

PROGRAM OUTLINE:

**Program Structure
 B.Des. (Fashion Design)**

1st Year

Semester I					
Subject Code	SUBJECT NAME	L	T/S	P	C
BFD101	Overview of Fashion Industry	3			3
BFD103	Fundamentals of Design I		2	2	3
BFD105	Visualization and Drawing Techniques		2	2	3
BFD107	Pattern Making and Sewing Techniques I		6	4	8
BFD109	Colour Techniques		2	2	3
BFD111	Communication Skills	2			2
BFD113	Environmental Studies	3			3
	TOTAL	08	12	10	25

Semester II					
Subject Code	SUBJECT NAME	L/S	T/S	P	C
BFD102	History of Art, Design and Fashion I	3			3
BFD104	Fundamentals of Design II		4	2	5
BFD106	Design Process		2	2	3
BFD108	Pattern Making and Sewing Techniques II		6	4	8
BFD110	Fashion Illustration I		2	4	4
BFD112	Mini Project I				2
	TOTAL	03	14	12	25

2nd Year

Semester III					
Subject Code	SUBJECT NAME	L	T/S	P	C
BFD201	History of Art, Design and Fashion II	3			3
BFD203	Textiles	5		2	6
BFD205	Creative Design		2		2
BFD207	Pattern Making and Sewing Techniques III		6	4	8
BFD209	Fashion Illustration II		2	4	4
BFD211	Digital Designing		2		2
	TOTAL	08	12	10	25

Semester IV					
Subject Code	SUBJECT NAME	L	T/S	P	C
BFD202	History of Art, Design and Fashion III	3			3
BFD204	Fabric Processing and Surface Design I		4	4	6
BFD206	Prototype Development		2		2
BFD208	Pattern Making and Sewing Techniques IV		6	4	8
BFD210	Fashion Illustration III		2	4	4
BFD212	Mini Project II				2
	TOTAL	03	14	12	25

3rd Year

Semester V					
Subject Code	SUBJECT NAME	L	T/S	P	C
BFD301	History of Art, Design and Fashion IV	3			3
BFD303	Fabric Processing and Surface Design II		2	2	3
BFD305	Draping I		2	2	3
BFD307	Pattern Making and Sewing Techniques V		6	4	8
BFD309	Digital Fashion Illustration		4	4	6
BFD311	Overview of Fashion Marketing		2		2
	TOTAL	03	16	12	25

Semester VI					
Subject Code	SUBJECT NAME	L	T/S	P	C
BFD302	Fashion Forecasting	3			3
BFD304	Draping II		2	2	3
BFD306	Fashion Merchandising	3			3
BFD308	Portfolio Development				16
	TOTAL	06	02	02	25

4th Year

Semester VII					
Subject Code	SUBJECT NAME	L	T/S	P	C
BFD401	Apparel Production Management	8			8
BFD403	Apparel Grading	3		2	4
BFD405	Computer Aided Designing I		2	4	4
BFD407	Research Methodology	3			3
BFD409	Overview of Accounting and Finance	3			3
BFD411	Elective				
BFD411.1	Fashion Photography		2	2	3
BFD411.2	Fashion Accessories				
BFD411.3	Fashion Styling				
	TOTAL	17	04	08	25

Semester VIII					
Subject Code	SUBJECT NAME	L	T/S	P	C
BFD402	Computer Aided Designing II		2	4	4
BFD404	Elective				
BFD404.1	Fashion Journalism				
BFD404.2	Home Furnishings and Interiors				
BFD404.3	Technical Textiles		2	2	3
BFD406	Open Elective				3
BFD408	Entrepreneurship	3			3
BFD410	Internship				12
	TOTAL	03	04	06	25

L-Lecture, T/S- Tutorial/Studio, P-Practical, C-Credits

DETAILED SYLLABUS:

1ST YR. B. Des. FD

FIRST SEMESTER

1] BFD101 OVERVIEW OF FASHION INDUSTRY

Course objectives:

The objective of this course is to introduce the students to the global fashion industry with emphasis on the fashion centres and fashion designers.

Course contents:

Module 1: Fundamentals of Fashion: Fashion terminologies, fashion cycles, consumer identification with fashion cycles, fashion adoption, fashion categories

Module 2: Growth of Fashion Industry: Couture history, development of the global fashion industry, effects of industrial revolution on fashion, domestic fashion industry,

Module 3: Segments of Fashion Industry: Textile industry, apparel industry, leather industry, fur industry, accessory industry, hosiery industry, trimming industry.

Module 4: Fashion Centers of the World: France, Italy, England, Germany, Canada, The United States, International fashion designers and their labels.

Module 5: Overview of Indian Fashion Industry: Nature of fashion industry in India, size of industry, nature of industry, Indian fashion designers and their labels

References:

1. Elizabeth Rouse. *Understand Fashion* B. S. P. Books, Oxford.
2. Elizabeth Bye. *Fashion Design*. Berg Publishers.
3. Gini Stephens Frings. *Fashion From Concept to Source*. Prentice Hall, New Jersey.
4. Mc Call London – *Mc. Calls Fashion in Colour*, The Hamlyn Publishing Group Ltd., Toronto, London.
5. Sharon Lee Tate. (2007). *Inside Fashion Design* (5th ed.). Baba Barkha Nath Printers.
6. Meher Castelino. (1994). *Fashion Kaleidoscope*. Rupa and Co.

2] BFD103 FUNDAMENTALS OF DESIGN I

Course objectives:

To make students see, make and appreciate the basic design concepts. The first level includes the vocabulary of design and principles of composition, understand different materials and explore the use of different materials in 2D composition.

Course contents:

Module 1: Visual Perception: Principles of visual perception, grammar of visual language

Module 2: Design elements: Dot, line, texture, shape, form

Module 3: Principles of composition: Contrast, harmony, rhythm, proportion, unity etc.

Various exercises involved in the course would follow individual discussion about the work with students and application of the design fundamentals in two dimensional compositions. The students would be encouraged to explore different dimensions of composition without any restrictions and limitations. **The concepts for the composition should include fashion essence.**

Module 4: Painting: Brushes, types of paints, mixing of colours, techniques of painting.

Module 5: Printing: Basic techniques of printing – mono printing, relief printing, stencil printing – through positive and negative spaces.

Module 6: Lettering: Basic lettering, lettering combined with image.

Module 7: Embroidery: Overview of Indian and Western Embroidery. Basic embroidery stitches.

Module 8: Design project: Create a composition using more than one techniques explained in modules 4 to 8. Develop a board showing the inspiration for the composition.

References:

1. Broomer F. Gerald. (1974). *Elements of Design: Space*. Davis Publications Inc., Worcester, Massachusetts.

2. Bruce D. Kurty. (1987). *Visual imagination – An introduction of Art*. Prentice Hall, New Jersey.
3. Hayashi, Studio. (1994). *Water Colour Rendering*. Graphic-Shaw Publishing Co., Ltd.
4. Richard Rochan & Herald Linton. (1989). *Colour in Architectural Illustration*. Van Nostrand Reinhold.
5. Robert W. Gill. (1984). *Manual of Rendering in pen and ink*. Thames and Hudson, London.
6. Wong Wucius. (1977). *Principles of three dimensional Design*. Van Nostrand Reinhold, NY.
7. Wong Wucius. (1977). *Principles of two dimensional Design*. Van Nostrand Reinhold, NY.
8. Hanlon, Don. (2009). *Compositions in architecture*. John Wiley and Sons.
9. Saraswati, Baidyanath. (2001). *The nature of man and culture: alternative paradigms in anthropology*. Indira Gandhi National Centre for the Arts.
10. Morris G. (2009). *Elements of Fashion Design*.

3] BFD105 VISUALIZATION AND DRAWING TECHNIQUES

Course objectives:

The objective of this course is to understand the method of visualizing and drawing from nature, cast and product drawing.

Course contents:

Module 1: Techniques of drawing: Pen and ink sketching, pencil sketching, pencil colouring and shading

Module 2: Drawing shapes and forms: Drawing from nature, product drawings, perspective drawing, representing positive and negative spaces, light and dark tones etc.

Module 3: Drawing human body: Proportion of human body and technique of drawing human body, drawing poses, perspective drawing, light and dark tones etc.

The students would be exposed to appreciation of drawing different products that include the vertical, oblong, rectangular and other geometric shapes. The students would also be encouraged to draw simple body poses and then would be encouraged to draw the human body in relation to the space of the page and the relation between the models in the same space.

References:

1. Broomer F. Gerald. (1974). *Elements of Design: Space*. Davis Publications Inc., Worcester, Massachusetts.
2. Dodson B. (1990). *Keys to Drawing*. North Light Publications, Cincinnati.
3. Mark W., Mary W. (1999). *Drawing for Absolute Beginner*. F&W Publications, Cincinnati.
4. Davis M. L. (1996). *Visual Design in Dress*, (3rd ed.). Prentice Hall, Canada.
5. Graves M. (1951). *Art of Colour and Design*, (2nd ed.). Macgraw-Hill Book Company.
6. Hamm J. (1974). *Drawing Head and Figure*. The Berkley Publishing Group, New York.
7. Hillberry J. D. (1999). *Drawing Realistic Textures in Pencil*. F&W Publications, Cincinnati.
8. Robert W. Gill. (1984). *Manual of Rendering in pen and ink*. Thames and Hudson, London.

4] BFD107 PATTERN MAKING AND SEWING TECHNIQUES I

Course objectives:

This course introduces students to method of taking measurements and making the sloper along with sizing terminologies. The method of making pattern by drafting and flat pattern technique would be covered in this course. It also gives the students an idea of relationship between pattern making and ultimate quality of the finished sample. This course introduces students to the equipment required and the process in drafting and construction of sections of a garment.

Course contents:

Module 1: Introduction to pattern making: Meaning and methods of making patterns, tools required for pattern making and construction, taking measurements – from body, from dress form, standard measurements.

Module 2: Introduction to sewing techniques: Sewing machine and its parts, operating the sewing machines, operating power machines, sewing supplies.

Module 3: Drafting: Drafting slopers – bodice, sleeves and skirt.

Module 4: Flat pattern technique: Importance of darts, preparing the pattern, pivot method, slash method, designing with darts, style lines, adding fullness, contouring

Module 5: Stitches and seams: Temporary and permanent hand stitches, different machine stitches, different seams and seam finishes.

Module 6: Necklines and plackets: Types of necklines, finishing necklines by binding and facing, types of plackets, stitching different types of plackets.

