

**SCHEME & SYLLABUS**  
**M.Sc. Fashion Designing and Merchandising**  
**CBCS**



**Department of Fashion Designing**  
**University Institute of Humanities**

**Sant Baba Bhag Singh University**

**2021**

## Course Scheme

### M.Sc. Fashion Designing and Merchandising

#### SEMESTER I

##### I . Theory Subjects

S.No.	Course Type	Subject Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	DSC	FD501	History of Indian Costumes	3:0:0	3:0:0	3	3
2	AECC	ENG507	Advanced Communication Skills	3:0:0	3:0:0	3	3

##### II. Practical Subjects

S.No	Course Type	Subject Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	DSC	FD503	Design Illustration (Practical)	0:0:4	0:0:2	4	2
2	DSC	FD505	Product Development Workshop-1 (Lab)	0:0:4	0:0:2	4	2
3	DSC	FD507	Advance Pattern Making and Grading (Practical)	0:0:4	0:0:2	4	2
4	DSC	FD509	Computer Aided Design (Adobe Illustrator) (Lab)	0:0:4	0:0:2	4	2

Total Contact Hours = 22

Total Credits Hours = 14

## SEMESTER II

### I. Theory Subjects

S. No	Course Type	Subject Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	DSC	FD502	Fashion Merchandising and Marketing	3:0:0	3:0:0	3	3

### II. Practical Subjects

S. No	Course Type	Subject Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	DSC	FD504	Advance Illustration (Practical)	0:0:4	0:0:2	4	2
2	DSC	FD506	Product Development- Workshop-II (Lab)	0:0:6	0:0:3	6	3
3	DSC	FD508	Pattern Development & Draping (Lab)	0:0:6	0:0:3	6	3
4	DSC	FD510	Computer Aided Design (Adobe Photoshop) (Lab)	0:0:4	0:0:2	4	2
5	DSC	FD512	Traditional Indian Embroideries (Practical)	0:0:2	0:0:1	2	1
6	DSC	FD514	Seminar (Indian Traditional Textiles) (Practical)	0:0:2	0:0:1	2	1

\* FD611- Internship will be undertaken in the summer break after the completion of II Semester

Total Contact Hours = 27

Total Credits Hours = 15

### SEMESTER III

#### I. Theory Subjects

S. No	Course Type	Subject Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	DSC	FD601	Global Costumes	3:0:0	3:0:0	3	3

#### II. Practical Subjects

S. No	Course Type	Subject Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	DSC	FD603	Product Specification Workshop-I (Lab)	0:0:4	0:0:2	4	2
2	DSC	FD605	Advance Draping Techniques (Lab)	0:0:4	0:0:2	4	2
3	DSC	FD607	Computer Aided Designing (Lab)	0:0:4	0:0:2	4	2
4	DSC	FD609	Design for special needs (Practical)	0:0:2	0:0:1	2	1
5	DSC	FD611	Internship	0:0:8	0:0:0	8	0

Total Contact Hours = 17

Total Credits Hours = 10

## SEMESTER IV

### I. Theory Subjects

S. No	Course Type	Subject Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	DSC	FD602	Fashion Merchandising and Retailing	3:0:0	3:0:0	3	3

### II. Practical Subjects

S. No	Course Type	Subject Code	Subject Name	Contact Hours (L:T:P)	Credits (L:T:P)	Total Contact Hours	Total Credit Hours
1	DSC	FD604	Portfolio Development (Practical)	0:0:6	0:0:3	6	3
2	DSC	FD 606	Product Specification Workshop-II (Lab)	0:0:6	0:0:3	6	3
3	DSC	FD 608	Textile Chemistry (Lab)	0:0:4	0:0:2	4	2
4	DSC	FD 610	Exhibition ,Fashion Show, Display (Practical)	0:0:2	0:0:1	2	1
5	DSC	FD612	Craft Documentation (Practical)	0:0:2	0:0:1	2	1

Total Contact Hours = 23

Total Credits Hours = 13

*First*  
*Semester*

<b>Course Code</b>	<b>FD501</b>
<b>Course Title</b>	<b>History of Indian Costumes</b>
<b>Type of course</b>	Theory
<b>L T P</b>	3 0 0
<b>Credits</b>	3
<b>Course Prerequisite</b>	B.Sc. FD ,In BA, (Elective subject FD, Home Science), PGDFD
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. Making students appreciate and learn about the historic garments from various eras of India.</li> <li>2. The students will learn about the rich culture and traditional importance , origin and utility of these historic garments and costumes</li> </ol>
<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. Students will be able to Understanding historic garments of Indian eras.</li> <li>2. Students will be able to amylase culture and tradition of historic costumes.</li> </ol>

### **Unit – I**

- Origin of clothing : Theories
- Origin of Costumes and their development according to social factors.

### **Unit – II**

- Ancient Indian Civilization Costumes:
- Mauryan and Sunga Period
- Satvanaha Period
- Gupta Period

### **Unit – III**

- Mughal Period :- Costumes of Pre- Mughal, Mughal and Post- Mughal Period
- British Period :- Costumes of Pre- independence and Post Independence period

### **Unit – IV**

- Traditional costumes of India
- North Zone – Punjab, Jammu and Kashmir
- East Zone – Assam, West Bengal
- West Zone – Maharashtra, Gujrat
- South Zone – Kerala, Karnataka

### **Unit – V**

- Dance Costumes of India
- Punjab – Gidda and Bhangra

- Gujrat- Garba
- Manipur – Raslila
- AndhraPradesh – Kuchipudi
  
- Orissa-Odissi

**PROJECT:**

Students to present seminars / Power-Point Presentations / or Displays on any one of the above

**Books Recommended:**

**Essential Reading**

1. A.Biswas, Indian Costumes, Publication Division
2. Parul Bhatnagar, Traditional Indian Costumes and Textiles, ,Abhishek Publications

**Further Reading:**

3. J.R. Planche, History of British Costumes, 2001.
4. Indian Textile Prints, the Pepline Press Agile Rabbit Editions.
5. Ritu Kumar, Costumes and Textiles of Royal India, Christie's Book.



<b>Course Code</b>	<b>ENG 507</b>
<b>Course Title</b>	<b>Advanced Communication Skills</b>
<b>Type of course</b>	AECC
<b>L T P</b>	3:0:0
<b>Credits</b>	3
<b>Course prerequisite</b>	B.Sc. FD ,In BA, (Elective subject FD, Home Science), PGDFD
<b>Course Objectives (CO)</b>	<p>The objective of this course is</p> <ol style="list-style-type: none"> <li>1. To assist the students to acquire proficiency both in spoken and written language</li> <li>2. Student will be able to develop comprehension, improve writing skills, correspond with others</li> <li>3. This course will enhance skills in spoken English</li> </ol>
<b>Course Outcomes</b>	<ol style="list-style-type: none"> <li>1. The course will help the student in developing his inter-personal skills, leading to his/her personality development.</li> <li>2. It will further hone their skills in business/corporate communication.</li> <li>3. It will prepare the student to find useful employment in public or private sector.</li> </ol>

### **UNIT-I**

Mannerism and Etiquettes: Basics of Telephonic Communication, Telephonic etiquette, Useful expression For handling business calls, Table manners, Basic etiquettes in day to day life, Professional etiquettes; Dressing aesthetics

### **UNIT-II**

Basics of official correspondence: Business Correspondence; elements of business letters, types of business letters, format of business letters, Notice, Agenda of meeting, Memorandum, Office Order, Report Writing, Resume Writing, Job application.

