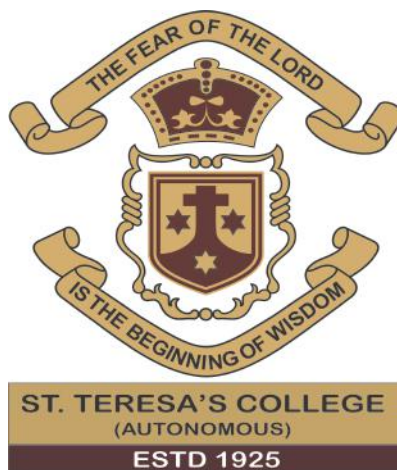


**ST.TERESA'S COLLEGE
(AUTONOMOUS)
ERNAKULAM**



**ST TERESA'S COLLEGE (AUTONOMOUS) ERNAKULAM,
WOMEN'S STUDY CENTRE
DEPARTMENT OF FASHION DESIGNING
B.Sc PROGRAMME FOR APPAREL AND FASHION DESIGN
(C.B.C.S.S) 2015 ADMISSION ONWARDS**

1. PREAMBLE:

B.Sc.in Apparel and Fashion Design is a 6semesters full time program with an ultimate aim to produce a Responsible Fashion Designers

AIMS AND OBJECTIVES OF THE PROGRAMME

B.Sc.in Apparel and Fashion Design is a six semester full time programme with an ultimate aim to create a responsible designer who will serve the country and society by innovation, education, technology and research.

The course falls under an emerging area of design necessity. The yesteryear fashion designing course churned out designers for the field of clothing and its related industry but without a thorough understanding of the society, environment or technologies around them.

The course is based on the core subject – “Design Thinking” with an aim of creating a ‘Responsible Designer’. This programme provides a perspective of society, environment, education, technology and innovation so that a fresh and unique approach in the fields of clothing, accessories and furnishings may be developed thereby creating more meaningful products and experiences.

The syllabus of the course is designed in such a way that it provides skill development required to be a successful fashion designer along with entrepreneurial skills to set up their own venture.

A unique feature of this programme is the continuous interaction of the students with society and environment through projects and providing training programmes to the needy.

Objectives:

- To create a designer who has an intuitive understanding of the new generation needs and has a desire to create better living environment and have an innate respect for nature and her resources.
- To equip the students with a holistic knowledge and a well balanced perspective of designing.
- To create a responsible designer who will serve the country and society by innovation, education and research through projects in association with self help groups, local artisans, NGOs and

provide training programmes in association with some organizations like Integrated Child Development Scheme, Govt. of India, Kudumbasree, Shrishti Welfare Centre, Munnar.

2. Graduate Attributes

After completing **B.Sc.in Apparel and Fashion Design** the following attributes will be fulfilled:

- Equip with latest updates in Fashion field.
- Develop Technical skill in the field of Pattern making and Garment construction.
- Attain proficiency in the field of illustration and stylization.
- Acquaint with knowledge on Traditional Indian Embroideries and Textiles.
- Understand the aesthetics aspects of Texture, color and color combinations
- Thorough understanding of the society, environment or technologies around them.
- Acquire required skills to become successful fashion designer and an Entrepreneur
- Understanding the problems of the Indigenous artisans and provide innovative solutions
- Makes them experts in identifying and selecting the fabrics for various themes
- Expertise them in creating their own prints and motif in the field of designing.
- Inculcate interest in designing and making of Jewelry.
- Efficiency in communication skills and grooming for their career development.
- Competent enough to hold various positions in Garment Industry.
- Acquaint with knowledge on Styling and Ad making in various Medias.
- Perceive knowledge on basic computer application.
- Specialized in designing soft wares
- Make them equip from designing to selling the fashion products in the market

OBJECTIVES

End of Second Semester

On completing second semester students will develop communication skills. They will acquire the basic concepts of Fashion. They understand and identify the various textile fibers. They learn the basics on sketching and sewing techniques. They get a hands on experience on the various Embroideries

End of Fourth Semester

By the end of fourth semester the students will learn to draft, lay and construct Indian and Western Garments. They attain the knowledge to create different postures through sketching. They

get an overview on various departments in Apparel industry. The students study the marketing and merchandising techniques. Hands on experience gained on various textiles prints. Imbibe knowledge on the antiquity of Indian embroideries and western costumes. The students get a knowhow on how to create designers portfolio with various software

End of Sixth Semester

The students learn the entrepreneurial culture and the benefits of becoming Entrepreneurs.

A contemporary perception towards fashion is created by equipping them to develop innovative design solution. The students are taught with various methods of making thematic home decorating articles and thematic line of garments .On culmination they are equipped to compile and apply the acquired theoretical and practical knowledge in a form fashion portfolio.

SEMESTER -1

Syllabi for Common Courses

EN1A01B -COMMUNICATION SKILLS IN ENGLISH

Name of the Course: Communication Skills in English

Total Credits: 4

Total Lecture Hours: 90 **Aim of the Course:**

To enhance LSWR skills so that students may effectively communicate in the English language

Course Overview and Context:

The course aims at training students in the usage of English Language in various contexts and enabling them to communicate effectively in English.

Syllabus Content:

Module 1 – Grammar (18 hours)

Articles, The Verb, Active and Passive Voice, Tenses, Concord, Modal Auxiliaries, The Adverb, The Preposition, Conjunction, Idioms, Phrasal Verbs, Direct and Indirect Speech.

Module II - Listening (18 hours)

Active listening, Barriers to listening, Listening and note taking, Listening to announcements, Listening to news on the radio and television.

Module III - Speaking (18 hours)

Brief introduction to the Phonetic script, Falling and rising tones, Participating in conversations, Small Talk, Making a short formal speech, telephone skills.

Module IV - Reading (18 hours)

Reading: theory and Practice, Scanning, Surveying a textbook using an index, Reading for information, Understanding text structure, Locating main points, Making inferences, Reading graphics, Reading for research.

Module V - Writing (18 hours)

Describing people, place, events and things, Short Stories, Vocabulary and Comprehension, Guide to letter writing.

Competencies of the course:

- To re-introduce students to the basics of English grammar so that they may comprehend, speak and write grammatical correct English.
- To enable the students to speak English confidently and effectively in a wide variety of situations
- To help the students to improve their reading efficiency by refining their reading strategies
- To develop the ability to compose pieces of literary writing

Learning Resources

- Sasikumar et al. Communication Skills in English.
- Alec Fisher. Critical Thinking: An Introduction. Cambridge University Press.
- Stephen Bailey. Academic Writing: A Handbook for International Students. Routledge.
- Ilona Leki. Academic Writing: Exploring Processes and Strategies. Cambridge University Press.
- Patsy McCarthy, Caroline Hatcher. Presentation Skills: The Essential Guide for Students (Study Skills). SLE Pound.

SEMESTER 1

Course Code -: FD1B01PB

Course Title - FOUNDATION ART

Credits: 4

Number of contact hours: 90(5 hrs /week)

Objectives:-

To improve student's *drawing* skills

To draw Fashion croquis and to explore the basic mediums of art

Content:-

Module I

(30 Hours)

Basic line drawing: - Vertical lines, horizontal lines, diagonal lines, Concentric circles, Ovals and Waves

Shading techniques and perspective drawing

Object Drawing: - Two and 3 dimensional forms of objects.

Live model drawing

Module II

(50 Hours)

Basic 8 head croquis.

Basic 10 head croquis.

Module III

(10 Hours)

Painting in different mediums-pen, pencil, ink, watercolor, pastels, acrylic, and oil

Related Experience:-

Students are required to submit a record of all the work.