Module 7: Collars: Types of collars, drafting collars using measurements and flat pattern technique, stitching different collar.

Module 8: Drafting sleeves: Types of sleeves, drafting sleeves using measurements and flat pattern technique, stitching different sleeves.

Module 9: Drafting skirts: Types of skirts, drafting skirts using measurement and flat pattern techniques, stitching different skirts.

Module 10: Cuffs and hems: Stitching different types of cuffs and hems.

Pattern making and stitching short kurta with simple collar.

References:

1. Armstrong H.G. *Pattern Making for Fashion Design*. Prentice Hall, New York.
2. McCunn D., Lew R. *How to Make Sewing Patterns*. Blue Feathers.
3. Zarapkar K.R. (2005). *Zarapkar System of Cutting*. Navneet Publications. India.
4. Hollen N. R., Kundel C.J. *Pattern Making by Flat Pattern Method*. Prentice Hall Publication.
5. Aldrich W. (2008). *Metric Pattern Cutting for Women's Wear*. Willey Blackwell Publication.
6. Aldrich W. (2008). *Metric Pattern Cutting for Men's Wear*. Willey Blackwell Publication.
7. Aldrich W. (2008). *Metric Pattern Cutting for Children's Wear and Babywear*. Willey Blackwell Publication.
8. Richardson K. (2007). *Design and Patternmaking for Stretch Fabrics*. Fairchild Publications.
9. Connie Amaden-Crawford. *A Guide to Fashion Sewing*. Fairchild Publications.
10. Lynda Maynard. (2010). *The Dressmaker's Handbook of Couture Sewing Techniques: Essential Step-by-Step Techniques for Professional Results*. Interweave Press.
11. Claire Shaeffer. (2008). *Claire Shaeffer's Fabric Sewing Guide*. Krause Publications.
12. Claire Shaeffer. *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*. Rodale Books Publisher.
13. Injoo Kim, Mykyung Uh. (2008). *Apparel Making in Fashion Design*. Breg Publications.
14. McCunn D., Lew R. *How to Make Sewing Patterns*. Blue Feathers.
15. Couch P. (2011). *Illustrated Guide to Sewing: Garment Construction: A Complete Course on Making Clothing for Fit and Fashion*. Fox Chapel Publishing.
16. *Threads Sewing Guide: A Complete Reference from America's Best-Loved Sewing Magazine*. Taunton Press.

5] BFD109 COLOUR TECHNIQUES

Course objectives:

The objective of this course is to expose the students to the concept of colour and the use of colour in 2D design.

Course contents:

Module 1: Colour Basics: Importance of colour, colour theories, physics of light, additive colour relationships, pigment colours

Module 2: Colours and colour wheel: Primary colours: additive and subtractive, Prang colour wheel, Munsell colour wheel

Module 3: Colour dimensions: Hue, value, intensity; colour saturation

Module 4: Colour harmonies: Related and contrast colour harmonies

Module 5: Colour illusions: Optical illusions, colour illusions, illusion of depth

Various exercises involved in the course would follow individual discussion about the work with students and application of colour in the composition. The concepts for the composition should include fashion essence.

References:

1. Hayashi Studio. (1994). *Water Colour Rendering*. Graphic-Sha Publishing Co., Ltd.
2. Edwards B. *Color by Betty Edwards: A Course in Mastering the Art of Mixing Colors*. Penguin Group Inc, New York. ISBN: 1-58542-199-5
3. Mc Call London. *Mc Calls Fashion in Colour*. The Hamlyn Publishing Group Ltd, London.
4. DAVIS M.L. (1996). *Visual Design in Dress*. Prentice Hall, Canada.

6] BFD111 COMMUNICATION SKILLS

Course objectives:

To train students in the language of English with reference to the fashion industry.

Course contents:

Writing, public speaking and group discussion skills; Essay: Thesis statement-structure of the opening-concluding paragraphs-body of the essay-types of essays; Grammar: sentence structure-transformation of sentences-active, passive, direct – indirect; Reading comprehension Idiomatic expressions; Vocabulary: Synonyms – antonyms-one word substitution-confused pairs of words; Expansion of an idea (150-200 words); Business correspondence: letter writing formal-drafting; Report writing-formal drafting Communication/Public speaking, group discussions.

Group Discussions, Presentation Skills, Listening Skills.

Fashion terminology: Terminology of fabrics, colours, pattern making and stitching, accessories etc.

References:

1. Green, David. (2004). *Contemporary English Grammar, Structures and Composition*. Macmillan Publications, Chennai.
2. Turton Nigel D. and Heaton John Brian. (1996). *Longman Dictionary of Common Errors*, 2nd edn, Pearson Education Limited.
3. McCarthy, Michael. (2004). *English Idioms in Use 2002*. Cambridge University Press, London.
4. Jones, Daniel. (2005). *English Pronouncing Dictionary*. ELBS, London.
5. Tickoo, Champa and Sasikumar, Jaya. (1991). *Writing with a Purpose*. Oxford University Press, Bombay.
6. Quirk, Charles Randolph and Greenbaum, Sidney. (1979). *University Grammar of English*, Longman. London.

7] BFD113 ENVIRONMENTAL STUDIES

Course objectives:

To create an awareness about the importance of environment and conservation of the natural resources.

Course contents:

Module 1: The Multidisciplinary Nature of Environmental Studies: Definition, scope and importance, need for public awareness

Module 2: Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems:

- a) Forest resources: Use and over-exploitation, deforestation, case studies, timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams – benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies
- f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification

Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Module 3: Ecosystems: Concept of an ecosystem; structure and function of an ecosystem; producers, consumers and decomposers; energy flow in ecosystem; ecological succession; food chains, food webs and ecological pyramids; interdiction, types, characteristic features, structure and functions of the following ecosystems: forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems (pond, streams, lakes, rivers, oceans, estuaries)

Module 4: Biodiversity and its Conservation: Introduction, definition: genetic, species and ecosystem diversity; biogeographical classification of India; value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values; biodiversity at global, national and local levels; India as a mega-diverse nation; hot spots of biodiversity; threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts; endangered and endemic species of India; conservation of biodiversity: in-situ and ex-situ conservation of biodiversity.

Module 5: Environmental Pollution: Definition; causes, effects and control measures of: air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management: causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution; pollution case studies; disaster management: floods, earthquake, cyclone and landslides.

Module 6: Social Issues and the Environment: From unsustainable to sustainable development; urban problems related to energy; water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people: its problems and concerns, case studies; environmental ethics: issues and possible solutions; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, case studies; wasteland reclamation; consumerism and waste products; environmental protection act; air (prevention and control of pollution) act; water (prevention and control of pollution) act; wildlife protection act; forest conservation act; issues involved in enforcement of environmental legislation; public awareness.

Module 7: Human Population and Environment: Population growth, variation among nations; population explosion – family welfare programme; environment and human health; human rights; value education; HIV/AIDS; women and child welfare; role of information technology in environment and human health; case studies.

Module 8: Field Work: Visit to local area to document environmental assets – river/forest/grassland/hill/mountain; visit to local polluted site – rural/urban/industrial/agricultural; study of common plants, insects, birds; study of simple ecosystems – ponds, river, hill, slopes etc.

References:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India,
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
4. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
5. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
6. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment
8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
9. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay
10. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
11. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.

12. McKinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
13. Mhaskar A.K., Matter Hazardous, Techno-Science Publication
14. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co.
15. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
16. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
17. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
18. Survey of the Environment, The Hindu (M)
19. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)

SECOND SEMESTER

1] BFD102 HISTORY OF ART, DESIGN AND FASHION I

Course objectives:

To introduce students to fashion changes with emphasis to the art and design of the different periods. Art and design forms in different timelines of the history would be focused with subsequent changes in the costumes of different periods.

Course contents:

Module 1: Origin of Costumes: Classification of costumes, development of costumes from painting, tattooing.

Module 2: Art and Design: Art theories, art movements, types of art and design, art as craft.

Module 3: Early Civilization: Mesopotamia, Babylon, Persian, Indus Valley civilization.

Module 4: Egypt

Module 5: Greece

Module 6: Rome

References:

1. Boucher L., Deslandre Y. 20,000 Years of Fashion The History of Costume and Personal Adornment
2. Cosgrave B. The Complete History of Costume & Fashion: From Ancient Egypt to the Present Day.
3. Lester K.M. *Historic Costume*. Charles and Benet Co, Illinois.
4. Evans H. *Costumes Throughout Ages*. J.B. Lipincott, New York.
5. Truner W. *The Mode in Costume*. Charles Scribners Sons Inc, New York.
6. Biglow M.S. *Fashion in History*. Burgees Publishing Co.
7. Phyllis G. Tortora, Keith Eubank. *Survey of Historic Costume*. Fairchild Publications.
8. H.W. Janson, Anthony F. Janson. *History of Art*. Harry N. Abrams, Inc.

2] BFD104 FUNDAMENTALS OF DESIGN II

Course objectives:

This course is a continuation of Fundamentals of Design I where the students would create 3D visual works depending on the principles and visual elements learnt. It also includes use of different materials in developing 3D composition.

Course contents:

Module 1: Drawing and painting: Drawing and painting from life using pencil, pen and ink, colour.

Module 2: Volumes: Drawing techniques to describe form, weight and mass; addition, subtraction, composition of geometrical volumes

Module 3: Recess and Relief

Module 4: Positive and negative spaces

Module 5: Additive process: Model making using clay, plaster, papier-mâché etc.

Module 6: Subtractive process: Carving on any material.

Module 7: Construction process: Cutting material, shaping and building forms, 3D models made of clay, PoP and wires

Module 8: Design project (Block printing, stencil or screen): Develop a design based on your mood board; choose the colours from the board, carve a block/develop a screen/stencil depending on the design and the colour requirements; print the fabric.

References:

1. Bruce D. Kurty. (1987). *Visual imagination – An introduction of Art*. Prentice Hall, New Jersey.
2. Gill, Robert W. (1984). *Manual of Rendering in pen and ink*. Thames and Hudson, London.
3. Harh, Fredrick. (1976). *Art: A History Painting, Sculpture and Architecture*. HN Abrams, NY.
4. Hayashi Studio. (1994). *Water Colour Rendering*. Graphic-Sha Publishing Co., Ltd.
5. Hanlon, Don. (2009). *Compositions in architecture*. John Wiley and Sons.
6. Saraswati, Baidyanath. (2001). *The nature of man and culture: alternative paradigms in anthropology*. Indira Gandhi National Centre for the Arts.