### **UNIT-III**

Creative writing, Dialogue writing, Idea developing, Role-playing, Note making, Note taking, Summarising, Essay writing

### **UNIT-IV**

Discussions and meeting skills: Group discussion, Oral presentation, Use of audio-visual aids, Meeting Skill, Characteristics of meetings, purpose of meetings, types of meeting, planning a meeting, Role of Secretary, minutes of meeting, Record keeping.

### **Suggested Readings:**

<b>S. No</b>	<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>
<b>1</b>	Business communication	Varinder Kumar and Bodh Raj	Kalyani Publishers
<b>2</b>	The Essence of Effective Communication	Ludlow and Fergus Panton	Prentice Hall of India
<b>3</b>	Communication Skills	R Datta Roy and K.K. Dheer	Vishal Publishing Company
<b>4</b>	Essentials of Business Communication	Rajendra Pal and J.S Korlahalli	S. Chand and Sons New Delhi

<b>Course Code</b>	<b>FD503</b>
<b>Course Title</b>	<b>Design Illustration (Practical)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 4
<b>Credits</b>	2
<b>Course Prerequisite</b>	B.Sc. FD ,In BA, (Elective subject FD, Home Science), PGDFD
<b>Course Objective (CO)</b>	<ol style="list-style-type: none"> <li>1. To help students to understand design fundamental, elements and principals of design.</li> <li>2. To understand the fashion design concepts, illustration techniques and colour theories.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. The students will be able to understand the fashion design concepts, illustration techniques and colour theories.</li> <li>2. Students will be able to do sketching and drawing with different colour medium.</li> </ol>

### **Unit – I**

- Basic drawing techniques and sketching, nature study (Flowers and leaves).
- Basic Block Figure – Kids
- Flesh figure in different poses – Kids.

### **Unit – II**

- Rendering different mediums – Pencil (Charcoal, Staedtlers), Poster, Water, Oil, Pastel and Ink.
- Colour and Colour Wheel.
- Colour Schemes – Monochromatic, Achromatic, Polychromatic, Adjacent, Complementary, Warm, Cool, Rainbow Pastels, Tints and Shades and using them in Geometrical, Abstract and Realistic Designs

### **Unit – III**

- Patterns and Motifs suitable for kids wear
- Creating various textures using different techniques and mediums – Net, Knit, Denim, Velvet, Lace, Fur, Brocade, Tweed, Leather, Silk and Corduroy.

### **Books Recommended:**

- 1) Abing Bina, “ Fashion Sketch Book”, 2006 by Fairchild Publication
- 2) Stan Smith, “The Illustration handbook” 1984 by Macdonld Co.
- 3) Julian Seaman, “Professional Fashion Illustration” by B.T. Batsford Ltd.
- 4) Kathryn McKelvey “Illustrating Fashion” by Blackwell Science.
- 5) Ireland Patrick John, “Fashion Design Drawing Presentation”, 1996 B.T. Batsford Ltd.
- 6) Allen and Seaman, “Fashion Drawing- The Basic Principles” 1994, B.T. Batsford, London.

<b>Course Code</b>	<b>FD505</b>
<b>Course Title</b>	<b>Product Development-Workshop-I (Lab)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 4
<b>Credits</b>	2
<b>Course Prerequisite</b>	B.Sc. FD ,In BA, (Elective subject FD, Home Science), PGDFD
<b>Course Objective (CO)</b>	1. To enable the students in converting fabric cut parts into a sewn garment. 2. To learn and select the appropriate construction method for a desired look of garment.
	3.
<b>Course Outcome(CO)</b>	1. Students will be able to convert fabric into different shapes. 2. Student will be able to construct any design of garments.

Students to construct three Garments from the below mentioned kid's wear collection.

- Party Wear
- Casual Wear
- Traditional Wear
- Western Wear

Design Development

- Research
- Finalisation of Theme
- Sourcing
- Finalization of designs
- Measurements and specification sheets.

Pattern Development

- Development of basic blocks
- Pattern making and layout

Product Development

Construction on actual fabric.

- **Photo Shoot**

The Documentation of all processes in one report to be submitted in the department.

### **Books Recommended:**

#### **Essential Reading:**

- 1) McCall's Sewing in Colour, 1971, Butterick Publishing Co.
- 2) Singer Sewing Book, 1943, Mary Brooks Picken, Kessinger Publishing.
- 3) Measure, Cut and Sew, Holt Rinehart and Winson.1922, Mc Millian Publishing Company.
- 4) Bray N., Dress Pattern Designing, 2003 (5<sup>th</sup> edition) Willey Blackwell.
- 5) Pattern Making for Fashion Design by Helen Joseph Armstrong, 2005, Prentice Hall.
- 6) Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,
- 7) Ireland Patrick John, Fashion Design Drawing and Presentataion, 1996, B.T.Batsford London,
- 8) Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,
- 9) Drake And Nicholas, "Fashion Illustration", 1994, Thames and Hudson London.

<b>Course Code</b>	<b>FD507</b>
<b>Course Title</b>	<b>Advance Pattern Making and Grading (Practical)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 4
<b>Credits</b>	2
<b>Course Prerequisite</b>	B.Sc. FD ,In BA, (Elective subject FD, Home Science), PGDFD
<b>Course Objective (CO)</b>	<ol style="list-style-type: none"> <li>1. To impart Knowledge about : Different aspects of Pattern Making, Commercial Pattern Making</li> <li>2. To understand the advance and complex concepts of pattern making.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to create the design of garments with the help of patterns without wasting any extra fabric.</li> <li>2. Students will be able to create any pattern with help of pervious knowledge .</li> </ol>

### **Unit – I**

Introduction to Pattern Making

- Pattern making tools.
- Pattern making terms.

Anthropometric measurements (in cms and inches)

Study of various sizes and measurements: measurement charts, selection of right size, fitting problems.

### **Unit – II**

Child Bodice block and Sleeve Block

Adult Bodice block and Sleeve block using metric system. Drafting of

Sleeves:-

- Circular/ Handkerchief
- Bishop Sleeve
- Lantern Sleeve
- Juliet Sleeve
- Saddle Sleeve
- Drop Shoulder Sleeve.