References

- Introduction to Fashion Design – Patrick John Ireland – B.T.Batsford Ltd., London.
- Illustrating Fashion – Kathryn McKelvey and Munslow – Blackwell Science, Australia
- Fashion Illustration – Julian Seaman – B T Batsfor Ltd., London

SEMESTER 1

Course Code - FD1B02PB

Course Title - BASIC SEWING TECHNIQUES

Credits: 3

Number of contact Hours: 90(5hrs/week)

Objectives:-

To enable students to avail good control over sewing machine

To create an awareness of the various finishes and its application

Content:-

Module – I

(50 Hours)

Introduction -Learning of Machine parts, Care and Maintenance

Stitching of Straight line, broken line, cornered lines, waves in A4 sheet and Fabric (12”X12”

Seam Finishes: - Turned and stitch, flat felled, French seam, mock French, and binding (both with straight strip and bias strip). (Sample size 12”x 12”)

Module II

(40 Hours)

Plackets: - Continuous placket, tailored placket and in seam placket.

Fasteners: - Button attachments, button hole, hook and eye, press stud, Velcro and Zipper application (Exposed zipper application, lapped zipper application and open end zipper application).

Related experience:-

The students should maintain a record of all the samples at the time of external evaluation.

Students should conduct a survey on threads, needles and fasteners and submit the report along with the record.

References

- Dress fitting – Bray Natalie – OM Books Service
- Complete Guide to Sewing – The Reader’s Digest Association, Inc., Pleasantville, New York / Montreal, Canada.
- Garment Designing for Fashion Designers – Gerry Cooklin – Book link, USA

SEMESTER-1

Course Code – FD1B03PB

Course Title - SURFACE ADORNMENT

Credits: 3

Number of contact hours: 90(5 hrs /week)

Objectives:-

To teach the students techniques of hand embroidery stitches.

To make students aware of the basic fabric ornamentation techniques like tie and dye, fabric painting and block printing.

To introduce the students to various traditional embroideries of India

Content:-

Module I

(28Hours)

Hand Stitches :- Running stitch, Back stitch, Stem stitch, Chain stitch, Lazy daisy stitch, Buttonhole stitch, Feather stitch, Herringbone stitch, Bullion knot stitch, French knot stitch, Satin stitch, Cross stitch, Chevron stitch. (Sample size 6"x 6")

Module II

(34 Hours)

Traditional Indian Embroidery :- Kantha of West Bengal, Kutch and Mirror work of Gujarat, Chikankari of Uttar Pradesh, Chamba of Himachal Pradesh. (Sample size 8"x 8")

Module III

(28 Hours)

Other techniques of Fabric Ornamentation: - Tie and dye (Sun ray, leheria, bandhini, shibori and marble effect) , Block printing (Wood and Vegetable blocks), Fabric painting (Techniques like Filling, Shading, dry brush, Stenciling, Spraying, Sponging). (Sample size 8"x 8")

Related Experience:-

Students have to maintain a record of all the samples incorporating a minimum of 3 basic stitches in one motif, separate sample for each traditional embroidery and samples of all the other ornamentation techniques.

Students are required to submit an article embellished by any of the techniques.

References

- The Art of Elegant Hand Embroidery, Embellishment and Appliqué – Janice Vaine – Landauer Publishing, Urbandale, Iowa, USA

- Painting Fabric – Marrion Elliot – Henry Holt and Company, New York
- Shrijee's Indian Ethnic Textile Designs – Shrijee's Book International, New Delhi
- Traditional Embroideries of India – Shailaja.D.Naik – APH Publishing Corporation, New Delhi

SEMESTER -1

Course code - FD1B04TB

Course Title- FASHION DESIGNING CONCEPTS

Credits:3

Number of contact hours: 54 (3 hrs /week)

Objectives:-

- To inculcate knowledge on the basic elements and principles of designing
- To help the students to implement the knowledge gained in day to day life.

Content:-

Module I

(16 Hours)

The elements of design:-

Line – Vertical, Horizontal, Diagonal, Modular grid, Curvilinear and Kinetic.

Form, Shape and Space - Form, Shape, Space (positive and negative), Shape within shape

Texture and light - Actual texture, Simulated texture, Abstract texture

Structural element of fabric – fibre, yarn, construction, and finish

Light - Light and Surface, Light categories-Reflected light, represented light, emitted light, project light.

Module II

(22 Hours)

Colour theory:-

Primary, secondary, tertiary, and colour wheel- Prang colour system

Tints and Shades of colour

Colour Schemes - Analogous, Complementary, Split complementary, Triad schemes.

Warm and Cool colours

Colour dimensions - Hue, value and chroma.

Module III

(16 Hours)

Designing principles:-

Balance – horizontal, vertical, symmetry and asymmetry and radial balance.

Emphasis - Isolation, contrast, placement, repetition and radiation.

Proportion

Rhythm - Repetition, progression, alternation, grid, broken rhythm, transition.

Unity

Related Experience:-

The students have to submit a record of samples based on the practical application of elements and principles of design. The students can choose fabric and colour to express their ideas.

References

- Fashion by design – Janice Greenberg Ellinwood – Fairchild Books, New York
- Design through discovery: The Elements and Principles – Marjorie Elliott Bevin – Wadsworth Publishing,
- Design Basics – David A Lauer, Stephen Pentak

SEMESTER I

Course Code : FD1C01TB

Course Title - SOCIOLOGY OF FASHION

Credits :3

Number of Contact Hours: 54 (3 hrs /week)

Objectives:-

To introduce the students to the various terminologies and aspects of fashion

To give awareness about how fashion business operates and to help them to understand the changes occurring in the fashion industry

Content:-

Module I

(14 Hours)

Fashion and Social Visibility:-

Theoretical Perspectives – Thurston Veblen's theory of Leisure Class (Conspicuous Consumption),

Sociological Aspects of Clothing:-

Clothing and Wearer- Personality factors and choice of clothing – Clothing awareness, Occupation, status and clothing, Fashion as a mechanism of innovation and conservation

Society and clothing choices- Fashion as the mirror of society, Anti- fashion, Fashion semiotics, Globalization, consumerism and Fashion

Module II

(15 Hours)

Fashion terminologies – accessories, alta moda, atelier, bespoke, boutique, brand name, custom made, classic, couture, designer, draping, fad, fashion, fashion merchandising, haute couture, high fashion, knock-off, licensing, line, moda pronta, prêt-a-porter, ready-to-wear, silhouette, style, stylist, toile, trend

Dynamics of Fashion :- Nature & Environment of Fashion – Meaning and its Terms, Test Marketing, Fashion Season, Fashion life cycle, classic, FAD, Cycle with cycle, Recurring cycle, Interrupted Cycle Consumer Identification with life cycle – Fashion leaders / Followers / Innovators / Motivators / Fashion victims, Adoption theories :-Trickle down, Trickle up and mass dissemination

Module III

(15 Hours)

Foreign Fashion Centers: - Haute Couture, Prêt a Porter

Fashion Centre's:- Paris, New York, London, Milan, Rome, Tokyo

Fashion Categories – Clothing Categories, styling, size and price ranges of Men's, Women's and Kids

Module IV

(10Hours)

Product and Design Development: - Product Development, Design Development, Sample Development, Line Development.

Fashion Research and Analysis: - Fashion forecasting, Agencies, Sources of Fashion Forecasting Information.

Related Experience:-

Students should take a presentation on Indian and International Designers

References

- A Century of fashion – Frankcois – Baudot – Thames & Hudson, UK
- Fashion from concept to consumer – Gini Stephens Frings – Prentice Hall
- Inside the fashion business – Jeannette A Jarrow
- Fashion Buying – Helen Goworek
- Fashion Kaleidoscope – Meher Castellino

**SEMESTER-II
Syllabi for Common Courses**

Course code- EN2A01B

Course Title : CRITICAL THINKING, ACADEMIC WRITING AND PRESENTATION

Credits: 4

Number of contact hours: 90 hrs

Aim of the Course:

To introduce students to the concept of critical thinking, help develop analytical skills and improve academic writing and presentation skills.

Course Overview

The course seeks to introduce the students to the concept of critical thinking, enlighten students on academic writing and develop presentation skills.