3] BFD106 DESIGN PROCESS

Course objectives:

This course explains the process of design from inspiration to the production.

Course contents:

Module 1: Introduction: Process of designing, different steps in designing, route maps of the design process.

Module 2: Design thinking: Types and styles of thinking, creative thinking, design strategies and tactics.

Module 3: Inspiration and identification: Inspiration meaning, sources of inspiration, inspiration: an art of creation, design constraints, sustainability in design.

Module 4: Conceptualization and refinement: Creating sustainable concepts, Gestalt perception, analysis and presentation of concepts, refinement in terms of alchemy, observing and testing.

Module 5: Production: Prototype and testing, planning and budgeting, reviewing the design process.

References:

1. Karl Aspelund. (2010). *The Design Process*. Fairchild Publications.
2. Bryan Lawson. (2005). *How Designers Think: The design process demystified*. Biddles Ltd.
3. Bryan Lawson. *What Designers Know*.
4. Nigel Cross. (2011). *Design Thinking*. Breg Publishers.

4] BFD108 PATTERN MAKING AND SEWING TECHNIQUES II

This course is a continuation of pattern design learnt in the earlier semester and would focus on pattern making for structured garments for men, women and kids segments.

Course contents:

Module 1: Pattern making using Flat Pattern Technique: Drafting western garments using flat pattern technique.

Module 2: Drafting kids wear: Frock, shorts

Module 3: Drafting women's wear: Skirts, blouse, salwar kameez

Module 4: Drafting men's wear: Shirts, kurta pajama

Sewing for the patterns made in the apparel design (2 kids wear, 1 men's wear, 1 women's wear, 1 western garment).

References:

1. Armstrong H.G. *Pattern Making for Fashion Design*. Prentice Hall, New York.
2. McCunn D., Lew R. *How to Make Sewing Patterns*. Blue Feathers.
3. Zarakkar K.R. (2005). *Zarakkar System of Cutting*. Navneet Publications. India.
4. Hollen N. R., Kundel C.J. *Pattern Making by Flat Pattern Method*. Prentice Hall Publication.
5. Aldrich W. (2008). *Metric Pattern Cutting for Women's Wear*. Willey Blackwell Publication.
6. Aldrich W. (2008). *Metric Pattern Cutting for Men's Wear*. Willey Blackwell Publication.
7. Aldrich W. (2008). *Metric Pattern Cutting for Children's Wear and Babywear*. Willey Blackwell Publication.
8. Richardson K. (2007). *Design and Patternmaking for Stretch Fabrics*. Fairchild Publications.

9. Connie Amaden-Crawford. *A Guide to Fashion Sewing*. Fairchild Publications.
10. Lynda Maynard. (2010). *The Dressmaker's Handbook of Couture Sewing Techniques: Essential Step-by-Step Techniques for Professional Results*. Interweave Press.
11. Claire Shaeffer. (2008). *Claire Shaeffer's Fabric Sewing Guide*. Krause Publications.
12. Claire Shaeffer. *High Fashion Sewing Secrets from the World's Best Designers: A Step-By-Step Guide to Sewing Stylish Seams, Buttonholes, Pockets, Collars, Hems, And More*. Rodale Books Publisher.
13. Injoo Kim, Mykyung Uh. (2008). *Apparel Making in Fashion Design*. Breg Publications.
14. Gross L.(1991). *How to Draft Basic Patterns*. Fairchild Publications.
15. Rosen L. (2004). *Patternmaking: A Comprehensive Reference for Fashion Design*. Prentice Hall Publication.
16. Price J. *Basic Pattern Skills for Fashion Design*. Fairchild Publications.
17. Rolfo V.(1991). *Designing Apparel Through the Flat Pattern*. Fairchild Publications.
18. McCunn D., Lew R. *How to Make Sewing Patterns*. Blue Feathers.

5] BFD110 FASHION ILLUSTRATION I

Course objectives:

To introduce students to illustrate male, female and kids figures with reference to eight-head figure and elongated eight-head figures.

Course contents:

Module 1: Human anatomy and fashion figures: Basics of human anatomy, human proportions, perspective drawing

Module 2: Drawing fashion figures (Men, women and children figures): 9 head and 10 head drawings, stages in drawing fashion figures – block, robo and fleshed figures, drawing profile figures, drawing $\frac{3}{4}$ figures.

Module 3: Figures in detail: Drawing faces, arms and hands, legs and feet, foreshortening, hair styles, footwear

Module 4: Fashion details: Necklines, collars, sleeves, waistlines, cuffs, skirts, trousers, yokes etc.

Module 5: Techniques of fashion drawing: Drawing from photographs, drawing from life, drawing from imagination, drawing stick figures, drawing fashion poses, fashion figure in relation to fashion pose

References:

1. Abling, Bina. *Fashion Sketchbook*, New York: Fairchild Publications.
2. Allen, Anne & Seaman Julian. *Fashion Drawing: The Basic Principles*, London: Batsford Fashion Books.
3. Barnes, Colin. *Fashion Illustration*. Macdonald.
4. Bryant M.W. *Fashion Drawing – Illustration Techniques for Fashion Designers*.

6] BFD112 MINI PROJECT I

Course objectives:

The objective of this course is to develop the student's ability to identify art culture and critically study the symbols, colours, art form used.

Course contents:

The students would be encouraged to choose any area of Indian art and culture and submit a report for the same. This would help the students to identify the elements of art in the chosen area of study and represent the same in the report.

THIRD SEMESTER

1] BFD201 HISTORY OF ART, DESIGN AND FASHION II

Course objectives:

To introduce students to fashion changes with emphasis to the art and design of the different periods. Art and design forms in different timelines of the history would be focused with subsequent changes in the costumes of different periods.

Course contents:

Module 1: Buddhism, Hinduism and the arts and fashion of South and East Asia.

Module 2: Early Christian and Byzantine period.

Module 3: Medieval history.

Module 4: Early Renaissance period.

Module 5: Gothic period.

Module 6: Baroque period.

References:

1. Boucher L., Deslandre Y. 20,000 Years of Fashion The History of Costume and Personal Adornment
2. Cosgrave B. The Complete History of Costume & Fashion: From Ancient Egypt to the Present Day.
3. Lester K.M. *Historic Costume*. Charles and Benet Co, Illinois.
4. Evans H. *Costumes Throughout Ages*. J.B. Lipincott, New York.
5. Truner W. *The Mode in Costume*. Charles Scribners Sons Inc, New York.
6. Biglow M.S. *Fashion in History*. Burgees Publishing Co.
7. Phyllis G. Tortora, Keith Eubank. *Survey of Historic Costume*. Fairchild Publications.

2] BFD203 TEXTILES

Course objectives:

This course helps the students to study the science of textile fibres and different methods of manufacturing fabrics. This course would give a deep understanding of how the method of weaving affects the final fabric and would help the students in the selection of fabrics for the different lines created.

Course contents:

Module 1: Introduction to textiles: Meaning and definition of textiles, basic segments of textile industry, classification of textile fibers, primary properties desirable in fibers.

Module 2: Manufacturing natural fibers: Fiber morphology, process involved in manufacturing cotton, linen, silk and wool; evaluation of different fibers and their suitability for different seasons.

Module 3: Manufacturing man-made fibers: Fiber morphology, process involved in manufacturing rayon, nylon, polyester and acrylic; evaluation of different fibers and their suitability for different seasons.

Module 4: Yarns: Types of yarns, properties of yarns, yarn quality requirements for weaving and knitting.

Module 5: Blending: Meaning, process of blending, research on the important blends available in the market.

Module 6: Testing textile fibers: Microscopic appearance, burning test and chemical test.

Module 7: Recent developments: Research on the new fibers in the international market.

Module 8: Weaving: Meaning, preparation of yarn for weaving, parts of the loom, classification of weaves, designing of basic weaves (point paper representation for basic weave patterns including drawing, denting, peg plan etc.), method of weaving, selvages, identification of weaves.

Module 9: Knitting: Meaning, difference between weaving and knitting, knitting machines, elements of knitting machine, technology of loop formation, types of knits, relation between yarn count, machine gauge and stitch density, identification of knits, hand knitting – knit and purl, variations.

Module 10: Non-woven and other methods of construction: Meaning, types, construction of non-woven, lace, knotted fabrics.

Module 11: Crocheting and Tatting: Abbreviations used, basic crocheting stitches, basic tatting stitches.

Module 12: Design project: Weaving a fabric.

References:

1. Fletcher K. *Sustainable Fashion and Textiles Design Journeys*.
2. Arthur, Cohen, Johnson, Joseph J. Pizzuto J. *J. Pizzuto's Fabric Science*. Fairchild Publications.
3. Kim Thittichai. *Experimental Textiles*. Batsford Ltd.
4. Udale J. *Basics Fashion Design 02: Textiles and Fashion*. AVA Publishing SA.
5. Hallett C., Johnston A. *Fabric for Fashion: The Swatch Book*. Laurence King Publishing.
6. Hallett C., Johnston A. *Fabric for Fashion: A Comprehensive Guide to Natural Fibres*. Laurence King Publishing.
7. Bradrock E., Mahney M. (1999). *Techno Textiles: Revolutionary Fabrics for Fashion and Design*. Thames & Hudson
8. Clarke S. (2011) *Textile Design*. Laurence King Publishing.
9. Bernard P. Corbman (1983) – *Textile Fibre to Fabric*, McGraw Hill International Edition, New York.
10. Mary Cowan & Martha E. Jungerman – *Introduction to Textiles*, D.B. Taraporevala Sons & Company Private Limited.
11. E.P.G. Gohl & L.D. Vilensky – *Textile Science- An explanation of fibre properties*, Second Edition, CBS Publishers & Distributors, Delhi.

3] BFD205 CREATIVE DESIGN

Course objectives:

This course facilitates creative thought process in the students. They would learn to explore the possibilities of creative development of fashion and fashion related products keeping in view the design process.

Course contents:

Module 1: Designing fashion garments using elements of design: Fashion sketching using different elements of design.

Module 2: Designing fashion garments using principles of design: Fashion sketching using different principles of design.

Module 3: Motifs: Different motifs – natural, geometric and abstract, ornamental motifs and its use in fashion sketching.

Module 4: Design development process: Inspiration, developing design options, final development and presentation (collage board, swatch board, textural effects etc) with different mounting styles (standard border, large border, multiple illustrations etc).