Drafting of Collars:

- Winged Collar
- Chelsea Collar
- Bishop Collar
- Coat Collar
- Shawl Collar
- Stand & Fall Collar
- Convertible Collar

## Drafting of Skirts

- Basic Skirt
- Wrap around skirt
- Handkerchief skirt

## Developing contoured Patterns:

- Halter Style
- Off Shoulder
- Double Breasted

## **Unit - III**

### Dart Manipulation:

- Shifting of Darts by pivot method, slash and spread method on full scale. (One Exercise for each of the following)
- Single Dart Series
- Two Dart Series
- Multiple Dart Series
- Princess Line and Empire Style Lines
- Style Darts
- Yokes
- Gathers

## **Unit – IV**

### Introduction to Grading-: Direct and Vector Method

- Grading of Adult Bodice Block
- Grading of Full Sleeve
- Grading of Skirt Block.

### **Books Recommended:**

#### Essential Readings

1. Bernard Zamkoff and Jeanne Price, Creative Pattern Skills for Fashion Design (f.i.t. Collection), 1990, Publisher: Fairchild Books & Visual.
2. Helen Joseph Armstrong, Pattern making for Fashion Design, 2000, Dorling Kindersley (India) Pvt. Ltd. India.
3. Sandra Betzina, Fast Fit – Easy Pattern Alterations for Every Figure, 2003 Taunton Pr.

<b>Course Code</b>	<b>FD509</b>
<b>Course Title</b>	<b>Computer Aided Design ( Lab)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 4
<b>Credits</b>	2
<b>Course Prerequisite</b>	Graduation
<b>Course Objective (CO)</b>	<ol style="list-style-type: none"> <li>1. To impart knowledge about : corel draw and photo paint, CAD based application in fashion designing</li> <li>2. To help the students have knowledge, understanding and application of tools of Adobe Photoshop.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to Create, manipulate and edit 2D drawings and figures.</li> <li>2. Students will be able to utilize the power and precision of AutoCAD as a drafting and design tool used in the mechanical design and manufacturing industries.</li> </ol>

## Unit I

Adobe Illustrator:

- Introduction Vector Graphic and Bitmap Graphic.
- Opening, closing and saving a file.
- Tool Box
- Grids and Guideline
- Ruler Setting
- Paths – With all options
- Importing and Exporting
- Printing a document
- Filters
- Layers
- All Menus

Project 1:

Drawing the below given Fashion Details by applying various textures and effects.

Fashion Details:

- Collars: Turtle, Tuxedo, Cape, Convertible, Shirt, Sailors, Chelsea, Coat, Cowl Neckline.
- Sleeves: Raglan, Ruffle, Dolman, Virago, lantern, Leg-O-Mutton, Bell.
- Bodice: Basic, Halter Style, Off shoulder, Double Breasted
- Skirts: Basic, A-Line, Flared, Fishtail, Petal, Peplum, Puffball, Divided.
- Trousers: Basic, Dungarees, Hipster, Capri, Bell Bottom, Jodhpurs, Fisherman Pants, Cargo.
- Pockets: Patch, Inseam, Welt, Bound and Pouch.
- Accessories: Bags, Belts, Caps, Bows, Jewellery, Scarves.

Project 2:

- Figure Drawing: Male, Female and Kids.
- Mood Board and story Board based on Theme.
- Design and Drape: Kids wear

**Unit-II**

Adobe Photoshop

- Introduction: Vector Graphic and Bitmap Graphic.
- Opening, closing and saving a file.
- Tool Box
- Importing and Exporting
- Printing a document
- Image size and Resolution
- Colour Palettes
- All Menus

Project 3:

**Draping Simulation:**

**Books Recommended:**

1. Adobe Photoshop, 12.0
2. Gruman, Galen, Adobe in Design Cs2 Bible.
3. Adobe Illustrator, 12.0
4. Lazer, Susan.H., Adobe Illustrator For Fashion Design
5. Golding, Mordy, Adobe Creative Suite 2

# *Second Semester*



<b>Course Code</b>	<b>FD502</b>
<b>Course Title</b>	<b>Fashion Merchandising and Marketing</b>
<b>Type of course</b>	Theory
<b>L T P</b>	3 0 0
<b>Credits</b>	3
<b>Course Prerequisite</b>	NA
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To give knowledge to the students about domestic and global marketing- nature, scope and concept.</li> <li>2. To acquaint students, with marketing process so that they can correlate theory with practical aspect of marketing.</li> </ol>
<b>Course Outcome (CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to know about different kinds of marketing and merchandising techniques.</li> <li>2. Students will be able to develop knowledge of various national and international stores and there marketing techniques.</li> </ol>

### **Unit – I**

Fashion Terminology : Fashion , Fad, Classic, Style, Trends, Apparel, High Fashion, Mass Fashion, Boutique, Couture , Couturier, Couturier, Taste, Silhouette

Theories of fashion Adoption

Fashion Cycle: Stages of Fashion Cycle, length of cycle, broken fashion cycle. Accelerating and Retarding Factors.

### **Unit-II**

Fashion Business: Introduction, Scope, Forms of Business Organisation.

Fashion Merchandising: Introduction, role and responsibility of Merchandiser.

### **Unit-III**

Understanding Marketing and Marketing Process: Nature and scope

Strategic Planning in the Markets: The fashion markets and the marketing environment. Introduction and Development of Fashion Market: Fashion market size and structure. Market Research: Consumer market and behaviour of consumers.

International and Domestic Fashion Markets: Haute Couture, Prêt – a- Porter, Mass production

Fashion Markets of World: Italy, Paris, India

### **Unit – IV**

Fashion Forecasting: Trend Analysis, Merchandize planning.

Range Development: Product and range development on the basis of fashion calendar, market research.

### **Unit – V**

Advertising - Role and types of Advertising. Sales

Promotion: Techniques, Promotional stores. Fashion

Photography – Design Studios.

### **Collection Shows, Fashion Shows, Publicity**

**Books Recommended:****Essential Reading:**

1. Merchandise Buying & Management, John Donnellan, 2001, Fairchild Books,.
2. Kitty G. Dickerson, Inside The Fashion Business, 7<sup>th</sup> Edition, 2003 Prentice hall
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Jay Diamond; Ellen Diamond, The World of Fashion , 2007, Fairchild.

**Further Reading:**

5. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice hall,.
6. Tony Hines, Fashion Marketing, 2006, Butter Worth – Heinemann.
7. Rosemary Varley, Retail Product Management : Buying and Merchandising, 2005, Routledge.
8. John Giacobello, Careers in fashion Industry, 2000, Rosel Pub. Group.

<b>Course Code</b>	<b>FD504</b>
<b>Course Title</b>	<b>Advance Illustration (Practical)</b>
• <b>Type of course</b>	PR
• <b>L T P</b>	0 0 4
• <b>Credits</b>	2
• <b>Course Prerequisite</b>	NA
• <b>Course Objective (CO)</b>	<ol style="list-style-type: none"> <li>1. Students in this course will get knowledge of professional work on designing of the garment, preparation of the final design and rendering on crouqies.</li> <li>2. To explore and design different fashion accessories to give a complete look to the garment.</li> </ol>
• <b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. The students will able to do designing and they can illustrate professional fashion figures with the help of rendering.</li> </ol>

### Unit –I

- Basic Block Figure- Female.
- Geometric Fashion model with movable ball joints.
- Figure Drawing in different postures by soft rendering.
- Sketching of Facial features – Eye, Ear, Nose.
- Sketching of Faces & Hair Styles.
- Sketching of hands, Arms, Legs, Feet

### Unit-II

- Basic Block Figure –Male.
- Geometric Fashion model with movable ball joints.
- Figure Drawing in different postures.
- Sketching of Facial features – Eye, Ear, Nose

### Unit-III

The following details may be illustrated on Male /Female Figure.

