

**Proposed Syllabus
For
Goa University**

**3 years CBCS Bachelor of Science
In
Fashion & Apparel Design**

2020-2021

COURSE OVERVIEW

- The ***BSc. in Fashion and Apparel Design*** emphasizes practical and industry-oriented methodology and training.
- An intensive course that is driven by a systematic and technical approach, research, creativity, and imagination.
- Trains the students to imbibe the aesthetic of design and create collections for the consumers.
- Focuses on integral elements of the subject ranging from fabric analysis, understanding principles of design, fashion illustration, pattern-making, and garment construction.
- The ***BSc. in Fashion and Apparel Design*** program abides by the evolving trends, norms, cultural dynamics, and innovations of the Indian and International Fashion industry.

LEARNING OUTCOMES

- The ***Fashion and Apparel Design*** course give you a strong sense to think and forecast.
- The ***BSc. in fashion designing*** makes you understand, format, and deliver from a concept to a consumer.
- The subjects in fashion designing help you to achieve the technical skills to analyze and execute a design.
- The ***BSc. fashion technology*** helps you develop professional practice in time with the Industry.

Course Structure and List of papers

SEMESTER I

(F.Y. B. Sc.) FD

PAPER CODE	TITLE	TYPE	CREDITS	TOTAL CREDITS
FD 101 A GE	Foundation Art	Theory	04	04
FD 102	Fashion Theory	Theory	03	03
FD 103 A FD 103 B	Fashion Illustration I	Theory Practical	02 02	04
FD 104 A FD 104 B	Fiber & Yarn Science	Theory Practical	02 02	04
FD 105 A FD 105 B	Introduction to Pattern Making & Draping	Theory Practical	02 02	04
AECC 1	Constitution of India & Human Rights	Theory	03	03
Total Credits				22

Appendix B

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 101 A GE

Title of the Course: Foundation Art (Theory)

Number of Credits: 4

Effective from AY: 2019-20

Prerequisites for the course	NIL	
Objectives	<ul style="list-style-type: none"> ❖ To Introduce drawing as a foundation skill. ❖ To explore and develop one's ability to think and draw. ❖ To be able to use drawing media effectively ❖ To understand the value of seeing. ❖ To understand the light and shadow effect on the object 	
Content	Unit - 1 Lines, Shapes- Exploration of different grades of pencils on different kinds of paper (bond sheet, ivory sheet, and cartridge sheets). types of lines and expression through line Shapes - Exploration of the line into shapes, different objects to be presented in the 2D form with proper measurement and proportion and tonal rendering, still life drawing	10 Hrs.
	Unit - 2 Art media and application - pencils, color pencils, watercolors, fabric colors, markers, acrylic colors	10 Hrs.
	Unit - 3 Perspective and its uses, Grid techniques of rendering	10 Hrs.
	Unit - 4 Understanding different kinds of drapes	10 Hrs.
	Unit - 5 Outdoor study - Study of quick sketches & Live poses	15 Hrs.
	Unit - 6 Final Project & Presentation	05 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/Readings	<ul style="list-style-type: none"> ❖ Giovanni Civardi, Drawing Human Anatomy – Cassel Illustrated Publisher(1998) ❖ Giovanni Civardi, Drawing: A Complete Guide (Art of Drawing), Search Press (2010) ❖ Giovanni Civardi, Art of Drawing: Drawing Hands & Feet: Form, Proportions, Gestures and Actions, Search Press (2005) ❖ Giovanni Civardi, Art of Drawing: Drawing Portraits: Faces and Figures, Earch Press (2002) 	

	<ul style="list-style-type: none"> ❖ Liron Yanconsky, How to Draw Folds and Clothes: For the Extreme Beginner (2014) ❖ Michael Massen, The Artist's Guide to Drawing the Clothed Figure: A Complete Resource on Rendering Clothing and Drapery, Watson-Guption (2011)
Learning Outcomes	<ul style="list-style-type: none"> ❖ Effective use of drawing media ❖ Improved eye-hand coordination ❖ Understanding of scale, proportion, lighting, drapes, and perspectives

Program: B. Sc. (Fashion & Apparel Design)
Course Code: FD 102
Title of the Course: Fashion Theory (Theory)
Number of Credits: 3
Effective from AY: 2019-20

Prerequisites for the course	NIL	
Objectives	<ul style="list-style-type: none"> ❖ To introduce the students to fashion terminologies ❖ To understand the principles and elements of design ❖ To understand various roles in the field of Fashion 	
Content	<p>Unit - 1 Definition of Fashion, Style, FAD, classic, Avant -Grade, etc., Fashion Evolution, Adoption of fashion, Motives for consumer buying, Fashion forecasting, Design sources, Fashion services & resources, Fashion Magazines, etc.</p> <p>Unit - 2 knowledge of the customer- Consumer groups, customer profile, price, gender, location</p> <p>Unit - 3 Designing a successful garment (elements & principles) Silhouette, line color, texture, pattern, Design principles, - proportions, Balance, Emphasis, Unity, Rhythm</p> <p>Unit - 4 Fashion Forecasting. Importance of Trims & Findings - their types and usage. Types of collars, necklines, sleeves, pockets (exercise-based)</p> <p>Unit - 5 Women's wear – different categories Men's wear - different categories Children's wear different categories</p> <p>Unit – 6 (overview) Developing a line, Line selection, line presentation, developing a sample garment, costing of a garment, purchasing piece goods, patternmaking, production scheduling, spreading, cutting, garment assembly</p> <p>Unit - 7 Role of Apparel Manufacturer- Inside the shop, contractor, shipping, retailing</p> <p>Unit - 8 Role of a designer in the production Final Project & Presentation</p>	<p>8 Hrs.</p> <p>8 Hrs.</p> <p>10 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>8 Hrs.</p> <p>8 Hrs.</p>

Pedagogy	Lectures/ Tutorials/Assignments/Self-Study
References/ Readings	<ul style="list-style-type: none"> ❖ Sharon Lee Tate, Inside fashion design 1 Edition, Canfield Press (1977) ❖ Steven Faerm, Fashion Design Course: Principles, Practice, and Techniques: The Practical Guide for Aspiring Fashion Designers-2 edition, B.E.S. Publishing; (2017) ❖ Fashionary, Fashionpedia - The Visual Dictionary of Fashion Design, Publisher: Fashionary (2016) ❖ Fashion Illustration & Design: Methods & Techniques for Achieving Professional Results, Promopress (2017) ❖ Manuela Brambatti, Fashion Illustration & Design: Methods & Techniques for Achieving Professional Results, Promopress (2017) ❖ Gini Stephens Frings, Fashion: From Concept to Consumer (9th Edition), Pearson;(2007)
Learning Outcomes	<ul style="list-style-type: none"> ❖ Understanding of the various aspects of garments and their categories and markets ❖ Basics/ Fundamentals of Fashion ❖ Industry awareness ❖ Various trims and their usage.