The design collections would be based on mood board.

References:

1. Janice Greenberg Ellinwood. *Fashion by Design*. Fairchild Publications.
2. Dawber A. (2007). *Big Book of Fashion Illustration*. Batsford, London.
3. Borelli, L. (2007). *Fashion Illustration by Fashion Designers*. Chronicle Books Ltd, US.
4. Tatham c., Seaman J. (2007). *Fashion Design Drawing Course*. Barron's Educational Series.
5. Karl Aspelund. *The Design Process*. Fairchild Publications.
6. Tracy Jennings. *Creativity in Fashion Design: An Inspiration Workbook*. Fairchild Publications.
7. Sumathi GJ. *Elements of Fashion and Apparel Design*. New Age International Publications.
8. Simon Travers Spencer, Zarida Zaman. *The Fashion Designer's Directory of Shape and Style: Over 500 Mix-And-Match Elements for Creative Clothing Design*. Barron's Educational Series.
9. Gigi Morris. (2009). *Elements and Principles of Fashion Design*.

4] BFD207 PATTERN MAKING AND SEWING TECHNIQUES III

Course objectives:

The course is designed to inculcate the skills of making and stitching patterns for the women's wear which are expected to grow in Indian market in terms of exports and domestic market. Students would be encouraged to make their unique sketches and make the patterns for the same.

Course contents:

Making patterns and stitching for leisure, nightwear, ethnic wear etc.

References:

1. Winifred Aldrich. (2010). *Metric Pattern Cutting for Women's Wear*. Willey Blackwell Publishers.
2. Jack Hanford. (2003). *Professional Pattern Making for Designers: Women's Wear and Men's Casual Wear*. Fairchild Publications.
3. David Coffin. (2011). *Making Trousers for Men and Women: A Multimedia Sewing Workshop*. Creative Publishing International.
4. David Coffin. (1998). *Shirtmaking: Developing Fine Skills for Sewing*. Taunton Publishers.
5. Roberto Cabrera. (2009). *Building Patterns the Architecture of Women's Clothing*. Fairchild Publication.
6. Shaeffer C. (2010). *Couture Sewing Techniques*. Taunton Publishers.

5] BFD209 FASHION ILLUSTRATION II

Course objectives:

This subject is an extension of fashion illustration I, where the students would be encouraged to sketch fashion figure, render the fabrics and work on the fashion figures with reference to design elements.

Course contents:

Module 1: Drawing poses: Drawing different poses of men, women and children figures (seated model, standing model, moving model).

Module 2: Drawing clothes: Defining the garment, silhouette, details such as sleeves, pants, blouses, collars, necklines, tailored garments, special attention to drape and garment behaviour; drawing sari, salwar kameez, kurta, lehanga, sherwani etc.

Module 3: Fabric rendering: Rendering different fabrics – smooth, shiny, rough fabrics on the figures, understanding the source of light and shading, study of folds and shade in light.

Module 4: Sketching flats: Precision of line, materials, stitches, skirt, pant, sleeves, Indian garments.

Module 5: Sketching accessories: Hats, gloves, bows and shawls, bags, Jewellery, bracelets, watches, shoe etc.

Module 6: Sketching in various media: Importance of background in fashion illustration, sketching using pen, pencil, colours, water colours, gouache, pastels and mixed techniques; also includes collage as a method of illustration.

References:

1. Abing, Bina. *Fashion Sketchbook*, New York: Fairchild Publications.
2. Borelli, L. (2007). *Fashion Illustration by Fashion Designers*. Chronicle Books Ltd, US.
3. Dawber A. (2007). *Big Book of Fashion Illustration*. Batsford, London.
4. Janice Greenberg Ellinwood. *Fashion by Design*. Fairchild Publications.
5. John Ireland, Patrick. *Fashion Design Illustration: Men*, London: Batsford Fashion Books.
6. John Ireland, Patrick. *Fashion Design Illustration: Women*, London: Batsford Fashion Books.
7. John Ireland, Patrick. *Fashion Design Illustration: Children*, London: Batsford Fashion Books.
8. Tatham c., Seaman J. (2007). *Fashion Design Drawing Course*. Barron's Educational Series.
9. Estel Vilaseca. *Essential Fashion Illustration Colour+Medium*. Maomoa publications.
10. Tracy Jennings. *Creativity in Fashion Design: An Inspiration Workbook*. Fairchild Publications.

6] BFD211 DIGITAL DESIGNING

Course objectives:

This course as a continuation of basic design concepts learnt in the earlier semesters, takes the students through the use of digital medium for designing.

Course contents:

Module 1: Introduction to digital designing: Introduction to computer-based technology in designing, use of Photoshop, Illustrator, CorelDraw, Indesign in designing, specification of papers used in printing, peripherals used – plotters, laser and ink-jet printing, scanners etc.

Module 2: Designing using elements of design: Application of elements of design like line, form, shape, texture, colour and value in digital medium.

Module 3: Principles of design: Following principles of design in representing the designs on digital medium.

Module 4: Art project: Designing of the flyer, pamphlet, banners on digital medium.

Module 5: Printing the art file: Working on the conversion of the file, font management, print resolution etc.

Module 6: Design project: Create a brochure advertising the fashion show/ fashion product/designing label.

References:

1. Wucius Wong. *Principles of Form and Design*. John Wiley & Sons Inc.
2. Xtine burrough, Michael Mandiberg. *Digital Foundations: Intro to Media Design with the Adobe Creative Suite*. Peachpit Press.

FOURTH SEMESTER

1] BFD202 HISTORY OF ART, DESIGN AND FASHION III

Course objectives:

To introduce students to fashion changes with emphasis to the art and design of the different periods. Art and design forms in different timelines of the history would be focused with subsequent changes in the costumes of different periods.

Course contents:

Module 1: 1800-1900: Romantic and Victorian

Module 2: 1900-1917: Edwardian or Belle Epoque

Module 3: 1920's and 1930's: The influence of automobile + aviation on fashion

Module 4: 1940's: The war years and the New Look by Dior post 1947.

Module 5: 1950's: The elegance in fashion

Module 6: 1960's: Hippies, the minis and the high fashion.

Module 7: 1970's: Ready to wear fashion and Yves Saint Laurent

Module 8: 1980's: Power dressing

Module 9: 1990's: Celebrity, music and cinema

Module 10: 2000-2012: Indian fashion weeks.

References:

1. Boucher L., Deslandre Y. 20,000 Years of Fashion The History of Costume and Personal Adornment
2. Cosgrave B. The Complete History of Costume & Fashion: From Ancient Egypt to the Present Day.
3. Lester K.M. *Historic Costume*. Charles and Benet Co, Illinois.
4. Evans H. *Costumes Throughout Ages*. J.B. Lipincott, New York.
5. Truner W. *The Mode in Costume*. Charles Scribners Sons Inc, New York.
6. Biglow M.S. *Fashion in History*. Burgees Publishing Co.
7. Phyllis G. Tortora, Keith Eubank. *Survey of Historic Costume*. Fairchild Publications.

2] BFD204 FABRIC PROCESSING AND SURFACE DESIGN I

Course objectives:

This course would provide the knowledge of finishing the fabrics constructed and the method of ornamenting the same.

Course contents:

Module 1: Introduction to Finishing: Classification of finishes.

Module 2: Mechanical Finishes: Tentering, singeing, embossing, scherenerizing etc.

Module 3: Chemical Finishes: Bleaching, mercerization, ammoniating etc.

Module 4: Special Finishes: Moth proof, flame proof, mildew resistant etc.

Module 5: Dyes: Synthetic – direct, acid, basic, chrome, reactive dyes etc., and natural dyes, dyeing machineries – fiber dyeing, hank dyeing, beam dyeing, jigger dyeing, jet dyeing machies

Module 6: Dyeing textiles: Method of dyeing cellulosic material, protein material and synthetic material.

Module 7: Printing: Introduction to printing, pretreatments and fabric requirements for printing, ingredients in printing with their functions, brief study of thickeners used, selection criteria for thickeners, ecological aspects of thickeners, classification of printing.

Module 8: Direct printing: Block printing, stencil printing, screen printing, roller printing, transfer printing.

Module 9: Resist printing: Tie and dye, batik printing.

Module 10: Discharge printing and other methods.

Module 11: Eco standards and environmental management systems: Quality of water for wet processing, problems in conventional processing, treatment methods of effluent, characteristics of effluent, salt recovery system, awareness of banned dyes and chemicals, eco standards and eco labels.

References:

1. Koushik C. V., Antao Irwin Josico.(2004). *Chemical Processing of Textiles – Grey Preparation and Dyeing*. NCUTE Publication, New Delhi.
2. Palmer John W. (1996). *Textile Processing and Finishing Aids: Recent Advances*. Mahajan Book Distributors.
3. Ronald James W. (1996). *Printing and Dyeing of Fabrics and Plastics*. Mahajan Book Distributors.
4. Sheila Paine. (1990). *Embroidered Textiles*. Thames and Hudson Ltd.
5. Gail Lawther. (1993). *Inspirational Ideas for Embroidery on Clothes and Accessories*. Search Press Ltd.
6. Jane Dunnewold. *Art Cloth: A Guide to Surface Design for Fabric*. Interweave Press.

3] BFD206 PROTOTYPE DEVELOPMENT

Course objectives:

This subject introduces students to fashion design process which starts from the concept to the prototype sample development. The stages in prototype development would be covered in this subject.

Course contents:

Module 1: Fashion studio

Module 2: Sizing and measurements

Module 3: Pattern making and draping

Module 4: Sewing

Module 5: Fittings and finishing

Module 6: Prototype sample

Project: Prototype sample would be developed by the students.

References:

1. Gini Stephens Frings. *Fashion From Concept to Source*. Prentice Hall, New Jersey.
2. Elizabeth Rouse. *Understand Fashion* B. S. P. Books, Oxford.
3. John Hopkins. *Fashion Design: The Complete Guide*.

4] BFD208 PATTERN MAKING AND SEWING TECHNIQUES IV

Course objectives:

The course is designed to inculcate the skills of making patterns and stitching for the men's and women's wear which with reference to the knitted material.

Course contents:

Making patterns and stitching for active wear with reference to the knitted material.

References:

1. Winifred Aldrich. (2010). *Metric Pattern Cutting for Men's Wear*. Willey Blackwell Publishers.
2. Lori A Knowells. (1990). *The Practical Guide To Patternmaking For Fashion Designers: Menswear*. Fairchild Publications.
3. David Coffin. (2011). *Making Trousers for Men and Women: A Multimedia Sewing Workshop*. Creative Publishing International.
4. David Coffin. (1998). *Shirtmaking: Developing Fine Skills for Sewing*. Taunton Publishers.