- To illustrate detailing of pleats, tucks, darts, yokes and godets.
- Detailing of hemlines, edging, pockets, fasteners, trimmings and accessories.
- To illustrate variations in skirts, dresses, trouser, coats, and jackets.

### Books Recommended:

#### Essential Reading:

1. Tata Sharon Lee, “Inside Fashion Design”, 1977, Francisco Canfield Press.
2. Ireland Patrick John, Fashion Design Drawing and Presentation”, 1996, B.T. Batsford, London.

#### Further Reading:

1. Seaman, Fashion Drawing – The Basic Principles”, 1994, B.T.Batsford, London,.
2. Seaman Julian, Professional Fashion Illustration”, 1995, Batsford, London,.
3. Drake And Nicholas, “Fashion Illustrations” , 1994, Thames and Hudson, London,.
4. Abling Bina, Fashion Sketch Book”, 2006, Fairchild publication.

<b>Course Code</b>	<b>FD506</b>
<b>Course Title</b>	<b>Product Development- Workshop-II (Lab)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 6
<b>Credits</b>	3
<b>Course Prerequisite</b>	NA
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. The collection must therefore reflect the technical accomplishments combined with a creative flare with an in-depth conceptualization and implementation of the design process.</li> <li>2. To enable the students in creating complex garments with emphasis on detailed finishing processes.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to do cutting and stitching of designer garments on the basis of themes.</li> <li>2. Students will be able to equipped with the knowledge and confidence to respond creatively to a design brief within the women's wear market.</li> </ol>

Students to construct three Garments from the below mentioned Female collection.

- Casual wear
- Party wear (Traditional / Western / Fusion)
- Executive wear
- Night wear

Design Development

- Research
- Finalisation of Theme
- Sourcing
- Finalization of designs
- Measurements and specification sheets.

Pattern Development

- Development of basic blocks
- Pattern making and layout

Product Development

- Construction on actual fabric

**Photo Shoot**

Documentation of all processes in one report to be submitted In the department.

**Books Recommended:**

**Essential Reading:**

1. Connie Amaden-Crawford, A Guide to Fashion to Sewing, Fourth Edition, 1992, Fairchild publications.
2. Dorothy Wood, The Practical Encyclopedia of Sewing, 1999, Lorenz Books, Anness Publishing Ltd., New York.
3. Connie Long, Clarke Barre, Easy Guide to Sewing Blouses (Sewing Companion Library), 1997, The Taunton Press, Inc.

4. McCall's Sewing in Colour, 1971, Butterick Publishing Co.
5. Singer Sewing Book, 1943, Mary Brooks Picken, Kessinger Publishing.
6. Measure, Cut and Sew; Holt Rinehart and Winson. 1922, Mc Millian Publishing Company.
7. Bray N., Dress Pattern Designing, , 2003(5<sup>th</sup> edition) Wiley Blackwell
8. Pattern Making for Fashion Design by Helen Joseph Armstrong, 2005, Prentice Hall.
9. Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,.
10. Ireland Patrick John, Fashion Design Drawing and Presentation", 1996, B.T.Batsford, London,.
11. Seaman, Julian Professional Fashion Illustration, 1995, B.T. Batsford, London,.
12. Drake And Nicholas, Fashion Illustrations“, 1994, Thames and Hudson, London”

**Further Reading:**

1. Wendy Gardiner, The Encyclopedia of Sewing Techniques a Step-by Step Visual Directory within Inspirational Gallery of Finished pieces, 2003, Piers Spence Search Press Limited Kent.
2. Complete Book of Sewing – A Practical step-by-step Guide to Sewing Techniques, 1996, Dorling Kindersley Publishing Inc. London.
3. Basic Pattern Skills for Fashion Design by Bernard Zamkoff, 1997, Fairchild Publication,.
4. Ernestine Koff, Design Apparel Through Flat Pattern, 2006, Cole Publishing Co.
5. Martin Shoben, Pattern Cutting & Making Up, 1987, Butter Worth, heimeneman.
6. Hilde Jaffe, Draping for Fashion Design, 2007, Claudia Barbara.
7. Ireland, Patrick John, Fashion Design Drawing and Presentation 1996, “ , B.T. Batsford, London,.

<b>Course Code</b>	<b>FD 508</b>
<b>Course Title</b>	<b>Pattern Development and Draping (Lab)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 6
<b>Credits</b>	3
<b>Course Prerequisite</b>	NA
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. Students are expected to learn different styles of skirts, pants and bustier through draping and they will be mastered in making draping gowns and dresses.</li> <li>2. Students will learn the basic principles of draping, they are taught advanced techniques of draping.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to do design a draped dresses.</li> <li>2. Students will be able to prepare a dress form for draping with any variation.</li> </ol>

### **Unit – I**

Draping basic bodice block: Front, Back:

- Preparation of muslin, Draping steps, Marking and Trueing.
- Block with waist dart
- Block with Armhole and Waist dart
- Dart less Block

Draping of Sleeve

- Basic sleeve

### **Unit – II**

Draping of Collars

- Convertible collar
- Mandarin collar
- Notched collar
- Shawl collar

Draping of Torso block using following features:

- Fish dart
- Princess line

Draping of Bodice with following features:

- Stylised neckline and armholes
- Cowl Neckline: Basic or Cowl with yoke
- Turtle neckline
- Yokes and stylised hemlines.

### **Books Recommended:**

1. Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild Books & Visual.
2. Connie Amaden – Crawford, The art of fashion Draping, 2<sup>nd</sup> edition (Oct. 1995) Publisher: Fairchild Books, K Visual.
3. Hilde Jaffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer & Technology.

<b>Course Code</b>	<b>FD510</b>
<b>Course Title</b>	<b>Computer Aided Design( Lab)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 4
<b>Credits</b>	2
<b>Course Prerequisite</b>	NA
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. To acquaint them with different designing software's.</li> <li>2. To make them understand the importance of CAD in fashion and Garment industry.</li> </ol>
<b>Course Outcome (CO)</b>	<ol style="list-style-type: none"> <li>1. The student will be able to do computer based designing with the help of different software's</li> <li>2. Students will be able to develop and conceptualize their designs and creations.</li> </ol>

### **Pattern Making (Using any Software)**

- Introduction
- Notches and Darts
- Pleats, Tucks, yokes, Godets
- Dart manipulation  
Grading
- Grading the patterns to various sizes

### **Marker Making**

- Marker Making and piece plotting of various product types and printing on A4 sheets.