Syllabus Content:

MODULE 1 – Critical Thinking 20 hours

Introduction to critical thinking , Benefits, Barriers, Reasoning, Arguments, Deductive and inductive arguments, Fallacies, Inferential comprehension, Critical thinking in academic writing, Elements: Clarity, Accuracy, Precision, Relevance

MODULE II: Research for Academic Writing and the Writing Process 20 hours

Data collection, Use of print, electronic sources and digital sources. Selecting key points ,Note making, paraphrasing, summary. Documentation. Plagiarism. Structure and Content: Title, Body paragraphs, Introduction and conclusion. Revising, Proof-reading

MODULE III: Writing Models 30 hours

Letters, Letters to the editor, Resume and covering letters, e-mail, Seminar papers, Project reports, Notices, Filling application forms, Minutes, agenda, Essays

MODULE IV: Presentation Skills 20 hours

Soft skills for academic presentations, Effective communication skills, Structuring the presentation, Choosing appropriate medium, Flip charts, OHP, PowerPoint presentation, Clarity and brevity, Interaction and persuasion, Interview skills, Group Discussions

Competencies of the course:

- To make the students aware of the fundamental concepts of critical reasoning and to enable them to read and respond critically, drawing conclusions, generalizing, differentiating fact from opinion and creating their own arguments.
- To enable students to structure arguments and develop research papers/assignments that is free from fallacies.
- To assist the students in developing appropriate and impressive writing styles for various contexts.
- To help students rectify structural imperfections and to edit what they have written.
- To equip students for making academic presentations effectively and impressively.

Learning Resources

- Marilyn Anderson, Pramod K Nayar and Madhuchandra Sen. *Critical Thinking, Academic Writing and Presentation Skills*. Pearson Education and Mahatma Gandhi University.
- Alec Fisher. *Critical Thinking: An Introduction*. Cambridge University Press.
- Stephen Bailey. *Academic Writing: A Handbook for International Students*. Routledge.
- IlonaLeki. *Academic Writing: Exploring Processes and Strategies*. Cambridge University Press.
- Patsy McCarthy, Caroline Hatcher. *Presentation Skills: The Essential Guide for Students (Study Skills)*. SLE Pound.

SEMESTER II

Course code - FD2B05PB

Course Title - FASHION INTERPRETATION AND ILLUSTRATION

Credits: 4

Number of contact hours: 90(5hrs/week)

Objectives:-

To make the students to draw silhouettes.

To learn figure and different figure shapes, and converting an 8 head figure to 10 head.

Content:-

Module I

(30 Hours)

Basic $\frac{3}{4}$ pose, side pose

Fashion frontal face – eyes, ears, nose, mouth and head

Module II

(45 Hours)

Figure analysis: - Figure study- conversion of 8 head to 10 head corquie.

Module III

(15 Hours)

Silhouette drawing –Skirts – A-line, circular, gored and flared, gore with godets, puff ball, wrap over, hobble/pencil, hand kerchief, fish tail, petal, peplum, tired.

Dresses – Shift, Strapless, Tent, Blouson, Dropped waist, Empire line, Princess line, cheongsam, Shirt dress, Fish tail, Peasant, Caftan

Introduction to garment details like necklines, sleeves, cuffs, collars, hemlines, tucks, pleats, and ruffles.

Related Experience:-

Students have to maintain a record of all the works

References

- Face Fashion – Nancy Riegelman – 9 Heads Media, P.O Box 27457, Los Angeles, USA.
- Introduction to Fashion Design – Patric John Ireland – B.T.Batsford Ltd., London
- Fashion Illustration – Colin Barnes – Little, Brown and Company, Boston New York, Toronto, London.
- Fashion Source Book – Kathryn Mc Kelvey – Blackwell Science, London.

SEMESTER –II

Course code: FD2B06PB

Course Title - FLAT PATTERN MAKING

Credits: 4

Number of contact hours: 90(5hrs/week)

Objectives:-

To get awareness on the methods of pattern making, pattern making terminologies and Principles.

To learn the method of taking body measurements

To attain knowledge on the drafting of basic pattern set and its variation

Content:-

Module I

(40Hours)

Introduction to Pattern Making;– Two Methods of Pattern making – Pattern Making terminologies- Pattern Making principles – Pattern making techniques. Taking Body Measurements – Drafting of Basic Pattern Set (Basic bodice front/back, Basic skirt front/back, Basic sleeve in size US 8 or 10 or 12) Charting dart locations

Dart Manipulation – Single dart series – slash and spread technique and pivotal transfer technique – Mid shoulder dart, Mid neck dart, Centre front neck dart, Centre front waist dart, and French dart

Module II

(25 Hours)

Double Dart series – Slash and spread technique- Mid shoulder and French dart, Centre front neck and Centre front waist dart, Straight side and Centre front waist

Module III

(25Hours)

Sleeve Variations – Cap Sleeve, Puff at Cap, Petal sleeve, Bell sleeve, Leg O Mutton

Related Experience:-

Students have to maintain a record of all the pattern in 1/4th scale (Size US 12 or UK 12)

References

- Pattern Making for Fashion Designing – Armstrong Joseph Hellen
- Dress Fitting – Natalie Bray – Om Books Service- New Delhi
- Pattern Cutting made easy – Gillian Holman – B.T.Batsford Ltd., London

SEMESTER II

Course code: FD2B07PB

Course Title: - SEWING OF DESIGN DETAILS

Credits : 3

Total Lecture Hours: 90(5 hrs/week)

Objectives:-

- To teach the students the stitching method of different necklines, sleeves, collars.
- To teach the assembling of basic bodice with set-in sleeve, basic skirt and basic torso to check the fitting and making correction if any

Content:-

Module I (20 Hours)

Neckline finishes – Piping, double layer binding in basic plain jewel neck
[Neck width 2 ½ “and depth 3”]

Neckline finishing using facing and fusing (Neckline samples size should be of 12” x 12”):-
‘U’ neck, ‘V’neck, Square neck, Sweet heart neck, Horse shoe neck and Bateau neck.

[Neck width and depth for ‘U’neck , ‘V’neck and Square neck is 3”width and 6”depth.
For sweet heart neck and horse shoe neck is 2 ½ “width and 6”depth.
For bateau neck 4 ½ width and 3 ½ “depth]

Module II (35 Hours)

Pockets: - Self faced Patch pocket with separate flap
[Pocket size 4”width and 5”length]
In seam pocket (or side pocket), and hip pocket. [Standard size]

Module III (35 Hours)

Sleeves:- Attachment of Sleeves to the bodice - Puff at hem and cap with piping at hem, Petal sleeve with faced hem, Shirt sleeve with French cuff.
(For sleeve attachment Center front to Center back bodice (i.e. one side) is enough.]

Assembling of Basic Bodice with set-in sleeve, Basic Skirt
[Size US 12 or UK 12] (The assembling of bodice, skirt is for the record only)

Related experience:-

The students should maintain a record of all the samples (Neck lines, Sleeves and Pockets) in the mentioned sizes

Construction of Basic Bodice with set-in sleeve, and Basic Skirt in US 12 / UK 12 size is for record submission only and not included for the final examination.

References

- Complete guide to sewing – Reader's Digest Association, Pleasantville, New York.
- Sewing for the apparel industry – Claire Shaeffer- Prentice hall
- Garment technology for fashion designers - Gerry Cooklin - Book link, USA.

SEMESTER-II

Course code: FD2C02TB

Course Title - ENVIRONMENT AND FASHION

Credits :3

Number of contact hours: 54(3 hrs /week)

Objectives:-

To give students an awareness of the importance of designing for sustainability in addition to providing a valuable knowledge of current sustainable technologies, materials, design innovation and practitioners.

Content:-

Module I

(19 Hours)

Environmental issues in Fashion

Waste Couture: The Environmental Price of Fashion- Environmental Impact of the clothing industry – Potential environmental and occupational hazards in fashion industry - Legacy of Waste Couture. Fashion, Humanism and Environment - Environmental ethics of fashion
Fashion Forward - Eco-fashion – sustainable fashion – natural as well as recycled fibres in cloth industry –concept of trashion

Module II

(19 Hours)

Ecological Sensitivity and Design

Sustainability and Sustainable designs – Introduction to sustainability – sustainable marketing – sustainable textiles – sourcing and direct applications – sustainable interior designs.