Program: B. Sc. (Fashion & Apparel Design)
Course Code: FD 103 A
Title of the Course: Fashion Illustration I (Theory)
Number of Credits: 2
Effective from AY: 2019-2020

Prerequisites for the course	NIL	
Objectives	<ul style="list-style-type: none"> ❖ To Introduce Colors as a Foundation Skill ❖ To understand the ancient style of clothing, color medium, and color psychology ❖ To understand the human form and how to depict garments on the body. 	
Content	<p>Unit - 1 Introduction and meaning of fashion art. Color as an essential element of design, Pantone color, Color wheel, color value scale, greyscale, color scheme, color psychology, colors and emotions, color behavior.</p> <p>Unit - 2 Understanding the significance of clothing during ancient civilizations – with focus on Individual dress communication, personal expression & sociological influence on clothing.</p> <p>Unit - 3 Understand the role clothing plays in communicating roles & status in society. Study and analyze status differentiating criteria and elements during Ancient Rome, Etruscans, The Byzantine period & The Cretan/Minoan era – to focus on accessories & style details.</p> <p>Unit - 4 Final Project & Presentation</p>	<p>13 Hrs.</p> <p>13 Hrs.</p> <p>13 Hrs.</p> <p>06 Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none"> ❖ Giovanni Civardi, Drawing Human Anatomy – Cassell Illustrated Publisher(1998) ❖ Giovanni Civardi, Drawing: A Complete Guide (Art of Drawing), Search Press (2010) ❖ Giovanni Civardi, Art of Drawing: Drawing Hands & Feet: Form, Proportions, Gestures and Actions, Search Press (2005) ❖ Giovanni Civardi, Art of Drawing: Drawing Portraits: Faces and Figures, Search Press (2002) ❖ Liron Yanconsky, How To Draw Folds And Clothes: For the Extreme Beginner (2014) ❖ Michael Massen, The Artist's Guide to Drawing the Clothed Figure: A Complete Resource on Rendering Clothing and Drapery, Watson-Guption (2011) 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ Enable the students to create an effective and interesting visual expression ❖ A better understanding of the ideation process & and appreciation of the human body (both natural & Fashion Proportion. 	

Program: B. Sc. (Fashion & Apparel Design)
Course Code: FD 103 B
Title of the Course: Fashion illustration I (Practical)
Number of Credits: 2
Effective from AY: 2019-20

Prerequisites for the course	NIL	
Objectives	<ul style="list-style-type: none"> ❖ To Introduce Colors as a Foundation Skill ❖ To understand the ancient style of clothing, color medium, and color psychology ❖ To understand the human form and how to depict garments on the body. 	
Content	Unit - 1 Introduction of color as an essential element of design, Pantone color, Color wheel, color value scale, greyscale, color scheme, color psychology, colors, and emotions, color behavior	8 Hrs.
	Unit - 2 Study of human Form (Men, Women & Kids)- Measurements and proportions, form and structure of various body parts	8 Hrs.
	Unit – 3 Introduction to Fashion Figure and Natural figure, Introduction to 10 head ball and joint. Comparative study of the proportions and body size, Different views - ¾ th, side view, back view, (still and moving form)	8 Hrs.
	Unit - 4 Study of arms & hands, hand movements, legs, and feet, different poses, and footwear	8 Hrs.
	Unit - 5 Torso Movement, understanding the movement of the body.	8 Hrs.
	Unit – 6 Final Project & Presentation	5 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/Readings	<ul style="list-style-type: none"> ❖ Giovanni Civardi, Drawing Human Anatomy – Cassell Illustrated Publisher(1998) ❖ Giovanni Civardi, Drawing: A Complete Guide (Art of Drawing), Search Press (2010) ❖ Giovanni Civardi, Art of Drawing: Drawing Hands & Feet: Form, Proportions, Gestures and Actions, Search Press (2005) ❖ Giovanni Civardi, Art of Drawing: Drawing Portraits: Faces and Figures, Search Press (2002) ❖ Liron Yanconsky, How to Draw Folds And Clothes: For the Extreme Beginner (2014) 	

	<ul style="list-style-type: none"> ❖ Michael Massen, The Artist's Guide to Drawing the Clothed Figure: A Complete Resource on Rendering Clothing and Drapery, Watson-Guption (2011)
Learning Outcomes	<ul style="list-style-type: none"> ❖ Enable the students to create an effective and interesting visual expression ❖ A better understanding of the ideation process. ❖ Understanding and appreciation of the human body (both natural & Fashion Proportion)

Program: B. Sc. (Fashion & Apparel Design)
Course Code: FD 104 A
Title of the Course: Fibre & Yarn Science (Theory)
Number of Credits: 2
Effective from AY: 2019-20

Prerequisites for the course	NIL	
Objectives	<ul style="list-style-type: none"> ❖ To Introduce the science of Textile Development ❖ Gain knowledge of fibres, sources- their identification and properties ❖ To understand the process of developing fabric - fibres to weave/ knit 	
Content	Unit - 1 Introduction to textile fibers -Definition, Sources, Classification and properties of textile fibres.	3 Hrs.
	Unit - 2 Cellulose fibers -Cotton, flax, kapok, hemp, ramie- Properties and end uses, Protein fibers- Silk, Wool – Properties and end uses	6 Hrs.
	Unit - 3 Regenerated cellulose fibers- Viscose Rayon, Acetate Rayon, Tencel, Modal, Bamboo, Lyocel – production source, properties, and end-uses. Identification of fibers using different techniques.	6 Hrs.
	Unit - 4 Synthetic fibers-Nylon, polyester, acrylic, and modacrylic- properties and end-use, Polyethylene, polypropylene, olefin, Elastomeric fibers (spandex and lycra)- End uses.	5 Hrs.
	Unit-5 Yarn manufacturing process for short-staple fibers, Spinning Process:- Ring and open-end yarn spinning. Flowchart for manufacturing carded combed yarn and folded yarn, Difference between Rotor, Ring spinning, and Air-jet spinning. Flow chart for manufacturing woolen, worsted yarn, and silk yarn.	8 Hrs.
	Unit-6 Polymers - Polymerization, degree of Polymerization, different types of polymers- addition and condensation, orientation and crystallinity, characteristics of fiber-forming polymers, general physical and chemical properties of fibers. Manufacturing techniques – dry, wet, and melt spinning.	8 Hrs.
	Unit 7 Texturization - types (simplex and complex yarns) and uses, Blends- types, use of blended yarns.	6 Hrs.