#### Pattern

- Child bodice block and sleeve Block.
- Adult Bodice Block and Sleeve Block (Male and Female)
- Sleeves
- Collars
- Skirts
  
- Grading of Adult Bodice Block
- Grading of Sleeve
- Grading of Skirt
- Marker setting of all Graded garments.

### **Books Recommended:**

1. Software Manuals
2. Joseph, Helen, Pattern Making for Fashion Designing
3. Coklin. Gerry, Pattern Grading for Women's Clothes

<b>Course Code</b>	<b>FD512</b>
<b>Course Title</b>	<b>Traditional Indian Embroideries (Practical)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 2
<b>Credits</b>	1
<b>Course Prerequisite</b>	NA
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. To introduce the students to traditional embroideries, of various states of India as surface embellishment techniques.</li> <li>2. To able to make a products with the help of embroidery stitches.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to explore and bring into practice their ideas through embroidery techniques.</li> <li>2. Student will be able to understand the application of different embroidery to techniques to create 2D and 3D effects</li> </ol>

Samples for Traditional Embroideries.

- Kantha
- Kasuti
- Kashida
- Kutch
- Chikankari
- Chamba Rumal
- Sindhi
- Phulkari
- Manipuri

**Note: Students to incorporate the above in their Apparels.**

**A visit to any textile museum / Craft cluster / Craft area. Survey and documentation of the selected craft situation as it exists and how it has evolved, to study:**

- The textile craft and handicraft of the area in detail.
- The technicalities as well as the present status of the craft.
- Role of designer to uplift the craft
- Study the consumer choice, the marketing channels and outlets.
- Students make a detailed documentation of the implements, materials and process used.
- They will submit the document in the form of Oral Presentation or Display.

**Books Recommended:**

**Essential Reading:**

1. Rustarm; J. Mehta, "Masterpieces of Indian Textiles", (1970), D.B. Taraporevala Sons & Co., Pvt.Ltd.
2. Joyee Storey, 'The Thames and Hudson- Manual of Textile Printing.' (1974), Thames and Hudson – London.
3. Abraham T.M., Handicraft of India, Graphics Columbia, New Delhi, 1964, Mulk Raj Anand Marg, Vol. VIII, 1954.



**Further Reading:**

4. Bhushan Brij Jamila , The Costumes and Textiles of India, 1958, D.B. Taraporewala Sons and Co., Ltd, Bombay.
5. Bhattacharyya A.K, Chamba Rumal, 1968, Indian Museum, Calcutta.
6. Dongerkery, Kamala S., Romance of Indian Embroidery, 1951, Thacker & Co. Ltd. Bombay.
7. Dhamija Jasleen., The Kanthas of Bengal, 1971, The Times of India Annual.
8. Irwin John and Schwartz P.R., Studies in Indo-European textiles, 1966, Calico Museum of textile, Ahmedabad.
9. Irwin and Hall, Indian Embroideries, Published by S.R. Bastikar, P.B. 28, Ahmedabad.
10. Joshi Indira, Kasuti of Karnatak, Popular Prakashan, Bombay 1963.
11. Indian Embroidery – Savitri Pandit.

<b>Course Code</b>	<b>FD514</b>
<b>Course Title</b>	<b>Seminar (Indian Traditional Textiles) Practical</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 2
<b>Credits</b>	1
<b>Course Prerequisite</b>	NA
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To initiate identification of regional embroideries developed by various communities.</li> <li>2. To understand the origin of technique and design with reference to colors, motifs, layouts of different embroidered textiles.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to identify the influencing factors for development and evolution of a specific embroidered textile.</li> <li>2. Students will be able to Identify a specific embroidery style of India on the basis of colors, motifs and layout.</li> </ol>

**Instruction to faculty:-**To give an overview of traditional fabrics of different states of India with emphasis on texture design and color.

- Kashmir – Shawls
- Punjab – Phulkari, Bagh.
- Bengal – Baluchari and Jamdani.
- Uttar Pradesh – Brocades, Tanchoi
- Bihar\_ Mabhubani
- Gujrat – Patolas
- Rajasthan – Bandhani, Kota doria
- Andhra Pradesh – Pochampali, kalamkari .
- Orissa –Ikat
- Karantaka – Kasuti, Iikal
- Himachal Pradesh – Chamba Rumal
- Manipur – Embroidery
- Madhya Pradesh – Chanderi Saree, Maheshwari saree.
- Maharashtra – Paithani
- Tamil Nadu – Kanchipuram

**Students to present seminar/powerpoint presentation/ or seminar on any one of the above.**

*Third  
Semester*

<b>Course Code</b>	<b>FD601</b>
<b>Course Title</b>	<b>Global Costumes</b>
<b>Type of course</b>	Theory
<b>L T P</b>	3 0 0
<b>Credits</b>	3
<b>Course Prerequisite</b>	NA
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. The subject attempts to trace the evolution of clothing, from the Obscure beginnings of the Palaeolithic age up to the modern age, with cross references in clothing between diverse civilizations in different centuries.</li> <li>2. To acquaint the students with the history and evolution of World Costumes</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Student will be able to develop fashion Garments inspired by different eras.</li> <li>2. Students will be able to understand the past and create designs for present and future fashion industry.</li> </ol>

#### **Unit-I**

- Babylonian Costumes,
- Persian Costumes

#### **Unit-II**

- Egyptian
- Costumes, Greek period

#### **Unit-III**

- Roman Period,
- Byzantine Period

#### **Unit-IV**

- Victorian Period,
- French Revolution

#### **Unit-V**

- Renaissance Costumes,
- 20<sup>th</sup> Century Fashions

**Project:** Students to prepare power point presentation/ seminar / poster presentation or window display on any one of the above.

#### **Books Recommended:**

##### **Essential Reading**

2. Bradley, Carolyn G., Western World Costume, 1955, British Commonwealth.

##### **Further Reading:**

3. The Victoria and Albert Museum's Textile Collection British Textiles from 1850 to 1900 by Linda Parey V and A Publications.
4. The Complete Costumes History (Tashon) Auguste Rachinet (1825-1893)

<b>Course Code</b>	<b>FD603</b>
<b>Course Title</b>	<b>Product Specification Workshop-I (Lab)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 4
<b>Credits</b>	2
<b>Course Prerequisite</b>	NA
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. To enhance their skills related to stitching and develop understanding related to different women and men garments.</li> <li>2. To understand the technicalities involved in creating men's wear.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to develop the existing designs of women and men wear.</li> <li>2. Students will be equipped with the knowledge and confidence to respond creatively to a design brief within the women's wear market</li> </ol>

Students to construct three Garments from the below mentioned garments for Male.

- Casual wear
- Traditional Indian wear
- Formal wear

### **Design Development**

- Research
- Finalization of Theme
- Sourcing
- Finalization of designs
- Measurements and specification sheets.