Module III

(16 Hours)

Fashion Design: Combining Aesthetics with the Environment

Philosophic Contentions of aesthetic appreciation – Art and Imagination - human aesthetics - art and knowledge – art and action

Historical roots of environmental aesthetics – Cognitive views – Non cognitive views – Aesthetics of human environment and everyday life – Environmental aesthetics and environmentalism.

References

Joanne Finkelstein, "Chic Theory," Australian Humanities Review (1995). Tucker, Andrew and Tamsin Kingswell, Fashion: A Crash Course, New York: Watson-Guption Publications, 2000.

- Dr. David C. Innes, "What Do Your Clothes Say About You?" (1993).
- Lurie, Alison, The Language of Clothes, New York: Random House, 1981.
- Carlson. Allen. (2001) Environmental Aesthetics, The Rutledge Companion to Aesthetics, edited by Berys Gaut and Dominic M. Lopes, Routledge, London.
- Joanne Finklestein. The Fashioned Self ,Oxford, Polity, 1991.
- David Harvey. The condition of post modernity,Oxford, Blackwell, 1989.
- Sustainable Fashion and Textiles: Design Journeys. Kate Fletcher. 2008

SEMESTER-II

Course code: FD2C06TB

Course Title - FABRIC SCIENCE

Credits:3

Number of Contact hours: 54(3 hrs /week)

Objectives:-

To give students a complete understanding of the characteristics, uses and importance of Natural and Manmade fibers

To give an understanding of the process involved in the production of fibers, yarns and fabrics along with the dyeing and printing.

Content:-

Module I

(12 Hours)

Classification of fibres

Natural fibers – cotton, flax, wool, silk (identification, Properties and uses)

Manmade fibers – rayon, nylon, polyester (Properties and uses)

Modern Fibres – spandex, glass fiber, metallic fibers, micro fibers (Uses only)

Module II

(20 Hours)

Spinning and Weaving

Spinning –Definition, methods of spinning

Yarn count and Yarn twist.

Yarn Classification – Simple and Fancy Yarns

(single, ply, doubled, cabled, novelty yarns (slub, flake, spiral, ratine, boucle, spot, chenille yarns).

Fabric Construction:-

Weaving –Basic weaving operation

Basic weaves- plain, twill, satin,

Fancy weaves - dobby, jacquard, leno, pile, double cloth

Extra weave techniques – spot, lappet and swivel weave.

Introduction to other methods of fabric construction – Knitting (warp and weft knit), non woven, felts, laces, braids and nets.

Module III

(10 Hours)

Finishing-Definition

Basic routine finishes – singeing, sizing, bleaching, scouring, tentering, mercerization, calendering, shearing, weighting

Special finishes:-

For hand and appearance- schreinerling, moireing, embossing, napping,

Functional finishes-Crease resistant, durable press, shrinkage, water repellent, flame resistance.

Module IV

(12 Hours)

Dyeing and Printing

Definition

Classification of dyes –Natural and synthetic (acid, basic, direct, sulphur, vat, naphthol, disperse, reactive)

Stages of dyeing –fibre, yarn, fabric, product

Printing - direct, resist, discharge, jet, heat transfer

Related Experience:

Swatch collection of different samples of fibers, yarns and fabrics

Submission of samples of the basic weaving techniques i.e. plain, twill and satin

References

- Textiles – Sara.J.Kadolph and Anna.L.Langford - Prentice Hall, New Jersey, USA
- Fiber to Fabric – Porter and Corbman - Mc Graw Hill Book Company, New York
- Essentials of Textiles – Marjory. L. Joseph - Holt Rinehart & Winston; Austin, Texas, USA

SEMESTER III

Course code: FD3B08PB

Course Title - FASHION ILLUSTRATION AND STYLIZATION

Credits: 4

Number of contact hours: 90 (5 hrs/week)

Objectives:-

To teach students the basics of hair sketching and foot wear.

To teach the students to draw flat sketches and to create detailed specification sheets of International Standards

To teach basic proportions of men's croquis and kid's croquis

Content:-

Module I **(25 Hours)**

Stylized fashion illustration – students should create their own style of illustrating croquis by using different techniques through varying mediums, materials

Module II **(10 Hours)**

Foot wear and Hairstyles

Module III **(25 Hours)**

Introduction to Flat Sketches (Spec drawing)

Module IV **(30 Hours)**

Basic men's and children's croquis - (new born, 1 year, 2 years, 4 years, 6 years, 8 years, 10 years, 12 years, 16 years) and their various poses

Related Experience:

Students have to maintain a record of all the work.

References

- Fashion Illustration School – Carol A Nunnally – Thames & Hudson, UK
- Introduction to Fashion Design – Patrick John Ireland – B.T.Batsford Ltd., London
- Fashion Illustration Today – Nicholas Drake – Thames & Hudson, UK
- Fashion Illustration Basic Techniques – Julian Seaman – B T Batsford Ltd, London
- Fashion Illustration Colour and Medium – Beverly Massachusetts – Rockport, USA

SEMESTER III

Course Code: FD3B09PB

Course Title- ADVANCED PATTERN MAKING

Credits: 4

Number of contact hours: 90(5 hrs/week)

Objectives:-

To provide more advanced and complex concepts to the pattern-making discipline.

To enable the students to produce marker patterns for any garment

Content:-

Module I (30 Hours)

Bodice variations : Dart Cluster (Waist or Shoulder or Bust cluster), Fullness at dart legs (French dart or Centre front dart)

Module II (30 Hours)

Skirt Variations : A line, 12 Gored skirt , 4 Godet skirt, Circular skirt
Torso Draft – Dress variation – Tent, Princess line

Module III (30 Hours)

Basic trouser

Collar variation: Mandarin collar, Peter Pan collar, Shirt collar/ sailor collar.

Contour patterns : Off shoulder, Halter neck

References

- Pattern Making for Fashion Designing – Armstrong Joseph Hellen
- Dress Fitting – Natalie Bray – Om Books Service- New Delhi
- Pattern Cutting made easy – Gillian Holman – B.T.Batsford Ltd., London

SEMESTER-III
Course Code: FD3B10PB
Course Title -INDIAN CLOTHING CONSTRUCTION

Credits: 4

Number of Contact hours : 90(5 hrs /week)

Objectives:-

To enable students to learn the aspects of Indian garment construction and to know the concept of garment making

To teach various methods by which Indian garments are manufactured

To enable students to do the proper layout of paper drafts on the fabric and to make maximum usage of fabric with minimum wastage.

Content:-

Module I **(23 Hours)**

Introduction – Appropriate laying of paper patterns on fabric, maximum utilization of fabric, accurate cutting and preparation for sewing.

Construction of basic kameez (Straight cut or A-line)

Module II **(25 Hours)**

Construction of basic salwar

Construction of Pyjama

Module III **(12 Hours)**

Construction of Basic Choli

Module IV **(30 Hours)**

Construction of Men's Kurta

Construction of Churidar

Related Experience:-

All the garments should be constructed and maintain a record.

Paper Patterns are to be made before the construction of each garment.

References

- Garment Construction – Manmeet Sodhia – Kalyani Publishers
- Clothing Textiles and Garment Production – Brinda Singh - Vastra Vigyan Evam Paridhan
- Zarpkar System of Cutting – Zarpkar Tailoring College, Mumbai, India

SEMESTER III

Course code: FD3B11TB

Course Title - HISTORY OF WESTERN COSTUME

Credits: 3

Number of contact Hours: 54(3 hrs /week)

Objectives:-

To help the students to trace the evolution of clothing and costumes

To provide the students a comprehensive study of the historic costume of the western world.

Module I

(15 Hours)

Early Costumes – An Introduction-Body Decoration, Body Ornamentation, Tattooing

Costumes, Head Dress, Footwear and Accessories of:-

Ancient Egypt- Schenti ,Apron ,Wrapped skirt ,Variations of Skirts, Corselet ,Straps ,kalasiris ,Diadems and fillets ,collars, Kings costume, Crowns of Egypt(Pschent, uraeus ,Hemhemet, Lock of youth ,Blue crown ,Falcon or vulture headdress) .