	Unit-8 Sewing threads- types and properties, fancy yarns-types and uses. Finishes given to sewing threads.	3 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none"> ❖ 1.Gohl, E.P.G. Velensky, L.D, —Textile Science CBS Publishers and Distributors, 2003 ❖ 2. Hall, A.J. —The standard handbook of Textiles , Wood head Publishing 8th edition, 2004 ❖ 3. Vidyasagar, P.V. —Hand Book of Textiles , A. Mittal Publications, 2005 ❖ 4.Sara J. Kadolph, —Textiles , Prentice Hall, 10th edition 2007 ❖ 5. Gordon Cook, J —Hand Book of Textile Fibres, Vol- II Man-Made Fibers, Wood Head Publishing, 1984. ❖ 6. Bernard P. Corbman, —Textiles Fiber to Fabric McGrawhill Publications, 6th, Edition 1983 ❖ 7.Gilbert R. Merrill, —Cotton and Picking Universal Publishing Corporation, 1999 ❖ 8.Gilbert R. Merrill, —Cotton Combing Universal Publishing Corporation, 1999 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ Students will be able to identify different kinds of fabric - composition, weave, etc. ❖ Ability to make informed choices while selecting fabrics for creating garments or other related products 	

Program: B. Sc. (Fashion & Apparel Design)
Course Code: FD 104 B
Title of the Course : Fibre & yarn Science (Practical)
Number of Credits: 2
Effective from AY: 2019-20

Prerequisites for the course	NIL	
Objectives	<ul style="list-style-type: none"> ❖ To Introduce the science of Textile Development ❖ Gain knowledge of fibres, sources- their identification and properties ❖ To understand the process of developing fabric - fibres to weave/ knit 	
Content	Unit - 1 Identification of different types of fibres by physical & chemical methods- cotton, viscose, silk, wool, polyester, Nylon fibres	12 Hrs.
	Unit - 2 Geometrical properties of yarn- Twist, Count of the yarns using the different yarn numbering system	12 Hrs.
	Unit - 3 Identification of yarns by physical method- spun & filament yarns, ply & novelty yarns	10 Hrs.
	Unit - 4 Identification of varieties of Sewing threads & study of their properties like count, structure, and twist	11 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/Readings	<ul style="list-style-type: none"> ❖ Gohl, E.P.G. Velensky, L.D, —Textile Science CBS Publishers and Distributors, 2003 ❖ Hall, A.J. —The standard handbook of Textiles , Wood head Publishing 8th edition, 2004 ❖ Vidyasagar, P.V. —Hand Book of Textiles , A. Mittal Publications, 2005 ❖ Sara J. Kadolph, —Textiles , Prentice Hall, 10th edition 2007 ❖ Gordon Cook, J —Hand Book of Textile Fibres , Vol- II Man-Made Fibers, Wood Head Publishing. ❖ Bernard P. Corbman, —Textiles Fiber to Fabric McGrawhill Publications, 6th, Edition 1983 ❖ Gilbert R. Merrill, —Cotton and Picking Universal Publishing Corporation, 1999 ❖ Gilbert R. Merrill, —Cotton Combing Universal Publishing Corporation, 1999 ❖ V R Gowariker, N V Vishwanathan, Jayadev Sreedhar – Polymer Science, 2019. ❖ V A Shenai –Textile fibers, Sewak publication, 1990. 	

Learning Outcomes	<ul style="list-style-type: none"> ❖ To identify different kinds of fabric - composition, weave, etc. ❖ Ability to make informed choices while selecting fabrics for creating garments or other related products
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Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 105 A

Title of the Course: Introduction to Pattern Making & Draping (theory)

Number of Credits: 2

Effective from AY: 2019-20

Prerequisites for the course	NIL	
Objectives	<ul style="list-style-type: none">❖ To Introduce draping as an art of body packaging❖ To employ the art/technique of draping to develop basic garments❖ To introduce the student to the tools & basics of Patternmaking	
Content	Unit - 1 Introduction to pattern making & garment construction, History of the sewing machine, Parts of a sewing machine, sewing machine needle - types, parts and functions, care and maintenance of sewing machine, sewing threads- function, performance, characteristics	6 Hrs.
	Unit - 2 Introduction to Tools used for Pattern Making and draping,	3 Hrs.
	Unit - 3 Introduction to Basic hand stitches: Application of Temporary and permanent stitches, Methods, importance and application of basting, running, tacking, hand overcast, button, buttonhole, hemming stitches - plain and blind hemming, stitches and seams- Definition, terminologies, specifications ASTM standards, stitch properties, stitch types, seam dimensions	9 Hrs.
	Unit - 4 Pattern Making & Draping Terminologies & symbols (notches, punch/circles), pattern information (grain, part piece, cut symbols) seam allowance, fabric terms Comparison of draping and pattern development	9 Hrs.
	Unit - 5 Anthropometric study – the study of body measurements, types of methods to measure & standardization of body measurements. (Figure types & Figure analysis), body & garment relationship importance of body measurements	8 Hrs.
	Unit – 6 Introduction to the basic pattern - commercial and custom made patter	9 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/Readings	<ul style="list-style-type: none">❖ Pattern Making for Fashion Design by Helen Joseph – Armstrong (HJA), 2009❖ The Art of Fashion Draping – Connie Amaden Crawford (CAC), 2004❖ Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991	

	❖ Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
Learning Outcomes	❖ Make effective use of draping & garment construction terminologies ❖ Understand effective use of draping & garment pattern making.