- Roberto Cabrera. (2009). *Classic Tailoring Techniques: A Construction Guide for Men's Wear*. Fairchild Publication.

5] BFD210 FASHION ILLUSTRATION III

Course objectives:

This as a continuation of the earlier illustration subjects aims at the development of self-expression and presentation techniques. Continued with the earlier concepts, emphasis is laid to fashion illustration with student's individual style.

Course contents:

Module 1: Costume terminology: Sketch different costumes for men, women and kids wear with emphasis on terminology used.

Module 2: Illustration for different segments of men's wear: Illustrating men and women in different poses (classic standing pose, back view with hands above head, standing profile, hands in pocket, heroic pose, seated pose in perspective, standing with hands behind the body, thoughtful pose, bend and stretch etc.) in active wear, leisure wear, sportswear, nightwear, casual wear, ethnic wear etc.

Module 2: Technical drawings: Understanding garments in different segments of men's and women's wear, drawing fashion flats, drawing technical specifications.

Module 3: Designing for different occasions: Designing according to the location of the client, occasion such as party wear/formal wear/casual wear, deciding on the fabric, colour, elements and principles of design.

Module 4: Designing for different clientele: Designing according to the profession of the client with emphasis on principles and elements of design and fabric.

Module 5: Fashion Designer and their Styles: Select any five designers, research on their styles, the rendering and stylization technique used.

Module 6: Project: A small portfolio would be developed by the students representing the costumes based on the fashion history or the fashion designer of their choice.

References:

- Drudi E. *Figure Drawing for Fashion Design*.
- Bruke S. (2006). *Fashion Artist: Drawing Techniques to Portfolio Presentation*. Bruke Publishing.
- Riegelman N. *9 Heads: A Guide to Drawing Fashion*. 9 heads media, USA.
- Riegelman N.(2006). *Colors for Modern Fashion: Drawing Fashion with Colored Markers*. 9 heads media, USA.
- Farem S. (2010). *Fashion Design Course: Principles, Practice and Techniques: The Ultimate Guide for Aspiring Fashion Designers*. Thames & Hudson.
- Steven S. (2010). *Illustrating Fashion: Concept to Creation*. Fairchild Publications.

6] BFD212 MINI PROJECT II

Course objectives:

The objective of this course is to develop the student's ability to identify and study any one craft of India.

Course contents:

The students would be encouraged to choose any area craft like traditional dyeing, printing, textile or embroidery and document the information. Develop a range of garments using the craft form documented. Use the mood board to define your theme, colours, fabric etc.

3rd YR. B. Des. FD

FIFTH SEMESTER

1] BFD301 HISTORY OF ART DESIGN AND FASHION IV

Course objectives:

To introduce students to fashion changes with emphasis to the art and design of the different periods. Art and design forms in different timelines of the history would be focused with subsequent changes in the costumes of different periods.

Course contents:

Module 1: Vedic, Mauryan, Sunga, Satavahana

Module 2: Kushan and Gupta

Module 3: Mughal

Module 4: British

Module 5: Traditional costumes of different states of India

Module 6: Traditional Textiles

References:

1. John Gillow. *Traditional Indian Textiles*.
2. Ghurye. *Indian Costumes*. Popular Prakashan.
3. Mohapatra. *Fashion Styles of Ancient India*. B.R. Publishing Corporation.
4. Wendell Rodricks. *Moda Goa*.

2] BFD303 FABRIC PROCESSING AND SURFACE DESIGN II

Course objectives:

This course would provide the knowledge of method of ornamenting the fabric using embroidery stitches. Traditional Indian embroideries would also be focused in this subject.

Course contents:

Module 1: Introduction: Materials required for embroidery, tracing techniques, classification of embroidery stitches.

Module 2: Liner stitches, filling stitches, pattern stitches, threaded embroidery, textural stitches, buttonhole stitches

Module 3: Beaded work, metal threads

Module 4: Smocking, quilting, applique work

Module 5: Traditional Indian Embroidery

Module 6: Other methods of surface design: Marbling, flocking, permanent pleating etc.

References:

1. Barden B.(2003). *Embroidery Stitch Bible*. Search Press Publishers.
2. Gail Lather.(1993). *Inspirational Ideas for Embroidery on cloths and Accessories*. Search Press Publishers.
3. Naik S.D. (1996). *Traditional Embroideries of India*. APH Publishing Corporation, New Delhi.

3] BFD305 DRAPING I

Course objectives:

The course is a study of three-dimensional fashion design conceptualization by draping in muslin or fashion fabric directly on dress form. Skill development in observing grain of fabric, identifying drapable fabrics and creating basic designs by draping would be covered.

Course contents:

Module 1: Introduction to Draping: Terminology, elements of fabric, tools used, model form preparation.

Module 2: Draping Bodice: Preparation of the fabric for draping, draping bodice front, bodice back, trueing, fit analysis of the drape

Module 3: Draping Sleeves: Preparation of the fabric, draping sleeve block, variations of sleeve

Module 4: Draping Skirts: Preparation of the fabric, draping skirt front, skirt back.

Module 5: Manipulating darts: Gathers, tuck-darts, style lines, cowls, flares, pleats, stylized darts, multiple darts.

Module 6: Draping collars and Neckline: Preparing fabric, draping basic collar, mandarin collar, Peter pan collar, Built-up neckline, set-in bands.

References:

1. Amaden Connie and Crawford. (2005). *The Art of Fashion Draping*. Om Book Service.
2. Sallie D Marco. (2005). *Draping Basics*. Fairchild Publications.
3. Armstrong H J. (2008). *Draping for Apparel Design*. Fairchild Publications.
4. Rodgers J., Doyel M. (2008). *Fundamentals of Draping and Pattern Drafting*. Hanover Phist Inc.
5. Bina Abling, Kathleen Maggio. (2008). *Integrating Draping, Drafting, and Drawing*. Fairchild Publications.

4] BFD307 PATTERN MAKING AND SEWING TECHNIQUES V

Course objectives:

The course is designed to inculcate the skills of making patterns and stitching for the men's wear which are expected to grow in Indian market in terms of exports and domestic market. Students would be encouraged to make their unique sketches and make the patterns for the same.

Course contents:

Making patterns and stitching for professional wear.

References:

1. Winifred Aldrich. (2010). *Metric Pattern Cutting for Men's Wear*. Willey Blackwell Publishers.
2. Lori A Knowells. (1990). *The Practical Guide To Patternmaking For Fashion Designers: Menswear*. Fairchild Publications.
3. David Coffin. (2011). *Making Trousers for Men and Women: A Multimedia Sewing Workshop*. Creative Publishing International.
4. David Coffin. (1998). *Shirt making: Developing Fine Skills for Sewing*. Taunton Publishers.
5. Roberto Cabrera. (2009). *Classic Tailoring Techniques: A Construction Guide for Men's Wear*. Fairchild Publication.

5] BFD309 DIGITAL FASHION ILLUSTRATION

Course objectives:

This course is aimed to enable the students to sketch fashion figures using Photoshop, CorelDraw and Adobe Illustrator. The students would be able to translate their designs using the software.

Course contents:

Module 1: Introduction: Introduction to vector graphics and bitmap images, colour modes, using tools, opening and saving the files, image editing, collage development.

Module 2: Development of Croquis: Male croqui development, female croqui development and children croqui development.

Module 3: Technical drawings: Drawing the flats for men, women and children garments free hand and from scanned images.

Module 4: Colouring and fabric rendering: Colouring different garments, fabric rendering, collage and mixed media

Module 5: Story board development: Developing a story board for any theme of interest, pose the figure, dress the figure, draw the flats.

References:

1. Kevin Tallon. (1985). *Creative Fashion Design with Illustrator*. Batsford Publications.
2. Centner M. (2007). *Fashion Designers Handbook for Adobe Illustrator*. Willey Blackwell Publication.
3. Susan Lazer. (2008). *Adobe Illustrator for Fashion Design*. Prentice Hall Publications.
4. Susan Lazer. (2007). *Adobe Photoshop for Fashion Design*. Prentice Hall Publications.
5. Zinag Gan. (2011). *CorelDraw Photoshop Fashion Design Performance*. Fairchild Publications.
6. Sandra Burke. (2006). *Fashion Computing: Design Techniques and CAD*. Bruke Publishing.
7. Marriane Centner. *Fashion Designers Handbook for Adobe Illsutrator*. Wiley-Blackwell.

6] BFD311 OVERVIEW OF FASHION MARKETING

Course objectives:

This course exposes the students to the importance of consumer and consumer behavior in fashion.

Course contents:

Module 1: Understanding fashion marketing: Nature and scope of marketing, basic concepts of marketing, development of fashion market, market size and structure.

Module 2: Analyzing market opportunities: Marketing environment, consumer behavior and buying decision processes, structure and behaviours, macro and micro environment of a company, marketing information systems & marketing research, understanding industrial and consumer markets, market segmentation, targeting and positioning.

Module 3: Developing marketing strategies and pricing: Importance of fashion products, nature of fashion products, new product development, product life cycle concepts, pricing, pricing decisions within marketing strategy.

Module 4: Fashion marketing planning: Planning process and objectives, marketing audits and SWOT analysis, product decisions, product mix, direct marketing, online and internet marketing.

Module 5: Fashion marketing communications: Marketing communication environment, traditional approach to promotion, fashion advertising and sales promotion, personal selling, international marketing communications.

References:

1. Gini Stephens Frings. (2007). *Fashion: From Concept to Consumer*. Prentice Hall Publishers.
2. Burns L D. (2007). *The Business of Fashion: Designing, Manufacturing, and Marketing*. Fairchild Publications.
3. Mike Easey. *Fashion Marketing*. Blackwell Science Ltd.
4. Tony Hines, Margaret Bruce. *Fashion Marketing, Contemporary Issues*. Elsevier Ltd.

SIXTH SEMESTER

1] BFD302 FASHION FORECASTING

Course objectives:

The course would include the process of fashion forecasting which helps a designer in planning the collection.

Course contents:

Module 1: Introduction: Fashion forecasting terminology, historical overview of forecasting, consumers role in fashion adoption, fashion cycles in men's and women's wear market.