Ancient Greece -Peplos ,Doric and Ionic Chiton ,Himation,Diploidion ,Chlamys ,Exomis ,Perizoma ,Head dress-(Pilos ,Petasos ,Phrygian cap ,tiare ,Pyxis)

Ancient Rome –Toga (Umbo and sinus) ,Types of Toga ,Tunica ,Tunica Intimata ,Clavi, Subligar , Palla ,Stola ,Strophium,subligaria ,Cloaks and capes (Paenula ,Lacerna ,Laena ,Birrus ,Paludamentum),Palliolum, Theristrion,Headdress(palla,vita, tutulus, rincinium), Capillamentum, Petasos , Pilues ,Footwear (Baxea ,solea and crepida ,Soccus ,Buskin)

Byzantine – Tunic ,Dalamtic ,Clavi, Segmentae ,Hose ,Pallium or Lorum,Tablion.

Module II

(20 Hours)

Costumes, Head Dress, Footwear and Accessories of:-

The Northern Renaissance –Camicia , Doublet, Jacket or Jerkin, Breeches ,Trunk hose ,Bases ,Petticoats ,Farthingale ,Ropa ,Bum rolls ,French Farthingale, Ruffs ,Conch ,Duckbill.

The Directoire and Empire Period-Chemise ,Drawers ,Corsets ,Petticoats , Pantelets ,Padded rolls ,Silhouettes of the period ,High Stomacher dress,Habit Shirt, Spencer ,Pelisse ,Hats (Jockey

caps ,Turban ,Bonnetts ,Toques,Gypsy Hats ,)Reticules ,Muffs and Parasols ,Shirt, Cravats ,stocks, suits, waist coats, Pantaloons ,Banyans .

The Romantic Period –Dresses of Women ,Sleeves (Mancherons ,Marie Sleeve ,Demi- gigot ,Gigot ,Imbecile ,Bishop sleeve ,Victoria) Chemisettes ,Pelerines ,Encoeur , Berthas, Outdoor Garments of women (Mantlet ,Pelerine Mantlet ,Burnous ,Paletot,Pardessus), Galoshes ,Chatelaines ,Jeanette, Pantaloons ,Waist coat(Hussar front or beak),Outdoor garments of men – (Great coats ,Box Coats , Paletot , Chesterfeild, Mackintosh)

The Bustle Period - Types of Bustles ,Tea Gown ,Princess Polonaise ,Ulster ,dolman ,boas ,camisoles ,Shirt waists ,Gibson girl ,Norfolk jacket ,Tuxedo, Inverness cape ,Hats (Top hats ,fedora ,Deer stalker caps)

Module III

(10 Hours)

Costumes, Head Dress, Footwear and Accessories of:

Asiatic Empires:–

China –Hanfu or the Chinese Silk Robe, Mandarin Square, The Cheongsam (Qipao), The Kungfu suit ,The Tai Chi suit, The Mao Suit .

Japan-Wafuku ,Kimono ,Obi (Kaku and Heko),Yukata ,Nagajugan,Michiyuki,Uchikake , Shiro maku ,Furisode ,Haori ,Hakama ,Shoes and Sandals(Geta , zori, Tatami, Vinyl zori ,Tabi), Hanten.

Module IV (To be covered as assignment, not for external evaluation)

(9 Hours)

Twentieth and Twenty-first Century Costumes

References

- Fashion in the western world – Doreen Yarwod – Trafalgar Square
- History of Fashion – Kenneth – Black and Garland
- Western World Costume – an outline history – Carolyn G Bradely – Dover Publications
- A History of Fashion – Douglas Gorsline
- Historic Costume – From ancient times to renaissance – Dover Publications
- A Pictorial History of costume – Pepin Press

SEMESTER-III

Course Code: FD3C07PB

Course Title:- TEXTILE PRINTS

Credits :3

Number of contact Hours: 72(4 hrs /week)

Objectives:-

To make the students to know about the various prints and their terminologies

To help the students develop their own designs

Content:-

Module I

(25 Hours)

Introduction – Different types of printing.

Floral Print development :- All over non directional, All over one directional, All over packed, All over tossed, All over two directional, Bamboo, Buds, Calico, Leaves, Tailing floral and vines.

Module II

(22 Hours)

Geometric Print development:- Abstract, Arabesque, Basket weave, Bull's eye, Check board, Circles and Dots

Module III

(25 Hours)

Plaids and checks, Stripes

Conversational Prints: - Animal skins, Butterflies, Camouflage

Ethnic Print: - African, Egyptian, Paisley

Art Movements and period styles: - Graffiti, Punk

Related Experience:-

Students should maintain a record of developed prints and also swatch collections.

References

Textile Designs – Susan Meller Joost Elffers – Thames & Hudson, UK

Textile Design The complete guide to printed textiles for apparel and home furnishings – Carol Joyce- Watson Gupthill.

SEMESTER-III

Course Code: FD3C08TB

Course Title - TRADITIONAL INDIAN TEXTILES

Credits :3

Number of contact hours: 54(3 hrs /week)

Objectives:-

To introduce students to the various traditional textiles of India

To give an awareness regarding the history of textile production

To introduce the students to various techniques of textile decoration and ornamentation

To provide the students an overview of Indian costumes

Content:-

Module I

(12 Hours)

Traditional textiles of the Northern region of India:-

Jammu & Kashmir – Kashmir shawls

Punjab & Haryana – Phulkari and bagh

Himachal Pradesh – Chamba rumal

Uttar Pradesh – Chikankari of Lucknow and brocades of Varanasi

Module II

(12 Hours)

Traditional textiles of the Western region of India:-

Gujarat – professional and domestic embroideries, beadwork, block printing, screen printing, ajarakh, mata-ni-pachedi, roghan work, bandhani, mashru, patola

Rajasthan – bandhini, leheria, block printing, pabuji par, and ply-split camel girths.

Module III

(12 Hours)

Traditional textiles of the Eastern region of India:-

Eastern Region : Bengal and Bihar – Dacca muslins, Jamdani, Baluchar Butedar, Kantha work and sujani work. Odisha – Ikat and pipli work.

Assam and the hill states of the North-East – Handloom weaving

Module IV

(10Hours)

Traditional textiles of the Southern Region :

Andhra Pradesh – ikats of Pochampalli, telia rumal, and kalamkari

Tamil Nadu – Kanchipuram silks, Karnataka – Kasuti embroidery, ilkal sarees, and banjara embroidery, Kerala-Kasavu saris, Mundu, Set Mundu
Maharashtra – paithani saris, himru and pitambar
Madhya Pradesh – chanderi and maheswari saris

Module V (to be covered as assignments and for internal assessment only)

(8 Hours)

Costumes, Head Dress & Hairstyle , Footwear and Accessories of Indus Valley, Vedic ,
Mauryan & Sunga Period, Satavahana Period, Kushan Period, Gupta Period, Mughal
Period, British Period.

Related Experience:-

Swatch collection of few traditional textiles

References

- Indian Textiles – by John Gillow and Nicholas Barnard, Om Books International, New Delhi
- The Sari – by Linda Lynton, Thames and Hudson Ltd. London
- Textiles and Crafts of India – Arunachal Pradesh, Assam, Manipur, National Institute of Fashion
- Technology, Prakash Books, New Delhi
- Indian Costume, Coiffure and Ornament – Sachidananda Sahay – Coronet Books
- Fashion Styles of Ancient India – R P Mohapatra – B R Publishing Corporation.
- Indian Costume – G S Ghurye – Popular Prakashan
- History of Indian Costume – Roshan Alkazi

SEMESTER-IV

Course Code: FD4B12PB

Course Title- FASHION ILLUSTRATION AND RENDERING TECHNIQUES

Credits:4

Total Lecture Hours: 90(5 hrs/week)

Objectives:-

To make the students understand the draping techniques of the garments on croqui.

To teach the students various fabric rendering techniques

Content:-

Module I

(25 Hours)

Draping of garments on croquis

Module II

(50 Hours)

Color rendering-solids, prints, checks, stripes, florals, dots,
denim, satin, chiffon

Module III

(15 Hours)

Conceptualise and design a thematic collection of 6 garments.

Related Experience

Students should submit the record of all the work.