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 105 B

Title of the Course: Introduction to Pattern Making & Draping (Practical)

Number of Credits: 2

Effective from AY: 2019-20

Prerequisites for the course	NIL	
Objectives	<ul style="list-style-type: none">❖ To Introduce draping as an art of body packaging❖ To employ the art/technique of draping to develop basic garments❖ To introduce the student to the tools & basics of Patternmaking	
Content	Unit - 1 Sewing machine- different kinds-functions-uses-attachment-practice on paper, stitching on fabric (straight, curves, corners, and circular)	6 Hrs.
	Unit - 2 Sketching the Basic sewing machine and parts, threading the Single needle machine, loading bobbin and bobbin case, fixing and removing the needle, care, and maintenance of sewing machines, oiling.	6 Hrs.
	Unit - 3 Sewing techniques - Basic hand stitches- basting, running, tacking, hand overcast, buttonhole, hemming stitches - plain & blind hemming, slip stitch, tailor's tack	6 Hrs.
	Unit - 4 Seam & seam finishes- Plain, flat fell, French, turned & stitched, lapped, double top, pinked, overlock, & pinked and stitched	6 Hrs.
	Unit - 5 Pattern preparation for women 's basic blocks front, back, sleeve & skirt, Preparation of muslin basic blocks, test fitting, front, back, sleeve and skirt, pattern alterations	9 Hrs.
	Unit - 6 Basic Draping Methods, Measuring Drape Form, Developing Dress Form, Principles of Draping and Fitting Methods.	12 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none">❖ Pattern Making for Fashion Design by Helen Joseph – Armstrong (HJA), 2013.❖ The Art of Fashion Draping – Connie Amaden Crawford (CAC), 2007.❖ Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991❖ Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994	
Learning Outcomes	<ul style="list-style-type: none">❖ Make effective use of draping & garment construction terminologies❖ Understand effective use of draping & garment pattern making.	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: AECC1

Title of the Course: Constitution of India & Human Rights (Theory)

Number of Credits: 3

Effective from AY: 2019-20

Prerequisites for the course	NIL	
Objectives	<ul style="list-style-type: none">❖ To Acquire awareness of the constitutional rights provided to citizens.❖ Understanding of Human Rights and protections.	
Content	<p>Unit-1 Indian Constitutional Philosophy Features of the Constitution and Preamble Fundamental Rights and Fundamental Duties Directive Principles of State Policy</p> <p>Unit-2 Union and State Executive, Legislature and Judiciary Union Parliament and State Legislature: Powers and Functions President, Prime Minister, and Council of Ministers State Governor, Chief Minister, and Council of Ministers The Supreme Court and High Court: Powers and Functions</p> <p>Unit-3 Concept and Development of Human Rights Meaning Scope and Development of Human Rights United Nations and Human Rights – UNHCR UDHR 1948, ICCPR 1996, and ICESCR 1966</p> <p>Unit-4 Human Rights in India Protection of Human Rights Act, 1993 (NHRC and SHRC) First, Second and Third Generation Human Rights Judicial Activism and Human Rights</p>	<p>12 Hrs.</p> <p>11 Hrs.</p> <p>11 Hrs.</p> <p>11 Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none">❖ Dr. B R Ambedkar, The Constitution of India by Govt. of India, Ministry of Law and Justice, 26 January 1950❖ Austin Granville, The Indian Constitution: Cornerstone of A Nation (Classic Reissue), Oxford Publisher (1999)❖ Durga Das Basu, Human Rights in Constitutional Law, Prentice – Hall of India Pvt. Ltd. New Delhi (2012)❖ Noorani, A.G., (South Asia Human Rights Documentation Centre), Challenges to Civil Right), Challenges to Civil Rights Guarantees in India, Oxford University Press (2012)	
Learning Outcomes	<ul style="list-style-type: none">❖ Students will learn skills required to research and analyze political issues and learn how to use those articles/ law provisional in applied situations such as working environment/ public places and careers that may involve human-related problems and/or issues.	

Course Structure and List of papers

SEMESTER II

(F.Y. B. Sc.) FD

PAPER CODE	TITLE		CREDITS	TOTAL CREDITS
FD 201A	Fashion Illustration II	Theory	03	03
FD 202 GE	History of costumes (clothing culture & Communication)	Theory	04	04
FD 203 A	Fabric Science and Analysis	Theory	02	04
FD 203 B		Practical	02	
FD 204 A	Pattern Making & Garment Manufacturing Technology	Theory	02	04
FD 204 B		Practical	02	
FD 205 A	Draping	Theory	02	04
FD 205 B		Practical	02	
AECC 2	Environment Studies	Theory	03	03
TOTAL CREDITS				22

**B. Sc. Fashion & Apparel Design Program
under CBCS w.e.f. 2019-20**

2nd Semester

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 201

Title of the Course: Fashion Illustration II (Theory)

Number of Credits: 3

Effective from AY: 2019-20

Prerequisites for the course	FD 103A, B	
Objectives	<ul style="list-style-type: none"> ❖ To develop student's rendering and detailing skills ❖ To help students develop an illustration style ❖ Understand illustration in different contexts 	
Content	Unit - 1 Introduction to fashion illustration and a brief history of fashion illustrations, a study of well-known fashion Illustrators and their niche styles/techniques.	10 Hrs.
	Unit - 2 Clothing culture & communication of status in the society, style details during Middle ages & Renaissance period. Also, focus on different types of accessories prevalent in those times.	10 Hrs.
	Unit – 3 Advanced fashion illustration Facial features – eyes, nose, lips (colour) Facial features of western, African, eastern, etc. races. Hairstyles and colours	10 Hrs.
	Unit – 4 <u>Body types</u> – hourglass, inverted triangle, pear shape, apple shape, and lean column (rectangular). Designing for diverse body types and ages – infant, toddler, children, young-boy, and girl	10 Hrs.
	Unit - 5 Silhouettes & Styles from the most prominent designers shaped history in the early 90s. (national & international)	10 Hrs.
	Unit – 6 Silhouettes & Styles from the most prominent designers shaped history in the late 90s. (national & international)	10 Hrs.

Pedagogy	Lectures/ Tutorials/Assignments/Self-Study
References/ Readings	<ul style="list-style-type: none"> ❖ Allen and Seaman, "Fashion Drawing - The Basic Principles" B T Batsford, London, 1994 ❖ Drake and Ireland, Patrick <i>John</i>, "Fashion Design Drawing and Presentation", B. T, Batsford, London, 1996 ❖ 1. Nicholas, "Fashion illustrations", Thames and Hudson. London, J 994 ❖ 1. Seaman, Julian, "Professional Fashion Illustration". B. T. Batsford, London, 1995 ❖ Fashion Illustration now - Thames & Hudson, 2014. ❖ Encyclopedia of Fashion Details - Patrick John Ireland, 2007.
Learning Outcomes	<ul style="list-style-type: none"> ❖ Facilitate fluency in the expression of fashion concepts ❖ Use illustration as a means to ideate ❖ Develop confidence in presenting work creatively

Course Code: FD 202 GE

Title of the Course: History of Costumes, clothing culture & communication (Theory)