### **Pattern Development**

- Development of basic blocks
- Pattern making and layout

### **Product Development**

- Construction of garment on fabric
- Photo Shoot  
Documentation of the process to be submitted

### **Books Recommended:**

#### **Essential Reading:**

- 1) McCall's Sewing in Colour, 1971, Butterrick Publishing co.
- 2) Singer Sewing Book, 1943, Mary Brooks Picken, Kessinger Publishing.
- 3) Measure, Cut and Sew, Holt Rinehart and Winson.1922, Mc Millain Publishing Company.
- 4) Bray N., Dress Pattern Designing, 2003 (5<sup>th</sup> edition) Willey Blackwell.
- 5) Helen Joseph Armstrong, Pattern Making for Fashion Design 2005, Prentice Hall.

- 6) Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,
- 7) Ireland Patrick John, Fashion Design Drawing and Presentation, 1996, B.T. Batsford London,
- 8) Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,
- 9) Drake And Nicholas, "Fashion Illustration", 1994, Thames and Hudson London.

### **Further Reading**

- 10) Basic Pattern Skills for Fashion Design by Bernard Zamkoff, 1997, Fairchild Publication,.
- 11) Ernestine Koff, Design Apparel through Flat Pattern, 2006, Cole Publishing Co.
- 12) Martin Shoben, Pattern Cutting & Making Up, 1987, Butterworth, Heimeneman.
- 13) Hilde Jaffe, Draping for Fashion Design, 2007, Claudia Barbara.
- 14) Ireland, Patrick John, Fashion Design Drawing and Presentation 1996," , B.T. Batsford, London,.
- 15) Elisabetta Drudi, T.Paci, "Figure Drawing for fashion", 2002, The Pepin Press.
- 16) Bina Abling, Fashion Illustration, 2008, Fairchild Publication.
- 17) Bina Abling, Fashion Rendering with Color, , 200, Fairchild Publication.
- 18) Thames & Husdon, Vogue Sketch Catalogue, 1911, Si New House.

<b>Course Code</b>	<b>FD605</b>
<b>Course Title</b>	<b>Advance Draping Techniques (Lab)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 4
<b>Credits</b>	2
<b>Course Prerequisite</b>	NA
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. Students are expected to learn different styles of skirts, pants and bustier through draping and they will be mastered in making draping gowns and dresses.</li> <li>2. To experiment with different types of designs.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to do designing on draped dresses.</li> <li>2. Students will be able to drape the bodice front and back , skirt and sleeve</li> </ol>

## Unit – I

### Draping of Skirts

- Basic Skirt with two darts front and back
- A- line skirt with flair
- Gathered skirt with yoke
- Sleeves: Cowl sleeve, Juliet Sleeve, Handkerchief etc.
- Dresses with Frills, Flounces or Ruffles.

### Unit-II

- Draping of Pants with different Variation
- Draping of Bustier with different Variation
- Draping and stitching any one garment

### Books Recommended:

1. Helen Joseph- Armstrong, Draping for Apparel Design, Oct. 1999 Publisher: Fairchild Books & Visual.
2. Connie Amaden – Crawford, The Art of Fashion Draping, 2<sup>nd</sup> edition (Oct. 1995) Publisher: Fairchild Books, K Visual.
3. Hedde Jeffe, Jurie Reus, Draping for Fashion Design, 1993, Prentice Hall Carrer & Technology.
4. Connie Amaden, The Art of Fashion Draping Crawford Fairchild.

<b>Course Code</b>	<b>FD607</b>
<b>Course Title</b>	<b>Computer Aided Fashion Design (Lab)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 4
<b>Credits</b>	2
<b>Course Prerequisite</b>	NA
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. To illustrate different types of garments using Computer Aided Designing.</li> <li>2. To create different styles of garments using CAD system.</li> </ol>
<b>Course Outcome (CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to demonstrate the methods and techniques to illustrate the designs using CAD software.</li> <li>2. Students will be able to discover the opportunities in CAD field in textile industries.</li> </ol>

### **Project**

Create a portfolio, incorporate all the skills of textiles and fashion details through Computer Aided Designing.

#### **The Portfolio must include:**

- Curriculum Vita
- Page of Contents
- Theme of the project
- Mood board, Story Board, Ideation Board, Swatch Board
- Design for men, women and children
- Pattern Layout

#### **Book Recommended**

1. Software Manuals



<b>Course Code</b>	<b>FD609</b>
<b>Course Title</b>	<b>Design for Special Needs (Practical)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 2
<b>Credits</b>	1
<b>Course Prerequisite</b>	NA
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. To give concrete meaning of ideas of equalizing educational opportunities for all children, their physical, mental and emotional disabilities notwithstanding.</li> <li>2. To provide adequate education for all handicap children and adults, so that they will fully play their role in the development of the nation;</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to create, manipulate and edit 3D designs and texture on dresses.</li> <li>2. Students will be able to make design or a designer costume for special needs people.</li> </ol>

### **Unit-I**

#### **Physically Dependent:-**

Research: search for theme, finalizing the theme, introduction, meaning and nature of theme

Theme design & data collection: theme description, experimental data collection, sampling and Sample Design

1. Theme Board, Mood Board, Story Board, Swatch Board

### **Unit-II**

#### **Blind/ Deaf:-**

Research: search for theme, finalising the theme, introduction, meaning and nature of theme

Theme design & data collection: theme description, experimental data collection, sampling and Sample Design

2. Theme Board, Mood Board, Story Board, Swatch Board

### **Unit-III**

#### **Physical Disabilities or Chronic Health Impairments:-**

Research: search for theme, finalising the theme, introduction, meaning and nature of theme

Theme design & data collection: theme description, experimental data collection, sampling and Sample Design

3. Theme Board, Mood Board, Story Board, Swatch Board

#### **Books Recommended:**

1. Indian Embroidery – Savitri Pandit.
2. Bhatnagar, Parul – Traditional Indian Textiles.  
Irwin and Hall Indian Embroideries, Published by S.R. Bastikar, P.B. 28, Ahmedabad

<b>Course Code</b>	<b>FD611</b>
<b>Course Title</b>	<b>Internship</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 0
<b>Credits</b>	8
<b>Course Prerequisite</b>	NA
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. The main objective of this exercise is to enable the students to get an exposure to the real working environment and the culture of the retail industries.</li> <li>2. To gain knowledge in management opportunities of apparel industries.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to explain the students to relate their theoretical knowledge with the application domain of the Textile Processing/ Weaving/ Spinning/ Knitting/ Garment industry.</li> <li>2. Students will be able to show the knowledge about working environment by giving real-time exposure in the Industry.</li> </ol>

- The students will have to undergo internship involving industries of at least 45 days.
- During the training every students will design and construct one article.
- After the completion of training each student will have to submit a project report followed by
- a presentation

# *Fourth Semester*

<b>Course Code</b>	<b>FD602</b>
<b>Course Title</b>	<b>Fashion Merchandising and Retailing</b>
<b>Type of course</b>	Theory
<b>L T P</b>	3 0 0
<b>Credits</b>	3
<b>Course Prerequisite</b>	NA
<b>Course Objectives</b>	<ol style="list-style-type: none"> <li>1. To know about store planning, circulation plan and presentation of products.</li> <li>2. To gain knowledge about marketing, merchandising, presentation and export marketing.</li> </ol>
<b>Course Outcome (CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to discuss about the Merchandise presentation and its principle.</li> <li>2. Students will be able to Interpret the importance of apparel advertising and its departments and agencies.</li> </ol>

### **Unit-I**

- Retail Organisational structure store; Buying, Selling, Line and Staff function, Retailing formats, Role and Responsibility of Retail Fashion Buyer.
- Customer identification, Customer, Planning and role of Buyer.