References

- Fashion and Color – Mary Garthe – Rockport publishers, Rockport, Massachusetts
- Essential Fashion Illustration Colour + Medium –Beverly Massachusetts - Rockport Publishers, Gloucester, MA
- Fashion Illustration Today – Nicholas Drake – Thames & Hudson, London.
- Fashion Illustration School – Carol.A.Nunnely – Thames & Hudson, London
- Fashion Illustration – Colin Barnes – LITTLE, Brown and Company, New York.

SEMESTER-IV

Course code :FD4B13PB

Course Title WESTERN CLOTHING CONSTRUCTION

Credits :4

Number of contact hours: 90(5hrs//week)

Objectives:-

To enable students to learn the aspects of Western garment construction and to understand the concept of garment making

Content:-

Module I

(20 Hours)

Construction of Basic Trouser

Module II

(25 Hours)

Construction of any one Skirt variation:- (4 or 6 Godet skirt / 8 or 12 gore skirt / Full Circular Skirt)

Module III

(20 Hours)

Construction of any one bodice variation:- (Bodice with fullness / Halter Neck / Off - Shoulder)

Module IV

(25 Hours)

Construction of a dress variation (Torso):- (Tent dress / Flared dress with Princess line)

Related Experience:-

Students should make the paper patterns before the construction of each garment in size US 12/UK12)

Construct all the four garments and submit at the time of external evaluation.

References

- Complete guide to sewing – Reader's Digest Association, Pleasantville, New York.
- Pattern Making for Fashion Design – Helen Joseph Armstrong – Fairchild Books, London
- Garment Construction – Edith Callahan, Edna M and Barry – Wildside Press, USA
- Clothing Construction – Evelyn A Mansfield – Houghton Mifflin Harcourt – Boston MA

SEMESTER IV

Course Code: FD4B14PB

Course Title - COMPUTER AIDED FASHION DESIGN

Credits : 3

Number of contact hours: 72(4 hrs /week)

Objectives:- To teach the students software essential for their design needs.

Content:

Module I **(10 Hours)**

MS Office and Internet knowledge

Module II **(30 Hours)**

Adobe Illustrator

Spec drawing, Draping garments on croquis

Module III **(32 Hours)**

Adobe Photoshop

Creating mood board, and colour board , , Colour rendering of garments, Textile designing,

Accessory designing and

Layout planning while creating portfolio

References

- Adobe Illustrator CS4 on Demand – Steve Johnson – Que, Piaron Publications, Noida
- Fashion Designer's Handbook for Adobe Illustrator – Marianne Centner & Frances Vereker, Prentice Hall
- Adobe Photoshop CS 5 Class Room in a Book – Adobe Creative Team – Adobe Press.com
- The Corel Draw Wow! Book – Linnea Dayton, Shane Hunt and Sharon Steuer – Addison-Wesley, Texas

SEMESTER-IV

Course Code: FD4B15PB
Course Title- CHILDREN'S CLOTHING

Credits: 4

Number of contact hours: 90(5 hrs /week)

Objectives:-

To teach the students methods of taking body and form measurements

To teach the construction methods for kid's wear

To enable students to learn the aspects of kids garment construction and to know the concept of garment making.

Content:-

Module I (25 Hours)

Introduction to Children's wear – Size categories –Taking body measurements – Standard chart for boys and girls

Construction of Cradle frock for the age group of 6 months to 1 year

Construction of a frock (Tent dress or a frock with a peter pan collar and a yoke) for the age group of 1 year to 5 years

Module II (20 Hours)

Construction of a Skirt (Straight skirt or Circular skirt or Skirt with a yoke and gathers) for the age group of 7 years to 12 years)

Module III (30 Hours)

Construction of Shorts (Flared shorts or knickers) for the age group of 5 years to 7 years.

Construction of a shirt with collar and half sleeve for boys (age group 3 years to 12 years)

Module IV (Internal assessment) (15 Hours)

Construction of a kid's wear based on a theme.

Related Experience:-

Students are required to submit all the constructed garments at the time of the external evaluation

References

- Metric Pattern Cutting for Children's wear from 2 to 14 years – Winifred Aldrich – Blackwell Science, Australia.
- Singer Sewing for children – Singer – Creative Publishing International, Chanhassen, Minnesota, US.
- Making Children's Clothes – Emma Hardy – Cico Books, London, UK.

SEMESTER-IV

Course Code: FD4C03TB

Course Title - FASHION MERCHANDISING AND MARKETING

Credits :3

Total Lecture Hours: 54(3 hrs /week)

Objectives:-

To understand the role of a merchandiser and a fashion buyer.

To give an overview about the garment industry.

To give an awareness regarding the importance of fashion marketing.

To provide the students an understanding on branding and fashion promotional activities

Content:-

Module I

(15 Hours)

Fashion Merchandising :-

Definition of merchandising, duties of a merchandiser - Functions of various departments in a garment industry - Role of fashion buyer.

Related terminologies-(CMT, converters, customer profile, GSM, lead time, mark up, mark down, range planning, QC, sub contractor, vendor)

Module II

(17 Hours)

Fashion Marketing: – Definition

Marketing Mix – Product, Price, Place, and Promotion

Marketing Strategy – Segmentation, Targeting and Positioning

Marketing research:- The Macro marketing environment and Micro marketing Environment

Marketing research methods- Qualitative, Quantitative, Primary research, Secondary research Methods

Planning and Strategy: –Situation Analysis, SWOT Analysis

Customer Segmentation: – Demographic segmentation, Geo graphic Segmentation, Geo demographic segmentation Psychographic and Behavioral Segmentation, Consumer buying behaviour

Module III

(10 Hours)

Brand and Fashion retailing – Brand definition, Purpose of Branding, Brand Name, Brand Licensing, Brand Canvas, Types of brand, Brand license, Trade Mark, Store categories and Showrooms (retailing & non store retailing).

Module IV

(12 Hours)

Fashion Promotion – Promotional Mix -Fashion Press, Types of Fashion Shows, Window display, Visual Merchandising. Fashion Advertising, Sales Promotion, and Fashion Publicity

Related Experience:-

Student should conduct a market survey on Brands, Stores, and Customer preferences and have to submit the report.

References

Marketing Fashion – Harriet Posner – Laurence King, London

Fashion from Concept to Consumer – Gini Stephens Frings - Prentice Hall, New Jersey

SEMESTER –IV

Course Code :FD4C04TB

Course Title -APPAREL PRODUCTION AND QUALITYC ONTROL

Credits :3

Number of contact hours: 54(3 hrs /week)

Objectives:-

To give the student an awareness regarding the equipments, their need and use in the garment industry

To provide an insight into the aspects of quality control in the Industry

Content:-

Module I

(18 Hours)

Fabric department – fabric checking, fabric defect

Cutting and Pattern making- Spreading, Requirement of spreading process, Methods of spreading, Nature of package, Use and importance of marker, Methods of marker planning, Cutting – Types of cutting machines, causes of defects in cutting, Bundling and Ticketing

Module II

(20 Hours)

Production – Sewing machines – Regular sewing machine, Over Lock, Inter Lock, safety stitching, blind stitching, Button Hole, Button Stitching, Rivet Snap, Bar tacking, Embroidery. Work aids – Machine bed, machine table, work chairs, bundle clamps, stackers. Attachments – Folders and guides,

Seam types, stitch types, Finishing – care labeling, ironing and packing

Module III

(16 Hours)

Apparel Testing and Quality Control: - Quality terminologies, Standards – Definition and Benefits of Standards, Inspection, Types of Inspection, Acceptable Quality Level

A brief introduction to Certification in Apparel Industry: - Social Accountability – 8000 (S.A 8000), International Standard Organization (I.S.O), World Responsible Apparel Production (WRAP), Total Quality Management (TQM).