Module 2: Fashion forecasting and trend analysis: Process of fashion forecasting and trend analysis, methods, forecasting frameworks – innovation, direction of fashion change, cultural indicators, fashion dynamics – colour forecasting, textile development, design concepts and style directions, future of fashion forecasting.

Module 3: Developing and presenting a fashion forecast: Theme, colour, textiles and trims, creating and presenting forecast.

References:

1. Chelsa Rousso. *Fashion Forward: A guide to fashion forecast*.
2. Evelyn L. Brannon. *Fashion Forecasting: Research, Analysis, and Presentation*. Fairchild Publications.
3. Evelyn L. Brannon. (2005). *Fashion Forecasting*. Fairchild Publications.
4. Henrick V. (2007). *Anatomy of Trend*. McGraw-Hil Publications.
5. Kathryn M. (2004). *Fashion Forecasting*. Wiley-Blackwell Publications.
6. Raymond Martin. (2010). *Trend Forecaster's Handbook*. Laurence King Publishers.
7. Eundeok Kim. *Fashion trends – analysis and forecasting*.

2] BFD304 DRAPING II

Course objectives:

This course enables the students to use draping technique for making different patterns.

Course contents:

Module 1: Bodice variations: Classic princess drape, armhole princess, basic empire, halter style lines, off shoulder designs

Module 2: Skirt variations: Flare skirts and its variations, circular skirts, pleated skirt, skirts with yokes, gore skirts, cowl skirt

Module 3: Sheath and its variations: Basic sheath, princess dress with flare, empire dress

Module 4: Shirt and trouser: Draping shirt and a trouser.

Module 5: Other costumes: Bias cut dresses, strapless garments

References:

1. Amaden Connie and Crawford. (2005). *The Art of Fashion Draping*. Om Book Service.
2. Sallie D Marco. (2005). *Draping Basics*. Fairchild Publications.
3. Armstrong H J. (2008). *Draping for Apparel Design*. Fairchild Publications.
4. Rodgers J., Doyel M. (2008). *Fundamentals of Draping and Pattern Drafting*. Hanover Phist Inc.
5. Bina Abling, Kathleen Maggio. (2008). *Integrating Draping, Drafting, and Drawing*. Fairchild Publications.

3] BFD306 FASHION MERCHANDISING

Course objectives:

This course provides insight into merchandising of fashion products with emphasis on visual presentation of the merchandise also.

Course contents:

Module 1: Understanding retailing: Definition, marketing mix: position, place, price, people

Module 2: Retail strategy: Physical facilities, merchandising, pricing, promotion, patronage, service.

Module 3: Supply chain: Textile industry, supply chain management, global sourcing, risk management, logistics and outsourcing, ethics in supply chain

Module 4: Visual merchandising and merchandise presentation: Dramatizing fashion merchandise – use of light, design elements and design principles, plans and schedules, types of displays, elements of display, presentation techniques, the back drop, forms, fixtures.

Module 5: Merchandise planning: Selecting merchandise and vendors, merchandise budget sales forecast, buying systems, branding strategies and international sourcing, store management.

Module 6: Branding: Customer profiling, building a brand, luxury brands, brand promotion, brand protection.

References:

1. Laine stone, Jean Samples. (1985). *Fashion merchandising- An Introduction*. Mc-grawHill Book Co.1985.
2. Taarnow, Guerreiro & Judelio. (1995). *Inside the fashion Business*.
3. Swapna Pradhan. (2007). *Retailing Management*. Tata McGraw Hill Publishing Company Ltd.
4. Lamba.A.J. (2003). *The Art of Retailing*. Tata McGraw-Hill Publishing Company Ltd.
5. Martin M. Pegler. (2011). *Visual Merchandising and Display*. Fairchild Publications.
6. Judith Bell, Kate Ternus. (2011). *Silent Selling: Best Practices and Effective Strategies in Visual Merchandising*. Fairchild Publications.
7. Karen M. Videtic, Cynthia W. Steele. (2009). *Perry's Department Store: A Buying Simulation for Juniors, Men's Wear, Children's Wear, & Home Fashion / Giftware*. Fairchild Publications.

4] BFD308 PORTFOLIO DEVELOPMENT

Course objectives:

This course enables the students to develop their line of garments and present the same for fashion show. The design portfolio is an expression of a fashion designer involving his creativity, design ability, illustration and presentation skills. The students would also be given an opportunity to work with the designers for a period of 15 days and refine their portfolio. The students at the end of the semester would present the final garments in terms of fashion show.

Course contents:

Design collection projects (I-IV)- four design collections would be developed and one among them would be selected for the term garments and fashion show. Use graphics in creating the various fashion boards, documentation/compilation of all projects. The line of garments for any one project would be developed by the students.

References:

1. Drudi E. *Figure Drawing for Fashion Design*.
2. Bruke S. (2006). *Fashion Artist: Drawing Techniques to Portfolio Presentation*. Bruke Publishing.
3. Riegelman N. *9 Heads: A Guide to Drawing Fashion*. 9 heads media, USA.

4. Riegelman N.(2006). *Colors for Modern Fashion: Drawing Fashion with Colored Markers*. 9 heads media, USA.
5. Farem S. (2010). *Fashion Design Course: Principles, Practice and Techniques: The Ultimate Guide for Aspiring Fashion Designers*. Thames & Hudson.
6. Steven S. (2010). *Illustrating Fashion: Concept to Creation*. Fairchild Publications.
7. Linda Tain. (1998). *Portfolio Presentation for Fashion Designers*. Fairchild Books and Visuals.

4th YR. B. Des. FD

SEVENTH SEMESTER

1] BFD401 APPAREL PRODUCTION MANAGEMENT

Course objectives:

The course exposes the students through mass production of the garments. The different machineries used and the method of producing garments in the apparel industry would be covered in this course. It also familiarizes the students with various standards followed in the apparel industry and the quality control.

Course contents:

Module 1: Clothing industry: Structure and sects of clothing industry, product types and organization, departments in the clothing industry.

Module 2: Cutting and sewing: Planning, drawing, reproduction of the marker, spreading the fabric in the form of lay, cutting the fabric, properties of seams, thread sizes, thread properties and seam performance, sewing problems, basic sewing machine with aids, feed mechanisms, simple automatics, mechanized workplaces, timing diagram for single needle lock stitch machine, overlock machine, flatlock machine, button fixing and button holding.

Module 3: Components and trims: Labels and motifs, linings, interlinings, waddings, lace, braid and elastic, fasteners, shoulder pads.

Module 4: Alternate methods of joining materials and pressing: Fusing, welding and adhesives, moulding, means of pressing, pressing equipment, pleating, permanent press, state of pressing.

Module 5: Plant layout, machinery, manpower and space requirements: Factors for selecting a suitable location, plant layout, types of layout, factors for selecting machinery and space requirements, calculation of the number of machines required, manpower planning – selection and training, learning curve, ergonomics aspects in apparel industry, common ergonomic problems and solution or different departments in apparel industry, calculation of building space requirement, balancing production lines.

Module 6: Material management: Material planning, purchase, stores, material handling and disposal; inventory models – basic inventory model, gradual replacement model, basic model with backlogging, bulk discount model, independent demand system for multiple products, models with uncertain demand, multiple period model; Material requirement planning (MRP)-objectives, elements of MRP, MRP computation, implementation

Module 7: Work study: Productivity, work study, method study, motion study, work measurement, time study.

Module 8: Maintenance management: Meaning, objectives, maintenance planning, maintenance schedule, total productive maintenance.

Part II

Module 1: Introduction: Quality, quality control, quality standards and quality specifications, quality and consumers

Module 2: Managing quality: Meaning and principles, managing quality through inspection, managing quality through testing, AQL, tools of quality, Kaizen concepts of 5S in apparel industry

Module 3: Inspection: Raw material inspection, in-process inspection, final inspection, sampling

Module 4: Textile testing and product evaluation: Precision and accuracy, atmospheric conditions for testing, testing strength of apparels, stretch properties, dimensional changes due to laundering, durable press evaluation, needle cutting, sewability of fabrics, bow and skewness, soil/stain release, fabric thickness, water resistance and water repellency, pilling, sagging, abrasion resistance, colourfastness,

fusible interlining, zippers, elastic waistband, yarn strength and elongation, yarn number, yarn twist, sewing threads, buttons, snap fasteners, wear testing.

Module 5: Care labeling and shade sorting of apparel: Care labeling and its importance, different systems of care labeling, shade sorting meaning, fundamentals of colour and colour measuring instruments, instrumental shade sorting.

Module 6: Flammability: Introduction, flammability in clothing, 45⁰ flammability test method, vertical flammability.

References:

1. Sara J Kadolph. (1998). *Quality Assurance for Textiles and Apparel*. Fairchild Publications.
2. Mehta PV. *Managing Quality in the Apparel Industry*. New Age International.
3. Sue., Anita. (1991). *Evaluating Apparel Quality*. Fairchild Publications.
4. Das S. (2009). *Quality Characteristics of Apparel*. Woodhead Publishing.
5. Mehta PV (2009). *Quality Assurance for the Retailers*. New Age International.
6. Peyton B .Hudson. (1989). *Guide to Apparel Manufacturing*. MEDIApparel Inc.
7. Carr.H, Latham. B. (1988). *The Technology of Clothing Manufacture*. Blackwell Scientific Publications.
8. *The Apparel Design and Production Handbook: A Technical Reference*. Fashionindex Incorporation.
9. Richard Jones. (2006). *The Apparel Industry*. John Wiley & Sons.
10. Grace I. Kunz. (2004). *Apparel Manufacturing: Sewn Product Analysis*. Prentice Hall Publications.
11. Buffa E.S. and Sarin R.K. *Modern Production / Operations Management*. John Wiley & Sons. Inc.
12. Taha H.A. *Operations Research: An Introduction*. Prentice Hall of India, New Delhi.
13. Adam Jr. E.E. and Elber R.J. *Production and Operations Management*. Prentice Hall o India, New Delhi.
14. Chary S.N. *Production and Operations Management*. Tata McGraw-Hill, New Delhi.

2] BFD403 APPAREL GRADING

Course objectives:

This course is aimed to familiarize the students with the concept of grading for fashion and work with 2D and 3D grading.

Course contents:

Module 1: Introduction to grading: Terminology, anthropometric survey, sizing standards.

Module 2: Grading techniques: Draft, track, Cartesian graph method.

Module 3: Grading slopers: Grading slopers using different techniques.

Module 4: Grading sloper variations: Grading one variation each of different slopers.