Number of Credits: 4

Effective from AY: 2019-2020

Prerequisites for the course	NIL	
Objectives	<ul style="list-style-type: none">❖ To understand the evolution of fashion❖ To create awareness about clothing culture❖ Impart knowledge of clothing communication & fashion expression	
Content	Unit – 1 Understanding clothing & Clothing culture. The difference in fashion & non-fashion clothing. Recurring cycles of fashion. Individual communication, image building, and tools of personal expressions	6 Hrs.
	Unit – 2 Influence of Individual dress, personal communication, expression, psychological & sociological influence on clothing through the study of Late 15th-16th century -Renaissances period, 17th century -Baroque period 18th Century- Rococo 19th Century - The birth of Dandy	6 Hrs.
	Unit - 3 Fashion Designers I - focus on the individual expression/ signature style of the most prominent designers that influenced fashion till the mid-90s. – (international & national)	6 Hrs.
	Unit - 3 Fashion Designers II - focus on the individual expression/ signature style of the most prominent designers that influenced fashion after the mid-90s. - (national & international)	6 Hrs.
	Unit – 5 Industrial revolution Corset culture, 20 th -century fashion, women at war, between war & post-war. 1900-1909 - Down with the corset	8 Hrs.

	<p>1910-1919- Liberated body Edwardian Opulence</p> <p>1920-1929 - Jazz look</p> <p>1930-1939 - Return of Elegance</p> <p>1940 - 1949 - Fashion is indestructible</p> <p>Unit -5</p> <p>Gender equality through clothing, sexual revolution & emergence of different types of costumes and cultures during the late 20th century (hippies, punk, teddy boy, mods, etc.)</p> <p>1950 - 1959 - New look - Old idea</p> <p>1960-1969 - sex, drugs, & rock n' Roll for a better world</p> <p>1970-1979 - Anti Fashion</p> <p>1980-1989 -Dressed for success</p> <p>1990-1999 - Towards a minimalist future</p> <p>Unit- 6</p> <p>21st Century - Emergence of a new age in fashion.</p>	<p>8 Hrs.</p> <p>8 Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	

References/Readings	<ul style="list-style-type: none"> ❖ Costume and Fashion - James Laver, Thames & Hudson, 2002. ❖ 20,000 years of Fashion - Francois Boucher, Harry N Abrams, 1987 ❖ History of Fashion - Carl Kohler, Dover publication, 2012. ❖ The complete history of Costumes and fashion - Bronwyn Cosgrave, Facts on File Publisher, 2001.
Learning Outcomes	<ul style="list-style-type: none"> ❖ Understand the evolution of clothing ❖ Developing a sense of appreciation for the history of clothing/costume

Course Code: FD 203 A

Title of the Course: Fabric Science & Analysis (Theory)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	FD 104 A	
Objectives	<ul style="list-style-type: none">❖ To impart knowledge on woven, non-woven fabrics and methods of derivation.❖ To understand the fabric formation process.	
Content	Unit - 1 Introduction on different methods of fabric Formation-Woven, Knitted, and non-woven fabrics, properties, and end-use. Non-woven fabric manufacturing techniques and end-uses.	3 Hrs.
	Unit 2 Woven Fabric formation – weaving preparatory, objectives and brief study of the process- winding, warping, sizing, Drawing and denting, Weft winding, Introduction to Khadi, Handloom and power loom Fabrics. Classification of looms, Passage of material through the loom, a study of primary, secondary and tertiary motions, Principle of Shuttleless loom Viz Multiple grippers, Rapier, Airjet, Waterjet looms. Advantages of unconventional looms over conventional looms	12 Hrs.
	Unit 3 General Characteristics of woven fabrics and their importance– count of yarn, fabric grain, Thread density, Fabric Length, Fabric width, Fabric weight, and selvages.	6 Hrs.
	Unit 4 Elementary weaves – Classification of woven fabrics. glossary and characteristics, construction, salient features- of Plain weave – variation (rib and Basket), Twill weave – variation (RHT, LHT, Pointed and Herringbone), and Satin / Sateen weave – variation. Fabric Design and graphical representation of the above weaves. Introduction and salient features of Crepe fabrics like georgette, chiffons, Extra threads, Warp and weft pile and Brocade and damask, Terry pile structures, double cloth.	12 Hrs.
	Unit 5	

	<p>Introduction to Knitting – Classification, the difference between weaving and knitting, the difference between warp and weft knitting, Basics of weft knitting, Loop diagram and properties of basic weft knitted structures, knitting cycle & Modification of weft knitted structures.</p> <p>Unit 6</p> <p>Brief discussions of important fabric manufacturing clusters in India and their salient features- Kancheepuram, Arni, Kumbakonam, Chanderi, Maheshwari, Salem and Karur, Bangalore, Mysore, Ilkal, Guledgudda, Kota, Banaras, Suhalkuchi, santhipur, Beharampur of Orissa, Pochampalli and Panipat & Gadwal Silk.</p>	<p>9 Hrs.</p> <p>6 Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	

References/Readings	<ul style="list-style-type: none"> ❖ Corbmann, B.P Textiles: Fibre to fabric' McGraw Hill Inc. Singapore 1986 ❖ Grosicki, Z.J. —Watson's Textile Design & Colour , 7th edition, Wood head Publication. ❖ Murphy, W.S. —Handbook of weaving Abhishek publication., 2007 ❖ Murphy, W.S. —Textile weaving & Design Abhishek publication, 2003. ❖ Pizzuto, J.J —Fabric Science 6th edition, Fairchild publications. ❖ Spencer D.J. _Knitting Technology' Pergamon Press, Oxford 1982 ❖ N. Gokarneshan – Fabric structure and Design, New age international publishers, 2001. ❖
Learning Outcomes	<ul style="list-style-type: none"> ❖ Understanding of textile development in detail ❖ Understanding of the process of developing fabric - fibres to weave/knits & different types of Indian weaves from various parts of the country.