References

- Introduction to clothing manufacture – Gerry Cooklin – Blackwell Science, Australia
- Garment Technology for Fashion Designers – Gerry Cooklin – Blackwell Science, Australia

- The Technology of Clothing Manufacture – Harold Carr and Barbara Latham – Blackwell Science, Australia
- Introduction to Clothing Production Management – A J Chuter – Blackwell Science, Australia
- An Introduction to quality control for the apparel industry – Pradip V Mehta

SEMESTER-V

Course Code: FD5B16PB
Course Title - HOME TEXTILES

Credits :4

Number of Contact Hours: 108(6 hrs /week)

Objectives:-

To help the students venture into the field of furnishings by designing and construction of various soft furnishing articles

To teach the students various methods for making major home decorating articles.\

Content:-

Module I (30 Hours)

Introduction

History of Furnishing

Fabric used for furnishing

Surface embellishment of furnishing

Stitching of Place mats

Stitching of pocketed wall panel

Module II (30 Hours)

Stitching of Picnic tote or table cloth

Construction of Apron (reversible apron i.e finishing using self faced technique) with patch pocket

Construction of Shoulder Bag or beach bag (any one)

Module III (48 Hours)

Construction of Pillow case (Knife edge form or Rectangular box edge form) (any one)

Construction of Curtain – Draw draperies or ruffled glass curtain (any one)

Construction of Quilt for baby coat or Slip Cover for sofa or Throw for single coat (any one)

Related Experience:-

Students should submit all the articles at the time of external evaluation

References

- Complete guide to sewing – Reader's Digest Association, Pleasantville, New York.
- Simplicity Home Decorating Book: Step - By –Step Sewing Techniques and Easy -To -
Make Soft
Furnishing – Simplicity Publisher – Enova Books, London

- A Compendium Of Home Sewing – How to Make All Manner of Furnishings – Various – Spalding Press

SEMESTER-V

Course Code: FD5B17PB

Course Title - FUNDAMENTALS OF DESIGN THINKING

Credits :3

Number of contact hours: 72(4 hrs /week)

Objectives:-

To introduce the students to the process of design thinking

To apply the knowledge of solution based thinking to various activities

Content:-

Module I (10 Hours)

Stages of Thinking – Define, Research, Ideate, Prototype, Select, Implement, and Feedback

Module II (30 Hours)

Select a problem based on the design thinking process

Define the problem

Research on the problems

Ideate

Module III (32 Hours)

Create models based on the problem selected

Selection of Appropriate products

Implementation

Feedback

Related Experience

The students will be divided in groups and given a problem based solution in the beginning of the IVth Semester. The students need to find a solution through design thinking process. Evaluation of this practical paper is done through the presentation and viva.

References

- Fashion and Color – Mary Garthe – Rockport publishers, Rockport, Massachusetts
- Essential Fashion Illustration Colour + Medium –Beverly Massachusetts - Rockport Publishers, Gloucester, MA
- Fashion Illustration Today – Nicholas Drake – Thames & Hudson, London.
- Fashion Illustration School – Carol.A.Nunnely – Thames & Hudson, London
- Fashion Illustration – Colin Barnes – LITTLE, Brown and Company, New York.

The students are divided into groups and a solution based problems like comfortable attire for physically challenged people, products related to maternity etc. will be given. Based on this innovative products will be designed and developed. The assessment is based on the following criteria :

SEMESTER-V

Course Code: FD5B19TB

Course Title -APPRECIATION OF ART

Credits :3

Total Lecture Hours: 54(3 hrs /week)

Objectives:-

To give an awareness to the students of Indian and Western Art

To make the students understand the interrelationship between Art and Fashion

Content:-

Module I

(22 Hours)

Indian Painting

Cave Painting of India – Ajanta ,Ellora , Bagh , Sittanvasal, Bhimbetka, Rajput Painting, Mughal Painting , Pittoro Painting, Madhubani Painting, Pahari Painting, Warli painting, Pattachitra, Mysore Painting, Tanjore Painting, Kerala Murals, and Kalamkari.

Module II

(14 Hours)

World Painting

Ancient World

Pre historic art – Paleolithic, Egypt, Greece & Rome: ‘Classical’ art.

Middle Ages

Byzantine Art & Christianity art, Islam art, Medieval European Art – Gothic, and Renaissance art

Module III

(18 Hours)

Modern Art

Romanticism, Realism, Impressionism, pointillism, Symbolism, Art Nouveau, Cubism, Futuristic, Art deco, Surrealism, Expressionism, Fauvism, Abstract art, Art Deco, Pop art, kinetic art, Op art, Graffiti

References

- History of Art (sixth edition) - H.W Janson /Anthony .F.Janson - Prentice Hall College division
- One Hundred Drawings -Gustav Klimt
- Art Of The Renaissance - Peter - Thames and Hudson, UK

- Indian Painting – The Great Mural Tradition – Mira Seth – Mapin Publisher, Ahmedabad.
- Encyclopedia of Indian Painting – Rakesh Kumar – Anmol Publishing, New Delhi.
- Indian Miniature Painting – Dr.Daljeet – Brij Basi, Noida

SEMESTER-V

Course Code: FD5C05TB

Course Title- ENTREPRENEURIAL DEVELOPMENT

Credits: 3

Number of Contact Hours: 54(3 hrs/week)

Objectives:-

To understand entrepreneurship, its role and contribution to personal and community life.

To understand entrepreneurial Development Programmes

To understand the importance of legal formalities before starting a business

To understand entrepreneurial culture and benefits of being an entrepreneur

Content:-

Module I

(14 Hours)

Entrepreneurial trait, Types, definition, characteristics of entrepreneurial type, role and importance of entrepreneurs in economic growth

Module II

(12 Hours)

Competing Theories of entrepreneurship, Rewards, Motivation,, Establishing entrepreneurial system.

Module III

(14 Hours)

Entrepreneurial development programme in India, Institution providing technical, financial and marketing assistance.

Module IV

(14 Hours)

Incentives to SSI, Registration, Licensing,
Requirement of VAT, Sickness and remedial assistance

References

Fashion Entrepreneurship – Michele M Granger / Tina M Sterling – Fairchild Books, New York.

Entrepreneurship: New Venture Creation – David H Holt – New Delhi.

SEMESTER-V
Course Code: FD5B18PBa
Course Title - JEWELLERY DESIGNING

Credits :3

Number of Contact Hours: 90(5 hrs/week)

Objectives:-

To learn the skills needed to generate and exemplify for a range of jewellery.

To give the students a wider perspective of the jewelry industry.

To understand the types of settings in gold, silver and platinum jewelry and other imitation jewelry.

Content:-

Module I

(50Hours)

Introduction to gold and metallurgy

History of Indian jewellery – Rajasthani, Mughal, South Indian, Tribal, Ancient, Bengali

Manufacturing techniques of Gold – Lost wax casting (old), Modern casting process,

Electroforming, Electroplating, Enamelling, Filigree work, Chain Making

Module II

(40Hours)

Abstract designing:- Colouring of gold, Colouring of silver, and Colouring of Various stones

Stone setting:- Introduction of fundamental stone setting tools, Claw and bezel setting, Flush and tension setting, Cuts and shapes of the stones

Gemmology :- Study of Gem stones and Diamonds.

Related Experience:-

The students are required to make innovative thematic jewellery using natural materials

References

- Indian Jewellery Dance of the peacock – Usha R Bala Krishnan and Meera Sushil Kumar – India Book House, Mumbai
- African Hats and Jewelry – Duncan Clarke – Chartwell Books,INC, New Jersey.
- Gemstones of the world – Walter Sehumann – Sterling Publications, New York

SEMESTER-V

Course Code: FD5B18PBb

Course Title-COMPUTER AIDED PATTERN MAKING AND GRADING

Credits :3

Number of contact Hours: 9095 hrs/week)

Objectives:-

To teach the students basics of computerized pattern making and grading which is useful in industrial garment production

Content:-

Module I

(40 Hours)

Introduction to Computerized Pattern Making and Grading

The basic pattern set preparation

Basic front bodice, Basic back bodice, Basic Sleeve, Basic front Skirt, Basic back skirt

Module II

(50 Hours)

Pattern preparation for garments – Bib, A-line frock, T-Shirt

Pattern Grading – Basic front bodice, Basic back bodice, Basic sleeve, Basic front skirt, Basic back skirt.

Related experiences:-

Record should be submitted at the time of external evaluation.