### **Unit – II**

- Retail store chains – National (Ebony, Fab India, Ritu Wears, Shoppers Stop) and International (Tommy Hilfiger, Espirit)
- Store Operations. Store merchandise, stores management, Fashion supply changes – store retailing, non store retailing.

### **Unit – III**

#### Retail Fashion Promotion

- Marketing Channels
- Planning and Direction'
- Retail Advertising
- Publicity
- Special Events
- Visual merchandise
- Personal Selling
- Relationship Marketing

## **Unit – IV**

- Brands and labels
- Purchase Term: Discount, Purchase Order, Payment Terms.
- Costing: Cost Price, Selling Price, Backward costing.

## **Unit – V**

Speciality store: Single line stores, Single Brand Stores and Multiple line Stores.

Departmental Stores

Mass Merchants: Discounters, Off Price Retailing, Outlet Stores.

### **Books Recommended:**

#### **Essential Reading:**

1. John Donnellan, Merchandise Buying & Management, 2001, Fairchild Books.
2. Kitty G. Dickerson, Inside The Fashion Business, 7<sup>th</sup> Edition, 2003 Prentice Hall
3. Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.
4. Jay Diamond; Ellen Diamond, The World of Fashion, 2007, Fairchild.
5. John Donnellan, Merchandise Buying & Management, 2001, Fairchild Books.
6. Kitty G. Dickerson, Inside the Fashion Business, 7<sup>th</sup> Edition, 2003, Prentice Hall.
7. Elaine Stone, The Dynamics of Fashion , 2004, Fairchild.
8. Jay Diamond; Ellen Diamond, The World of Fashion, 2007, Fairchild.

#### **Further Reading:**

9. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice Hall.
10. Tony Hines, Fashion marketing, 2006, Butter Worth – Heinemann.
11. Rosemary Varley, Retail Product Management : Buying and Merchandising, 2005, Routledge.
12. John Giacobello, Careers in fashion Industry, 2000, Rosel Pub. Group.
13. Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice Hall.
14. Tony Hines, Fashion Marketing, 2006, Butter Worth- Heinemann.
15. Rosemary Varley, Retail Product Management: Buying and Merchandising 2005, Routledge.  
John Giacobello, Careers in Fashion Industry, Rosel Pub. Group, 2000.

<b>Course Code</b>	<b>FD604</b>
<b>Course Title</b>	<b>Portfolio Development (Practical)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 4
<b>Credits</b>	2
<b>Course Prerequisite</b>	NA
<b>Course Objective (CO)</b>	<ol style="list-style-type: none"> <li>1. To motivate and create recent trends in fashion garments.</li> <li>2. To construct various costumes and theme write up about the garment.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to develop the basic theme board, mood board, colour board.</li> <li>2. Students will be able to prepare the spec sheet, construct the pattern and garment.</li> </ol>

**The Portfolio must include:**

- Curriculum Vita
- Page of Contents
- Theme of the project
- Mood board, Story Board, Ideation Board, Colour Palette and Fabric Chart.
- Thumbnails.
- There should be inclusion of designs for Male/ Female/ Kids.
- Flat working drawings, specification sheets showing technical strength are vitally important. Line planning, Fabric Indications, Fabric Consumption detailed measurement charts etc are all essential. These are to be used in conjunction with croquies.
- The Collection is to be based on innovative fabric combinations, surface texture and ornamentation. It is very important that the designs and embroidery motifs be original.

**Books Recommended:**

**Essential Reading:**

1. Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press.
2. Ireland, Patrick John, Fashion Design Drawing and Presentation, 1996, B.T. Batsford London.

**Further Reading:**

3. Allen and Seaman, Fashion Drawing – the Basic Principles, 1994, B.T. Batsford, London.
4. Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford, London.
5. Drake and Nicholas, "Fashion Illustrations", 1995, Thames and Husdon, London.
6. Abling Bina, Fashion Sketch Book, 2006, by Fairchild publication.
7. Vogue Sketch Catalogue.

<b>Course Code</b>	<b>FD606</b>
<b>Course Title</b>	<b>Product Specification Workshop-II (Lab)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 4
<b>Credits</b>	2
<b>Course Prerequisite</b>	NA
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. To know the various costume innovation around the world.</li> <li>2. To identify the components in garment construction.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to demonstrate the elements for garment decoration such as Fullness.</li> <li>2. Students will be able to explain about the Fundamental components of garment construction.</li> </ol>

### **Design Development**

- Research
- Finalization of Theme
- Sourcing
- Finalization of designs
- Measurements and specification sheets.

#### Pattern Development

- Development of basic blocks
- Pattern making and layout

#### Product Development

Construction of Innovative Dress with Accessories

- **Photo Shoot**

### **Books Recommended:**

### **Essential Reading:**

- 1) McCall's Sewing in Colour, 1971, Butterick Publishing Co.
- 2) Singer Sewing Book, 1943, Mary Brooks Picken, Kessinger Publishing.
- 3) Measure, Cut and Sew, Holt Rinehart and Winson.1922, Mc Millain Publishing Company.
- 4) Bray N., Dress Pattern Designing, 2003 (5<sup>th</sup> edition) Willey Blackwell.
- 5) Helen Joseph Armstrong, Pattern Making for Fashion Design, 2005, Prentice Hall.
- 6) Tata Sharon Lee, "Inside Fashion Design", 1977, Francisco Canfield Press,.
- 7) Ireland Patrick John, Fashion Design Drawing and Presentation", 1996, B.T.Batsford London,.
- 8) Seaman, Julian, Professional Fashion Illustration, 1995, B.T. Batsford London,

9) Drake and Nicholas, "Fashion Illustration", 1994, Thames and Hudson London.

### **Further Reading**

10) Bernard Zamkoff, Basic Pattern Skills for Fashion Design 1997, Fairchild Publication,

11) Ernestine Koff, Design Apparel through Flat Pattern, 2006, Cole Publishing Co.

12) Martin Shoben, Pattern Cutting & Making Up, 1987, Butterworth, Heinemann.

13) Hilde Jaffe, Draping for Fashion Design, 2007, Claudia Barbara.

14) Ireland, Patrick John, Fashion Design Drawing and Presentation 1996," B.T. Batsford,  
London.

15) Elisabetta Drudi, T.Paci, "Figure Drawing for Fashion", 2002, The Pepin Press.

16) Bina Abling, Fashion Illustration, 2008, Fairchild Publication.

17) Bina Abling, Fashion Rendering with Color, , 200, Fairchild Publication.