Course Code: FD 203 B

Title of the Course: Fabric Science & Analysis (Practical)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	FD 104 A, B	
Objectives	<ul style="list-style-type: none"> ❖ To impart knowledge on woven, non-woven fabrics and methods of derivation ❖ To understand the fabric formation process 	
Content	<p>Unit 1</p> <p>Analysis & Identification of different fabrics for clothing construction and weaves like Plain, twill, Sateen, satin honeycomb, herringbone, and mock leno, etc. and finding the particulars like fabric geometrical parameters and cover factor.</p> <p>Unit 2</p> <p>Analysis of different fabrics for clothing construction and weaves like Honeycomb, herringbone and mock leno, etc., and finding the particulars like fabric geometrical parameters and cover factor.</p> <p>Unit 3</p> <p>Collection and portfolio preparation of 25 different commercial samples with different weaves and weights for apparel, furnishing, Household application, support material for garments and trims, along with brief description and cost criteria of them.</p>	<p>16 Hrs.</p> <p>16 Hrs.</p> <p>16 Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	

References/Readings	<ul style="list-style-type: none"> ❖ Corbmann, B.P - Textiles: Fibre to fabric' Mcgraw Hill Inc. Singapore 1986 ❖ Grosicki, Z.J. - Watson's Textile Design & Colour , 7th edition, Wood head Publication ❖ Murphy, W.S. --- Handbook of weaving Abhishek publication, 2005. ❖ Murphy, W.S. - Textile weaving & Design Abhishek publication, 2003. ❖ Pizzuto, J.J - Fabric Science 6th edition, Fairchild publications. ❖ Spencer D.J. - Knitting Technology' Pergamon Press, Oxford 1982
Learning Outcomes	<ul style="list-style-type: none"> ❖ Understanding of textile development in detail. ❖ Understanding of the process of developing fabric - fibres to weave/knits & different types of Indian weaves from various parts of the country.

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 204 A

Title of the Course: Pattern Making & Garment Manufacturing Technology (Theory)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	FD105 A	
Objectives	<ul style="list-style-type: none">❖ To introduce the concept of a garment making❖ To impart knowledge & skills required for garment components	
Content	Unit-1 Fullness- Darts, pleats, tucks, gathers, Sleeves- Definition, terms, classification, types-basic sleeve, gathered, bell, kimono, raglan, leg o mutton & construction	3 Hrs.
	Unit 2 Dart Manipulation- conversion of darts to tucks, pleats, gathers, seamlines, etc.	6 Hrs.
	Unit 3 Collars - Definition, terms, classification, and types Peter pan, sailor, Turtle collar, shawl, formal shirt collar, Mandarin, collar with stand & its variations & construction	3 Hrs.
	Unit 4 Yokes - Definitions, purpose, types-with fullness & without fullness, Shapes & construction.	3 Hrs.
	Unit-5 Pockets - Definitions, purpose, Patch pockets, Patch pockets with flap, Seam pockets, welt pockets & variations	5 Hrs.
	Unit-6 Neck Line Finishes - piping, facing (bias facing, shaped facing).	6 Hrs.

	<p style="text-align: right;">Unit-</p> <p>7</p> <p>Plackets - definition, types Self, front placket, continuous bound placket, two-piece sleeve placket, and shirt placket</p> <p>Unit 8</p> <p>Skirts – Basic-flared, circular, gathered, pleated, basic waistband application</p> <p>Unit 9</p> <p>Dress categories: with waistline without a waistline, silhouettes, torso dress, princess, panel & drafting.</p> <p>Unit 10</p> <p>Sleeves – definition, terminologies, types- Sleeves along with bodice and set-in sleeves.</p> <p>Unit -11</p> <p>Fasteners- press buttons, hook & eye, shirt button, buttonholes, concealed zippers & zips</p>	<p>5 Hrs.</p> <p>5 Hrs.</p> <p>3 Hrs.</p> <p>3 Hrs.</p> <p>3 Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	

References/ Readings	<ul style="list-style-type: none"> ❖ Helen J. Armstrong, —Pattern Making for fashion design Prentice Hal (2000) ❖ Winfred Aldrich, —Metric Pattern Cutting , Black Well Science, UK
Learning Outcomes	<ul style="list-style-type: none"> ❖ To introduce Pattern Making as a vital tool in creating garments ❖ To introduce the student to the basic technique of Pattern Making

Course Code: FD 204 B

Title of the Course: Pattern Making Garment Manufacturing Techniques (Practical)

Number of Credits: 2

Effective from AY: 2019-20

Prerequisites for the course	FD 105 B	
Objectives	<ul style="list-style-type: none"> ❖ To introduce the concept of a garment making ❖ To impart knowledge & skills required for garment components 	
Content	<p>Unit - 1 Basic Women's Bodice – Front, Back, Sleeve.</p> <p>Unit - 2 Fullness – gathers, pleats, ruffles, tucks, etc.</p> <p>Unit - 3 Dart Manipulation- conversion of darts to tucks, pleats, gathers, seamlines, etc.</p> <p>Unit - 4 Sleeves- plain, gathered. Collars- peter pan, turtle neck, Chinese, shawl, shirt</p> <p>Unit -5 Yokes-With and without fullness style lines Pockets-Patch pockets, Patch pockets with flap, Seam pockets.</p> <p>Unit 6 Finishes- neckline finishes- facing, shaped facing, and piping/binding.</p> <p>Unit 7 Plackets and finishing- continuous Zippers- applications lapped zip, centered zip, concealed zip, fly zip.</p>	<p>12 Hrs.</p> <p>4 Hrs.</p> <p>4 Hrs.</p> <p>9 Hrs.</p> <p>4 Hrs.</p> <p>4 Hrs.</p> <p>8 Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none"> ❖ Helen J. Armstrong, —Pattern Making for fashion design Prentice Hal, 1995 ❖ Winfred Aldrich, —Metric Pattern Cutting , Black Well Science, UK 2000 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ To introduce Pattern Making as a vital tool in creating garments ❖ To introduce the student to the basic technique of Pattern Making 	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 205 A

Title of the Course: Draping (Theory)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	FD 105 A, B	
Objectives	<ul style="list-style-type: none"> ❖ To introduce the concept of a garment making ❖ To impart knowledge the skills required for garment components 	
Content	<p>Unit 1</p> <p>Draping Terminology – Apex, Balance, Plumb line, Trueing, Blocking, Blending, Princess line, Clipping, and marking. Tools &: Equipment used in Draping</p> <p>Unit 2</p> <p>Draping- Principles of Draping, Fitting methods</p> <p>Unit 3</p> <p>Basic draping Techniques- Bodice front, Bodice back, basic skirt.</p> <p>Unit 4</p> <p>Dart Manipulation Techniques – types, application & uses (pivot & slash). Understanding their uses for fit and aesthetics.</p> <p>Unit 5</p> <p>Draping techniques- basic draping techniques- bodice front, bodice back, basic skirt. Component draping - Dresses- Bias, Princess line, Neckline- cowl, collar mandarin, peter-pan, shawl collar. Sleeve- basic, set-in, sleeves along with bodice. Yokes – shoulder, midriff, hip line</p> <p>Unit 6</p> <p>Couture Draping – Introduction, Definition, draping concepts, theme analysis, 3D draping, origami draping.</p>	<p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>9 Hrs.</p> <p>12 Hrs.</p> <p>9 Hrs..</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	