References

- Computer aided pattern design and product development – Alison Beazley and Terry Bond – Blackwell Publishing Ltd.,
- The comparison of the Manuel and CAD systems for pattern making, grading and marker making processes – Ziyet Ondogan and Celin Erdogan-35100 Bomova – Iznar, Turkey.
- GOYMAR/ Computer aided pattern making- Gerber Technology
- Reach CAD Software
- TUKCAD, pattern making software for Fashion design

SEMESTER V
Course Code: FD5B18PBc
Course Title- DRAPING

Credits :3

Number of contact Hours: 90(5 hrs /week)

Objectives:-

To teach the basic principles of draping

Content:-

Module I

(45 Hours)

Introduction to draping and dress forms

Preparation of fabrics

Basic Front and Back bodice

Bodice variations – Dart manipulation (French dart/ Center front dart/ Straight side dart/ Mid armhole dart)

Basic Front Cowl

Module II

(45 Hours)

Basic Front and Back Skirt

Skirt variations – Skirt with yoke and gathers, Pegged skirt (any one)

Basic Front and Back Torso.

Related Experience:-

Students should maintain a record of all the work.

References

- Draping for Apparel Design – Helen Joseph – Armstrong – Fairchild Publication, New York
- The Art of Fashion Draping – Connie Amaden and Crawford – Fairchild Publication, New York

SEMESTER-V

Course Code : FD5D20TBa

Course Title - SOCIO-PSYCHO ASPECTS OF CLOTHING

Credits :4

Number of contact Hours: 72(4 hrs /week)

Objectives:-

To understand the effect of various social and psychological factors on clothing

Content:-

Module I

(25 Hours)

Introduction to clothing behaviour:-

Purpose of clothing – modesty theory, adornment theory, and protection theory

Factors affecting basic clothing needs – comfort, social participation, conformity, prestige, self expression, attracting the opposite sex, aesthetic expressions and values

Clothing - a nonverbal communication.

Significance of clothing

Module II

(17Hours)

Self concept and clothing behaviour:-

Definition of self concept

Various aspects of self

Self concept and clothing

Module III

(15 Hours)

Demographic trends:-

Effect of age, sex, income, social class, economic status and ethnicity on clothing

Module IV

(15 Hours)

Psychographic trends:-

Effects of personality, attitude, lifestyle and peer group on clothing.

Related Experience:-

The students are required to conduct a survey and submit a report to understand the consumer preference with respect to a sample and using a questionnaire.

References

- Clothing behaviour – Psychological analysis – Usha Kulshrestha and Radha Kashyap – Pointer Publisher, Jaipur.
- Consumer Behavior in fashion – Michael R Solomon and Nancy J Rabolt – Pearson Education, Noida

SEMESTER -V

Course Code : FD5D20TBb

Course Title - FUNDAMENTALS OF VISUAL MERCHANDISING

Credits :4

Number of contact Hours: 72(4 hrs /week)

Objectives:-

To give the knowledge and importance of visual merchandising

Content:-

Module I (15 Hrs)

Visual Merchandising: - Meaning, scope, Purpose

Store design layout -selling space, merchandising space ,personnel space ,customer space

Module II (20 Hrs)

Signage and display:-

Signage – exterior signage, window signage , interior signage.

Merchandise Presentation – self service presentation, full service presentation

Types of display - one item display, related merchandise display, variety or assortment displays, promotional display, institutional display, seasonal display, holiday display, creative display

Display setting - realistic setting, environmental setting, semi realistic /vignette setting, fantasy setting, abstract setting

Module III (15 Hrs)

Lightings:- Primary setting, secondary setting

Light source -fluorescent lighting, incandescent, fiber optic lighting, high intensity lighting, neon, halogen

Lighting Fixtures- Recessed Lighting, Track lighting, open back spot lights, studio lights, close ups, wire forms

Lighting Accessories – Dimmers, Flashers, framing, projectors, strobes, swivel, sockets, gels

Various Kinds of contrast harmony created using lights

Module IV (12 Hrs)

Mannequins and props - Realistic, Semi Realistic , Abstract , Headless

Types of Alternative to Mannequins – 3 quarter forms, soft sculpted figures, articulated artistic figures, dress forms and suit forms, hanger

Props

Module V (10 Hrs)

Fixtures :- Hanging Fixtures - T Stands, Quadra racks or four ways, six ways, round racks, multi features fixtures, vitrines, and straight racks.

Non Hanging Fixtures – Tables, counters, Bins and shelves, Transparent display units, gondolas, modular lines.

Problems faced in Visual Merchandising.

References

- Visual merchandising – Vasanth Kothari
- Visual merchandising and display -Martin M. Pegler , Fairchild Publication, U.S.A
- Silent selling best practices and effective strategies in visual merchandising –Judy Bell ,Kate Ternus Fairchild Pubns ,U.S.A

SEMESTER-V

Course Code : FD5D20TBc

Course Title - ELEMENTS AND PRINCIPLES OF DESIGN

Credits :4

Number of contact Hours: 72(4 hrs /week)

Objectives:-

To inculcate knowledge on the basic elements and principles of designing

To help the students to implement the knowledge gained in day to day life

Content:-

Module I

(14 Hours)

The elements of design:-

Line – Vertical, Horizontal, Diagonal, Modular grid, Curvilinear and Kinetic.

Form, Shape and Space - Form, Shape, Space (positive and negative), Shape within shape

Texture and light

Module II

(34 Hours)

Colour theory:-

Primary, secondary, tertiary colours

Colour wheel-

Tints and Shades of colour

Colour Schemes - Analogous, Complementary, Split complementary, Triad schemes.

Warm and Cool colours

Colour dimensions - Hue, value and chroma.

Module III

(24 Hours)

Designing principles:-

Balance

Emphasis

Proportion

Rhythm

Unity

References

- Fashion by design – Janice Greenberg Ellinwood – Fairchild Books, New York.
- Design through discovery: The Elements and Principles – Marjorie Elliott Bevin – Wadsworth Publishing,
- Design Basics – David A Lauer, Stephen Pentak

SEMESTER -VI
Course Code : FD6B21PB
Course Title – THEMATIC LINE DEVELOPMENT

Credits :4

Number of Contact Hours: 180(10hrs /week)

Objectives:-

To help the students to independently develop a thematic line using the knowledge gained and their creativity

Content:-

Module I

Presentation:-

Each student will conceptualize and develop a collection of at least five garments
The students should submit a record and the garments based on the theme at the time of external evaluation

References

- Fashion – concept to catwalk –Gereal Olivier- A&C Black London
- How to create your Final Collection –Atkinson M.
- Saris – Tradition and beyond – Sign Marthand chishti RK
- Fashion Source – M C Kelvey .K
- Fashion Forecasting – Kellvey Mc Katherine and Munslow J
- Designers guide to color (all editions)– James Stockton –Chronical books SanFrancisco

SEMESTER-VI

Course Code : FD6B22PB
Course Title – Thematic Home Textiles

Credits :4

Number of Contact Hours: 180(10 hrs/week)

Objectives:-

To make the students understand the importance of home Textiles in making the appeal of a décor.

Presentation

The students have to do thematic collection of Home Textiles wherein they have to design and construct the most appropriate furnishings based on a theme.

References:

Complete guide to sewing – Reader's Digest Association, Pleasantville, New York.

Simplicity Home Decorating Book: Step - By –Step Sewing Techniques and Easy -To -Make Soft Furnishing – Simplicity Publisher – Enova Books, London

A Compendium Of Home Sewing – How to Make All Manner of Furnishings – Various – Spalding Press

SEMESTER-VI
Course Code :FD6B23PB
Course Title – Portfolio Presentation (P)

Credits :4

Number of Contact Hours: 90(5hrs /week)

Objectives:-

To help students to prepare a competitive portfolio which include best of their skills and talents.

Presentation

The students have to document all their best presentable work done through all the semesters and those that portray the student's area of interest.

The students are required to submit the portfolio as the record during the external evaluation.

References

Portfolio Presentation for Fashion Designers – Linda Tain – Fairchild Books, New York

