding of design/ merchandising from a buyer's/ retailer's point of view
- To learn about branding

COURSE DETAIL

UNIT-I

Product service continuum

Product classification, product attributes, product support services, product mix decisions

UNIT-II

Brand hierarchy, brand image, brand identity, brand loyalty

Brand positioning, brand customer relationship

UNIT-III

Managing brand-brand creation, brand extension, brand portfolio

Brand assessment through research

Brand revitalization, financial aspects of brands

Branding different segments and sectors in fashion textile industry

UNIT-IV

Target consumers

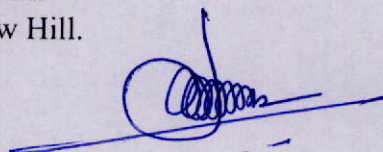
Target products – Brands, Non-brands

Product knowledge

Information about concern products, concern market promotional activities

REFERENCES

- Levy & Weitz: Retailing Management, Tata McGraw Hill
- Micheal P. Peters Advertising- Principles Tata McGraw Hill.



15010704: DESIGN COLLECTION I

SEMESTER	: VII
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-0 Hr./Week	: NIL
MAX. PRACTICAL-12 Hrs./Week	: 192
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 6

OBJECTIVES:

- To understand and develop the designs.
- To know about the forecast.
- To explore talent.

COURSE DETAIL

Theme based/ topic based

Target the market

Target the category

Product range

Target the psycho graphical range

Design process –

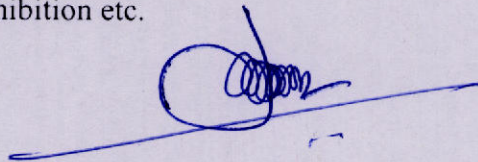
- Inspiration/ Innovation
- Market survey
- Sourcing
- All boards
- Exploration
- Final design with approval
- Final rendering
- Specification sheet preparation
- Sample product preparation

Neat finish of product

Promotional planning

Professional photo shoot

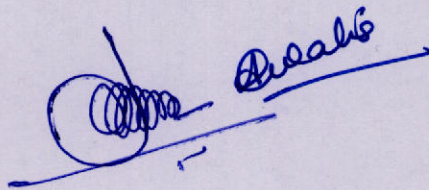
Ready for fashion show/ display/ exhibition etc.



Evaluation Scheme for B.Design

VIII- Semester

Category of Paper	Code No.	Subject Name	Th/Pr	Credit	Hrs	Th/Pr	Tut	Formative	Summative	Total
Project	15010801	Design Collection II	Pr	6	12	12	-	90	60	150
CC	15010802	Graduating Fashion Show	Pr	4	4	4	-	60	40	100
Discipline Specific Elective (DSE)	15010803	ANY ONE: a) Professional Portfolio Development	Pr	4	4	4	-	60	40	100
	15010804	b) Digital Portfolio Development								
		TOTAL		14	20	20	-	210	140	350





15010801: DESIGN COLLECTION II

SEMESTER	: VIII
MAX. LECTURE-0 Hr./ Week	: NIL
MAX. TUTORIAL-0 Hr./Week	: NIL
MAX. PRACTICAL-12 Hrs./Week	: 192
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 6

OBJECTIVES:

- To understand and develop the designs.
- To know about the forecast.
- To explore talent.

COURSE DETAIL

Theme based/ topic based

Target the market

Target the category

Product range

Target the psycho graphical range

Design process –

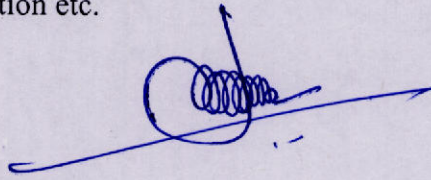
- Inspiration/ Innovation
- Market survey
- Sourcing
- All boards
- Exploration
- Final design with approval
- Final rendering
- Specification sheet preparation
- Sample product preparation

Neat finish of product

Promotional planning

Professional photo shoot

Ready for fashion show/ display/ exhibition etc.



15010802 : GRADUATING FASHION SHOW

SEMESTER	: VIII
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To develop professionally confident.
- To explore their talents to the market.
- To develop professionalism

COURSE DETAIL

Preparation according to fashion show

Allotments if required

Coordinating with models for fitting test

Coordinating with technical persons

Make-Up Artist

Choreographer

Sound Engineer

Fashion Photography

Videography Etc.

Written details about theme

Description about work process and design development

Any other relevant work for, graduating fashion show

Final approval by the head of the institution



Discipline Specific Elective [DSE]:

Opt any One from PROFESSIONAL PORTFOLIO DEVELOPMENT or DIGITAL PORTFOLIO DEVELOPMENT

15010803 : PROFESSIONAL PORTFOLIO DEVELOPMENT

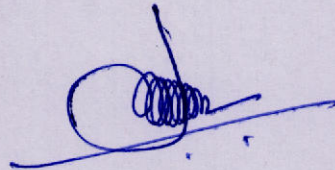
SEMESTER	: VIII
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To show their talents visually.
- To compile the different work under sequence.
- To deal with corporate demands.

COURSE DETAIL

Final portfolio need to develop for corporate dealing.
Combine all the semester work when ever necessary.
The relevant details, photography need to be shown properly.
Guidance may be taken from the faculty member(s).



15010804 : DIGITAL PORTFOLIO DEVELOPMENT

SEMESTER	: VIII
MAX. LECTURE-0Hr. /Week	: NIL
MAX. TUTORIAL-0Hr. /Week	: NIL
MAX. PRACTICAL-4 Hr. / Week	: 64
DURATION	: 12-16 Weeks/ Semester
CREDITS	: 4

OBJECTIVES:

- To combine the collective creative work promptly.
- To develop the professional portfolio.
- To represent the creative talents in front of professionals.

COURSE DETAIL

Develop a digital portfolio for a product/ them/ previous work/ design etc.
As per the corporate need student must develop the portfolio.
The portfolio may representation the specific work of the student.