References/Readings	<ul style="list-style-type: none"> ❖ Connie Amaden Crawford, The Art of Fashion and Design, Fairchild Publications ❖ Jaffe, Hilde, and Relis, Nurie, Draping for fashion design, Pearson Prentice Hall
Learning Outcomes	<ul style="list-style-type: none"> ❖ Identify Draping as a vital tool in creating garments ❖ Understand the implementation of the technique of Draping

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 205 B

Title of the Course: Draping (Practical)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	FD 105 A, B	
Objectives	<ul style="list-style-type: none">❖ To introduce the concept of a garment making❖ To impart knowledge the skills required for garment components	
Content	<p>Unit 1</p> <p>Basic draping methods - Bodice front and back, skirt front and back. Dart manipulation - Conversion of darts to tucks, pleats, gathers, and seamlines, radiating and graduating darts.</p> <p>Unit 2</p> <p>Draping- Principles of Draping, Fitting methods Basic draping Techniques- Bodice front, Bodice back, basic skirt,</p> <p>Unit 3</p> <p>Dart Manipulation Techniques – types, application & uses (pivot & slash), conversion of darts to tucks, pleats, gathers & seamlines, radiating & graduating darts.</p> <p>Unit 4</p> <p>Draping techniques- basic draping techniques- bodice front, bodice back, basic skirt. Component draping - Dresses- Bias, Princess line, Neckline- cowl, collar mandarin, peter-pan, shawl collar. Sleeve- basic, set-in, sleeves along with bodice. Yokes – shoulder, midriff, hip line</p>	<p>10 Hrs.</p> <p>12 Hrs.</p> <p>12 Hrs.</p> <p>11 Hrs..</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	

References/ Readings	<ul style="list-style-type: none">❖ Connie Amaden Crawford, The Art of Fashion and Design, Fairchild Publications❖ Jaffe, Hilde and Relis, Nurie, Draping for fashion design, Pearson Prentice Hall
Learning Outcomes	<ul style="list-style-type: none">❖ Identify Draping as a vital tool in creating garments❖ Understand the implementation of the technique of Draping

Program: B. Sc. (Fashion & Apparel Design)

Course Code: AECC 2

Title of the Course: Environmental Studies (Theory)

Number of Credits: 3

Effective from AY: 2019-20

Prerequisites for the course	NIL	
Objectives	<ul style="list-style-type: none">❖ Acquire an awareness of the environment as a whole and its related problems.❖ Acquire a basic understanding and knowledge about the environment and its allied problems.	
Content	<p>Unit-1</p> <p>Introduction to Environmental Studies Multidisciplinary nature of environmental studies Scope and importance, the concept of sustainability and sustainable development</p> <p>Unit-2</p> <p>Ecosystem</p> <p>What is an ecosystem? structure and functions of the ecosystem, energy flow in an ecosystem; food chains, food webs, and ecological succession. Case studies of the following ecosystems</p> <p>a). Forest Ecosystem</p> <p>b). Grassland Ecosystem</p> <p>c). Desert Ecosystem.</p> <p>d). Aquatic Ecosystems (ponds, streams, lakes, reservoirs, oceans, estuaries)</p> <p>Unit-3</p> <p>Natural Resources: Renewable & Non-Renewable Resources</p> <ol style="list-style-type: none">1. Land resources and land-use change; Land degradation, soil erosion, and desertification.2. Deforestation; Causes and impacts due to mining, dam building on the environment, forests, biodiversity, and tribal populations.3. Water; Uses and overexploitation of surface and groundwater, floods, droughts, conflicts over water (international & interstate).4. Energy resources; Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.	<p>6 Hrs.</p> <p>8 Hrs.</p> <p>8 Hrs.</p>

	<p>Unit-4</p> <p>Biodiversity and Conservation</p> <ol style="list-style-type: none"> 1. Levels of biological diversity; genetic, species, and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hotspots. 2. India as a mega biodiversity nation; Endangered and endemic species of India. 3. Threats to biodiversity; Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions, Conservation of biodiversity; In -situ and Ex-situ conservation of biodiversity. 4. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic, and informational value. <p>Unit-5</p> <p>Environmental Pollution</p> <ol style="list-style-type: none"> 1. Environmental Pollution: types, causes, effects and controls' Air, water, soil, and noise pollution. 2. Nuclear hazards and human health risks. 3. Solids waste management: Control measures of urban and industrial waste. 4. Pollution case studies. <p>Unit-6</p> <p>Environmental Policies and Practices</p> <ol style="list-style-type: none"> 1. Climate change, global warming, ozone layer depletion, acid rain, and impacts on human communities and agriculture. 2. Environmental Laws: Environmental Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention & Control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act, International agreements; Montreal and Kyoto protocols and Conservation on Biological Diversity (BD). 3. Nature reserves, tribal populations and rights, and human-wildlife conflicts in the Indian context. <p>Unit-7</p> <p>Human Communities and the Environment</p> <ol style="list-style-type: none"> 1. Human population growth: Impacts on environment, human health, and welfare. 2. Resettlement and rehabilitation of projects affected persons; case studies 	<p>8 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>8 Hrs.</p>
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	<ol style="list-style-type: none"> Disaster Management: floods, earthquakes, cyclones, and landslides. Environmental movements; Chipko silent valley, Bishnoi of Rajasthan. Environmental ethics; Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g. CNG vehicles in India) <p>Unit-8</p> <p>Field Work</p> <ol style="list-style-type: none"> Visit an area to document the environmental assets river/forest/flora/fauna etc. Visit a local polluted site Urban/Rural/Industrial/Agricultural. Study of common plants, insects, birds, and basics principles of identification. Study of simple ecosystems, river, Delhi Ridge, etc. 	10 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none"> ❖ Carson R, Silent Springs, Houghton Mifflin Harcourt, (2002) ❖ Gadgil M & Guha R, This Fissure Land: An Ecological History of India, Univ. of California Press, (1993). ❖ Gleeson B and Low, Global Ethics and Environment, London Routledge, (1999) ❖ Rosencranz Divan & Nobel M, Environmental Law and Policies in India, Tripathi (1992) 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ Students will learn skills required to research and analyze environmental issues scientifically and learn how to use those skills in applied situations such as careers that may involve environmental problems and/or issues. 	