References:

1. Patrick Taylor & Martin Shoben. (1988). *Pattern Grading for the Fashion Industry*.
2. Bernard Zamkoff and Jeanne Price. *Grading Techniques for Fashion Design*. Fairchild Publications.
3. Moore C.L., Mullet K. (2008). *Concepts of Pattern Grading: Techniques for Manual and Computer Grading*. Fairchild Publications.
4. Jack Handford. (2004). *Professional Pattern Grading for Men's, Women's and Children's Apparel*. Fairchild Books and Visuals.
5. Gerry Cooklin. *Pattern Grading for Women's Clothes*. Willey Blackwell.
6. Kathy Mullet, Carolyne Moore. *Concepts of Pattern Grading: Techniques for Manual and Computer Grading*. Fairchild Publications.

3] BFD405 COMPUTER AIDED DESIGNING I

Course objectives:

This course would inculcate the skills of making the pattern design and marker making on the specialized software used in the apparel industry. The patterns designed also would be graded using the software.

Course contents:

Tools; working with different tools for sloper blocks based on the spec sheets; walking of the patterns and sleeve; alterations; planning for the marker; grading the patterns for the sizes above and below; printing the pattern on the plotter.

References:

1. User manuals of the specialized software.

4] BFD407 RESEARCH METHODOLOGY

Course objectives:

This course introduces the students to the research methods with emphasis on qualitative research.

Course contents:

Module 1: Introduction: Meaning of research, types of research, research in creative fields.

Module 2: Research process

Module 3: Survey methods

Module 4: Research project: Choosing a theme, collecting data, designer case studies from primary or secondary source, compiling the research, design development, presentation of the ideas.

References:

1. Julia Gaimster. (2011). *Visual Research Methods in Fashion*. Berg Publishers.
2. Judy Flynn. (2009). *Research Methods for the Fashion Industry*. Fairchild Publications.
3. Simon Seivewright. (2007). *Basics of Fashion Design: Research and Design*. AVA Publishings.
4. Yuniya Kawamura.(2011). *Doing Research in Fashion and Dress: Introduction to Qualitative Methods*. Berg Publishers.

5] BFD409 OVERVIEW OF ACCOUNTING AND FINANCE

Course objectives:

This course would familiarize the students to the financial and costing aspects of the business.

Course contents:

Module 1: Accounting concepts: Introduction to accounting concepts and conventions, GAAP, EVA, accounting equation, assets and liabilities, financial transaction and its effect on accounting equation, transaction analysis, classification of accounts, rules for debit and credit.

Module 2: Book keeping: Systems of book keeping – single entry, double entry, accounting cycle, journal, ledger, subsidiary books.

Module 3: Preparation of final accounts: Meaning, trading account, profit and loss account, manufacturing account, classification of assets and liabilities, preparing final accounts.

Module 4: Management accounting and cost accounting concepts: Meaning, management accounting, cost accounting, basic cost concepts, elements of cost, method of cost accounting, techniques of costing, cost sheet, cost accounting system, product costing methods, marginal costing and breakeven analysis.

Module 5: Budget and budgetary control: Meaning, organization for budgetary control, classification of budgets, preparation of budget, construction of master budget, zero based budgeting.

References:

1. Jawaharlal. *Accounting for management*. Himalaya Publishing House.
2. Bhattacharya, S.K., Deardon, J. *Accounting for Management*. Vikas Publishing House.
3. Jain, S.P., Narang, K.L. *Cost Accounting*. Kalyani Publishers.
4. Williamson, D. *Cost and Management Accounting*. Prentice Hall.
5. Banerjee. *Financial Accounting*. Excel Publishers.
6. Srivastava, R.M. *Finance Management (Principles and Problems)*.Pragati Prakashan.

6] BFD411 ELECTIVE

BFD411.1 FASHION PHOTOGRAPHY

Course objectives:

This course would include concepts of equipment used and the lighting concepts that need to be taken into consideration for fashion photographs. This course would enable the students to take photographs for their portfolios and fashion shows.

Course contents:

Module 1: Introduction to fashion photography: Magazine photography, advertising photography, icons and trendsetter, taking inspiration, choosing a style, tools and equipment required – camera, lenses, tripods and monopods, camera controls and operations.

Module 2: Photography in studio: Basic studio requirements, basic lighting, studio flash, setting the backdrop

Module 3: Photography in natural light: Direct sunlight, back lit sunlight, side-lit sunlight, front lit sunlight, shooting in shade, shooting in bad weathers, diffusion screens, reflectors.

Module 4: Team building: Fashion protocols, assistants, styling, sourcing models, testing for models,.

Module 5: Creating pictures: Composition, content, attitude, movement versus static, the frame, sourcing clothes, props and set design, managing a shoot.

Module 6: The portfolio: Editing process, putting stories together, printing photos, styles of presentation.

References:

1. Bruce Smith. (2008). *Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade*. Amphoto Books.
2. Eliot Seigel. (2008). *Fashion Photography Course: Principles, Practice and Techniques: An Essential Guide*. Barrons Educational Series.
3. Chris Gatcum. (2011). *Light and Shoot: 50 Fashion Photos*. Focal Press.
4. Perkins M. (2011). *500 Poses for Photographing Men: A Visual Sourcebook for Digital Portrait Photographs*. Amherst Media Inc.
5. Perkins M. (2011). *500 Poses for Photographing Women: A Visual Sourcebook for Digital Portrait Photographs*. Amherst Media Inc.

BFD411.2 FASHION ACCESSORIES

Course objectives:

With the understanding of fashion and fashion industry in the previous semesters, the students would be introduced to the industry of fashion accessories.

Course contents:

Module 1: Introduction to fashion accessories: Business of fashion accessories, accessories and apparel, segments of fashion accessories, product development, manufacturing process,

Module 2: Materials of fashion accessories: Textiles and trims, leather industry, fur industry, metals and stones.

Module 3: Categories of fashion accessories: Footwear, handbags, socks and hosiery, scarfs ties and handkerchiefs, hats, hair accessories, wigs and hairpieces, gloves, umbrellas and eye wear, fine Jewellery, costume Jewellery, watches.

References:

1. Celia Stall-Meadows. *Know Your Fashion Accessories*. Fairchild Publications
2. Craik, J. (2011). *The Fashion Accessories Book*. BERG Publications.
3. Gerval, O. (2010). *Fashion Accessories (Studies in Fashion)*. Firefly Books.
4. Genova, A. (2011). *Accessory Design*. Fairchild Publications.
5. Meadows, C.S. (2004). *Know Your Fashion Accessories*. Fairchild Publications.
6. Peacock, J. (2000). *Fashion Accessories: The Complete 20th Century Sourcebook*. Thames and Hudson.

BFD411.3 FASHION STYLING

Course objectives:

This course is a combination of fashion and beauty where the students would be exposed to the concepts of fashion styling.

Course contents:

Module 1: Introduction to fashion styling: Meaning, types – editorial styling, fashion styling, wardrobe styling, catalogue styling, prop styling, set styling; personal and celebrity clients, fashion styling basics,

Module 2: Make-up and hairstyle: Introduction to make-up artistry, history of make-up, special effect make-up, fantasy make-up, make-up as per the character of a story; hairstyles depending on the shape of the face,

Module 3: Project: Thematic fashion styling – wardrobe styling, accessory design, make-up and hairstyle Meaning of fashion styling; basics of fashion styling; skills and talents; forecasting; fashion make-up; fashion hairstyles etc.

References:

1. Wintour, A., Mower, S., Martinez, R. (2007). *Stylists the Interpreters of Fashion*. Rizzoli Publications.
2. Sherril, M., Karmel, C.A. (2001). *Style Makers Inside Fashion*. Monacelli Publications.
3. Armor, G. (2010). *Fashion Stylist – A How To Guide*. Create Space Publications.
4. Dinjemans, G. (1999). *Mastering Fashion Styling*. Trans-Atlantic Publications.
5. Gillian Armour. *Fashion Stylist – A How To Guide*. Create Space Independent Publishing Platform.

EIGHT SEMESTER

1] BFD402 COMPUTER AIDED DESIGNING II

Course objectives:

This course inculcates skills of pattern making on CAD which could be simulated on the fashion figure to observe the fit of the pattern made and also illustration of figures. Specialized software and their application in fashion design would provide an added advantage to the students entering the fast changing fashion market.

Course contents:

Tools used; 3D fashion figures; drafting or scanning the patterns made; simulating the fit of the pattern; selection of the material; adding motifs to the fabric etc.

References:

1. User manuals of the specialized software.

2] BFD404 ELECTIVE

BFD404.1 FASHION JOURNALISM

Course objectives:

With the understanding of fashion and fashion industry in the previous semesters, the students would be introduced to the method of reporting the fashion events. Emphasis would be on the writing techniques.

Course contents:

Module 1: Introduction to fashion journalism: History of fashion journalism, purpose of fashion journalism, evolution of fashion magazine

Module 2: Art of describing fashion: Key elements of good writing, language cues and terminology used in fashion industry, writing caption, tailor writing to the task, reporting fashion trend.

Module 3: Visuals that speak: Visual decisions, sharpening visual skills and understanding, enduring design principles.

Module 4: Project: Write fashion trend report, essay, designer or boutique profile, business or trade story to demonstrate mastery of course's key themes and concepts.

References:

1. Hicks, W., Adams, S & Gilbert, G. (1999). *Writing for Journalists*. London/New York
2. Hennessy, B. (1997). *Writing Feature Articles; A Practical Guide to Methods and Markets*. Oxford: Focal Press
3. Jacobi, P. (1997) *The Magazine Article :How to think it, Plan it, Write it*. Bloomington, Indiana University.
4. Barnard, M (2002) *Fashion as Communication*. London. Routledge
5. Marriann Frances Wolbers. *Uncovering Fashion: Fashion Communications Across the Media*. Fairchild Publications.
6. Kristein K Swanson. *Writing for Fashion Business*. Fairchild Publications.
7. Julie Bradford. *Fashion Journalism*. Routledge Publishing.

BFD404.2 HOME FURNISHINGS AND INTERIORS

Course objectives:

This course is aimed to provide the skills of designing for the home furnishings which is considered as a potential market in India. This subject would require the amalgamation of the concepts learnt in textiles and the design principles for coming out with innovative designs.

Course contents:

Module 1: Introduction to home furnishings: Definition, different types of furnishing materials, factors affecting home furnishings.

Module 2: Floor and wall coverings: Hard floor coverings, resilient floor covering, soft floor covering, rugs, cushions.