18) Thames & Hudson, Vogue Sketch Catalogue, 1911, Si New House.



<b>Course Code</b>	<b>FD608</b>
<b>Course Title</b>	<b>Textile Chemistry (Lab)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 4
<b>Credits</b>	2
<b>Course Prerequisite</b>	NA
<b>Course Objective</b>	<ol style="list-style-type: none"> <li>1. To learn the properties and manufacturing of different fibres.</li> <li>2. To understand the methods and techniques used to analyse textile fibres, yarns and fabrics.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to evaluate the methods of yarn manufacturing.</li> <li>2. Students will be able to classify about the Quality analysis of fibres.</li> </ol>

### **Unit – I**

Fibre Identification of cotton, wool, Silk, Jute, Nylon, Polyester using the following.

- Burning
- Microscopic
- Solubility

### **Unit – II**

Fabric Identification of Cotton, Wool, Silk, Jute, and Polyester Using the following:-

- Feel
- Weight(Light, Medium, Heavy)
- Weave
- Thread Count
- Yarn Twist

Collection and identification of yarns

- Simple
- Novelty
- Textured

Collection and identification of fabric Construction techniques

- Woven
- Non- Woven
- Knitted

### **Unit – III**

Dyeing of Fabric

- Cotton with natural dyes and direct dyes.
- Wool with acid dyes.
- Silk with basic dyes,

**Note:** Students to visit knitting industry/ textile dyeing/ textile testing unit.

**Books Recommended:****Essential Reading:**

1. Norman Hollen and Jane Saddler, "Textiles" Second Edition. (1949), The Macmillan Company, New York. Collee- Macmillan, Limited London.
2. Bernard P. Corbman, Textiles Fiber to Fabric, Mc Graw, Hill International Editions, (1993), Cataloging Publications.

**Further Reading:**

3. Isabel, B. Wingate Textile Fabrics and their Selection, (1976) Prentice- Hall Inc., Engle Wood Cliffs, N.J.
4. Katarine Paddock, Textile Fibres and their Use-Sixth edition, (1954) –Oxford & IBH Publishing Co., Calcutta, Bombay, New Delhi.
5. Dorothy Siegert Lyle, Modern Textiles – (1971) Jonh Wiley and Sons Inc., New York, London, Sydney, Toronto.
6. Kanwar Varinder Pal Singh, Introduction to Textile, Kalyani Publisher.

<b>Course Code</b>	<b>FD610</b>
<b>Course Title</b>	<b>Exhibition / Fashion Show / Display (Project) Practical</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 2
<b>Credits</b>	1
<b>Course Prerequisite</b>	NA
<b>Course Objective</b>	1. To impart the knowledge of consumers goods for direct sale
<b>Course Outcome(CO)</b>	1. The students learn to care and love other human beings in the group they also realize the value and power of working together in the group.

**Instructions to the Faculty:**

Students to learn the techniques and prepare samples of the following:

**Unit-I**

- Block printing
- Screen printing.
- Stencil printing
- Tie & Dye
- Fabric painting

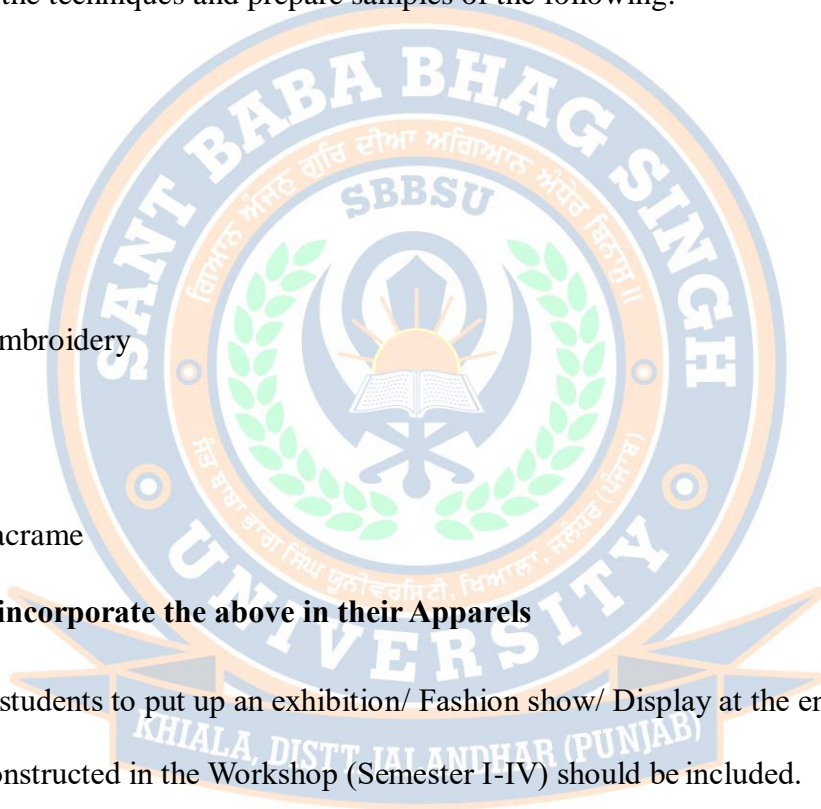
**Unit-II**

- Gold & Silver embroidery
- Mirror work
- Sequin work
- Patch work
- Applique work
- Quilting and Macrame
- Crochet.

**Note: Students to incorporate the above in their Apparels**

It is mandatory for students to put up an exhibition/ Fashion show/ Display at the end of Semester IV.

All the garments constructed in the Workshop (Semester I-IV) should be included.



<b>Course Code</b>	<b>FD612</b>
<b>Course Title</b>	<b>Craft Documentation (Practical)</b>
<b>Type of course</b>	PR
<b>L T P</b>	0 0 2
<b>Credits</b>	1
<b>Course Prerequisite</b>	NA
<b>Course Objective (CO)</b>	<ol style="list-style-type: none"> <li>1. To gain knowledge about data collection and its methods for research study.</li> <li>2. To encourage and direct students to prepare their theme based collections as per their specializations.</li> </ol>
<b>Course Outcome(CO)</b>	<ol style="list-style-type: none"> <li>1. Students will be able to show the importance of measure of tendency, dispersion and correlation for the research study.</li> <li>2. Students will be able to discuss their work in the form of seminar or article in any appropriate magazine.</li> </ol>

#### **Instruction to faculty:-**

To give an overview of traditional fabrics and printings of different states of India with emphasis on texture design and color.

- Accessory Designing  
Bags, Shoes, Ornaments, Garments
- Headgear & Hairstyles  
Hats, Hoods, Head scarves, Wimples
- Embroidery  
Zigzag, Aari, Cutwork, Drawn Thread work, Zardozi, Rajasthani Patchwork, Phulkari, Mirror work, Ribbon work, Tissue work
- Paintings  
Velvet, Embossed, Dry/Dust,oil canvas

**Students to present seminar/PowerPoint presentation/ or seminar on any one of the above.**