Module 3: Living room furnishing: Sofa covers, wall hangers, cushions, cushion covers, upholsteries, bolster and bolster covers, curtains and draperies – calculating the amount of material required, method of finishing draperies.

Module 4: Linens: Definition and types of kitchen linens, bath linens, table linens

References:

1. Elsasser, H.V. (2004). *Know Your Home Furnishings*. Fairchild Publications.
2. Peacock, J. (2000). *Illustrated Guide for Sewing Home Furnishings*. Thames and Hudson.
3. The Editors of Fox Chapel Publishing. (2010). *Illustrated Guide to Sewing Home Furnishings: Expert Techniques for Creating Custom Shades, Drapes, Slipcovers and More*. Fox Chapel Publishing.
4. Donserkery K.G. *Interior Decoration in India*. Taraporeval sons and co.
5. Melanic Paine. *Curtains and shades*. Readers Digest, US.

BFD404.3 TECHNICAL TEXTILES

Course objectives:

Technical Textiles is one of the most important growing segments of the textile industry which includes the textiles used for surgical purposes; buildings; aircraft etc. This course would provide an opportunity for the students to know the different technical textiles, their application and the fibers used.

Course contents:

Module 1: Introduction to technical textiles: Meaning, types, fibers used, finishes given, sewing threads, properties – structural, aesthetic, functional and their advantages.

Module 2: Interactive textiles: Comfort – psychological, sensorial, thermo physiological; environment sensor – changing colour, temperature and humidity sensor creating energy and heat; body sensor – moisture management, heat and moisture transfer, properties, heat and pressure receptors, air permeability.

Module 3: Comfort wear: Thermo wear to give warmth, multilayer sweater with thermo insulation; smart viscose, trouser/shirts – cotton look and feel; viscose lycra knits for fashion and comfort.

Module 4: Active wear and sportswear: Breathe thermo wear, anti-sweat apparel, sports underwear, antidrug – swimwear, athletes wear with pressure receptors, temperature controlled garment, liquid insulated garment, hitech cooling vest, futuristic jogging suit.

Module 5: Medical wear: Antimicrobial resistant wear, anti-cellulites panty hose, life shirts, ceramic coated health care apparels.

References:

1. Floyd. K.L. and Taylor, H.M. *Industrial Applications of Textiles*.
2. Poundeyhimi. B. *Vascular Grafts: Textile structures and their performance*.
3. Bradley Quinn. *Textile Futures: Fashion Design and Technology*. Berg Publishers.
4. Macarena San Martin. *Future Fashion: Innovative Materials and Technology*. Promopress Publishers.
5. Bradley Quinn. *Techno Fashion*. Berg Publishers.

3] BFD406 OPEN ELECTIVE

4] BFD408 ENTREPRENEURSHIP

Course objectives:

This course would introduce the students to the concept of setting up a small scale industry. The students would be motivated through different activities to identify the entrepreneurial competencies and prepare a business proposal for starting a fashion enterprise of their choice.

Course content:

Module 1: Introduction: Meaning of entrepreneur, enterprise and entrepreneurship, need and scope, characteristics of entrepreneurs, entrepreneurial decision process, factors influencing entrepreneurial development – ecological, legal, socio-economic, psychological, environmental, opportunities in creative and fashion industry

Module 2: Developing business plan: Product and service plan, organization plan, sales and marketing plan, production and distribution plan, financial plan, risk management plan.

Module 3: Starting the business: Pros and cons of starting the business, steps in starting the business, business plan, company registration, budgets, buying equipment, design and production cycle, finance from different sources, estimation of set-up budget, cash book accounting method, profit and loss statement, cash flow statement, breakeven analysis, balance sheets.

Module 4: Marketing and branding: Marketing strategy, marketing brief, market research, branding, public relations, advertising, implementation.

Module 5: Design and production cycle: Design and production cycle, design and production brief, production plan, research and sourcing, fabric sourcing, design development, sell collection, pre-production, production, distribution.

Module 6: Project management skills: Project strategy, project brief, project planning and project control, growth phases, small business management, team work and leadership.

References:

1. Sandra Burke. *Fashion Entrepreneur*. Burke Publishing.
2. Toby Meadows. *How to Set Up and Run a Fashion Label*. Laurence King Publishers.
3. Entrepreneur Press. *Start Your Own Business*. Entrepreneur Press.

5] INTERNSHIP

Course objectives:

The students would be given an opportunity to do the internship in garment industry or any fashion house for a period of 9 weeks.

Evaluation Criteria

COURSE STRUCTURE (B. Des (FD) 2015 Scheme)

SL. NO.	SUBJECT CODE	SUBJECT NAME	LECTURE	STUDIO/TUTORIAL	PRACTICAL	TOTAL CLASS HOURS	CREDITS	EVALUATION			EXAM DURATION (HRS)
								IN SEM	END SEM THEORY	END SEM VIVA	

YEAR 1 / SEMESTER I

1	BFD101	Overview of Fashion Industry	3			3	3	50	50	-	3
2	BFD103	Fundamentals of Design I		2	2	4	3	100	-	-	-
3	BFD105	Visualization and Drawing Techniques		2	2	4	3	100	-	-	-
4	BFD107	Pattern Making and Sewing Techniques I		6	4	10	8	50	-	50	6
5	BFD109	Colour Techniques		2	2	4	3	100	-	-	-
6	BFD111	Communication Skills	2			2	2	50	50	-	3
7	BFD113	Environmental Studies	3			3	3	100	-	-	-
			08	12	10	30	25	550	150		

YEAR 1 / SEMESTER II

1	BFD102	History of Art, Design and Fashion I	3	-	-	3	3	50	50	-	3
2	BFD104	Fundamentals of Design II	-	4	2	6	5	100	-	-	-
3	BFD106	Design Process	-	2	2	4	3	50	50	-	3
4	BFD108	Pattern Making and Sewing Techniques II	-	6	4	10	8	50	-	50	6
5	BFD110	Fashion Illustration I	-	2	4	6	4	50	-	50	3
6	BFD112	Mini Project I	-	-	-	-	2	50	-	50	-
			03	14	12	29	25	350	250		

YEAR 2 / SEMESTER III

1	BFD 201	History of Art, Design and Fashion II	3	-	-	3	3	50	50	-	3
2	BFD 203	Textiles	5	-	2	7	6	50	50	-	3
3	BFD 205	Creative Design	-	2	-	2	2	100	-	-	-
4	BFD 207	Pattern Making and Sewing Techniques III	-	6	4	10	8	50	-	50	6
5	BFD 209	Fashion Illustration II	-	2	4	6	4	50	-	50	3
6	BFD 2011	Digital Designing	-	2	-	2	2	100	-	-	-
			8	12	10	30	25	400	200		

SL. NO.	SUBJECT CODE	SUBJECT NAME	LECTURE	STUDIO/TUTORIAL	PRACTICAL	TOTAL CLASS HOURS	CREDITS	EVALUATION			EXAM DURATION (HRS)
								IN SEM	END SEM THEORY	END SEM VIVA	

YEAR 2 / SEMESTER IV

1	BFD 202	History of Art, Design and Fashion III	3	-	-	3	3	50	50	-	3
2	BFD 204	Fabric Processing and Surface Design I	-	4	4	8	6	50	50	-	3
3	BFD 206	Prototype Development	-	2	-	2	2	50	50	-	3
4	BFD 208	Pattern Making and Sewing Techniques IV	-	6	4	10	8	50	-	50	6
5	BFD 210	Fashion Illustration III	-	2	4	6	4	50	-	50	3
6	BFD 212	Mini Project II	-	-	-	-	2	50	-	50	-
			03	14	12	29	25	300	300		

YEAR 3 / SEMESTER V

1	BFD 301	History of Art, Design and Fashion IV	3	-	-	3	3	50	50	-	3
2	BFD 303	Fabric Processing and Surface Design II	-	2	2	4	3	50	50	-	3
3	BFD 305	Draping I	-	2	2	4	3	50	50	-	3
4	BFD 307	Pattern Making and Sewing Techniques V	-	6	4	10	8	50	-	50	6
5	BFD 309	Digital Fashion Illustration	-	4	4	8	6	100	-	-	-
6	BFD 311	Overview of Fashion Marketing	-	2	-	2	2	50	50	-	3
			03	16	12	31	25	350	250		

YEAR 3 / SEMESTER VI

1	BFD 302	Fashion Forecasting	3	-	-	3	3	50	50	-	3
2	BFD 304	Draping II	-	2	2	4	3	50	50	-	3
3	BFD 306	Fashion Merchandising	3	-	-	3	3	50	50	-	3
4	BFD 308	Portfolio Development	-	-	-	-	16	50	-	50	-
			06	02	02	10	25	200	200		

SL. NO.	SUBJECT CODE	SUBJECT NAME	LECTURE	STUDIO/TUTORIAL	PRACTICAL	TOTAL CLASS HOURS	CREDITS	EVALUATION			EXAM DURATION (HRS)
								IN SEM	END SEM THEORY	END SEM VIVA	

YEAR 4 / SEMESTER VII

1	BFD 401	Apparel Production Management	8	-	-	8	8	50	50	-	3
2	BFD 403	Apparel Grading	3	-	2	5	4	50	50	-	3
3	BFD 405	Computer Aided Designing I	-	2	4	6	4	50	-	50	3
4	BFD 407	Research Methodology	3	-	-	3	3	50	50	-	3
5	BFD 409	Overview of Accounting and Finance	3	-	-	3	3	50	50	-	3
6	BFD 411	Elective	-	2	2	4	3	50	50	-	3
TOTAL			17	4	8	29	25	300	300		

BFD 411: Elective	
BFD 411.1	Fashion Photography
BFD 411.2	Fashion Accessories
BFD 411.3	Fashion Styling

YEAR 4 / SEMESTER VIII

1	BFD 402	Computer Aided Designing II	-	2	4	6	4	50	-	50	3
2	BFD 404	Elective	-	2	2	4	3	50	50	-	3
3	BFD 406	Open Elective	-	-	-	-	3	-	-	-	-
4	BFD 408	Entrepreneurship	3	-	-	3	3	50	50	-	3
5	BFD 410	Internship	-	-	-	-	12	50	-	50	-
TOTAL			03	04	06	13	25	200	200		

BFD 404: Elective	
BFD 404.1	Fashion Journalism
BFD 404.2	Home Furnishings and Interiors
BFD 404.3	Technical Textiles