**SEMESTER III
(S.Y. B. Sc.) FD**

PAPER CODE	TITLE		CREDITS	TOTAL CREDITS
FD 301 GE	Apparel production	Theory	04	04
FD 302	Fashion Thinking & Design Process	Theory	03	03
FD 303 A FD 303 B	Pattern Making & Garment Manufacturing III	Theory	02	04
		Practical	02	
FD 304 A FD 304 B	Computer-Aided Design-I (CAD-1)	Theory	02	04
		Practical	02	
FD 305 A FD 305 B	Textile Wet Processing	Theory	02	04
		Practical	02	
AECC 3	Indian History, Culture & Diversity	Theory	03	03
	TOTAL CREDITS			22

3rd SEMESTER

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 301 GE

Title of the Course: **Apparel Production (Theory)**

Number of Credits: 4

Effective from AY: 2019-2020

Prerequisites for the course	FD 402 – Fashion Merchandising	
Objectives	<ul style="list-style-type: none"> ❖ To understand various departments of an apparel industry ❖ To understand the process of apparel production in an industrial set up 	
Content	<p>Unit 1 Introduction to Apparel production-</p> <ul style="list-style-type: none"> • Various dept. in the garment industry – Merchandising, Fabric Sourcing, Sampling, Production Planning, Machine Maintenance, Inspection, Production, Quality assurance, CAD, Buying. • Classification of Garments manufactured. • Devices used in the industry for- measuring, drafting, cutting, sewing & finishing. <p>Unit 2 Fabric Spreading & Cutting –</p> <ul style="list-style-type: none"> • Markers -marker types, making markers, types of spreads, spreading methods. • Cutting –preparing for cutting, methods of cutting & machines used in cutting. <p>Unit 3 Production Planning & Control</p> <ul style="list-style-type: none"> • Classification of Machines based on – Bed types & machine type. • Production planning, systems used in production planning • Production control & scheduling • Production samples and other types of samples used in the industry. <p>Unit 4 Technical Packs and Performance Measurement Parameters</p> <ul style="list-style-type: none"> • Introduction to Spec. sheet and its importance, Technical design reading, Tech pack analysis & objective, creating tech pack. • Cut to ship ratio, Labour cost, On-time delivery, Lead Time, Overtime. • Production Planning Soft wares for the apparel industry – Evolve by fast react, Plan it by Gemserp, Mae by Parellax. 	<p>6 Hrs.</p> <p>9 Hrs.</p> <p>6 Hrs.</p> <p>9 Hrs.</p>

	<p>Unit – 5 Fabric Utilization in the cutting Room</p> <ul style="list-style-type: none"> • Cut order plan, roll allocation, fabric grouping. • Performance measurement in the cutting environment. <p>Unit – 6 Garment Production System</p> <ul style="list-style-type: none"> • Make through production, whole garment production • Whole garment production • Assembly Line • Modular Production <p>Unit -7 Fusing, Pressing & Packaging</p> <ul style="list-style-type: none"> • Interlinings, Fusing, Pressing & pressing equipment. • Garment Packaging – types, materials, packaging designs, hangers, and supporting accessories. <p>Unit -8 Flow Process Grid & Export Procedures</p> <ul style="list-style-type: none"> • Sales tally form, BOM, purchase order, bundle ticket, shipping memo, invoice/bill, Quality control sheets, rejection memo. • Introduction to export documentation, objectives, terminologies, principle documents, auxiliary documents, risk cover, insurance, ECGC, quality control, and pre-shipment inspection, export credit, short, medium, long term credit, packing credit, negotiation of bills, payment procedures in export trade. 	<p>6 Hrs.</p> <p>9 Hrs.</p> <p>6 Hrs.</p> <p>9Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	

References/ Readings	<ul style="list-style-type: none"> ❖ Apparel Manufacturing Technology - T Karthik, P. Ganesan, D. Gopal Krishnan. ❖ Rajesh Bheda, Managing productivity in the Apparel Industry, CBS Pub, New Delhi (2003) ❖ Ruth E G, Grace I Kunz Apparel Manufacturing Sewn product analysis UK (2005)
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Learning Outcomes	<ul style="list-style-type: none"> ❖ Understanding of different areas working cohesively for producing a batch of garments in a cyclic process – season after season. ❖ Read, understand & Execute a Tech pack used in the Apparel industry ❖ Understanding of various job functions in the apparel production sector
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Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 302 A

Title of the Course: **Fashion Thinking & Design Process (theory)**

Number of Credits: 3

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none">❖ to present an overview of the fashion thinking & the design process involved at each stage of the design process.❖ To understand the methods used by designers to generate and refine creative ideas, the key considerations that help shape ideas, and the feedback and review elements that allow design teams to learn from each job and contribute to future works.	
Content	Unit 1 Overview & the importance of design thinking process. Fashion Thinking modes – Linear, cyclic & Random Fashion Thinking. Stage 1 - Define/ Empathise (Defining the Who, What, When, Where, Why and How about the subject)	6 Hrs.
	Unit 2 Stage 2 - Research Search/look for information that can be fed into the creative process at the ideate stage. Primary, Secondary & Tertiary research	6 Hrs.
	Unit 3 Stage 3 – Idea generation / Ideate Learn to use the information and look at how designers use different methods and sources of inspiration to generate creative solutions for the brief. Study Sketching, brainstorming, and the different paradigms used through design history.	6 Hrs.
	Unit 4 Stage 4 – Prototype Undertake a prototype to get an idea of its physical presence and tactile qualities. Present ideas & concepts that articulate and test target group acceptance and receive client approval.	6 Hrs.
	Unit 5 Stage 5 - Select Choose one of the proposed design solutions for development.	6 Hrs.
	Unit 6 Stage 6 - Implement Entail details to be put into effect resulting in a client that is happy	3 Hrs.

	with the final product.	3 Hrs.
	Unit 7 Stage 7 - Learn Note key Learnings from all the steps throughout the design process.	
	Unit 8 Visualization & Ideation –visual studies and element generation, idea generation through brainstorming & mind-mapping, visual & Idea Board	6 Hrs.
	Unit 9 Conceptualization process - basic conceptualization from an idea, Research & Journal making, forming an inspiration or final concept, client and market brief, trend study, Design development – Final range & illustrated collection (using CAD)	12 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	

References/ Readings	<ul style="list-style-type: none"> ❖ Design thinking (Gavin Ambrose, Paul Harris), Bloomsbury, 2009. ❖ Fashion Thinking (Fiona Dieffenbacher), Bloomsbury, 2013.
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Learning Outcomes	<ul style="list-style-type: none"> ❖ To have the capability to convert an idea into a product. ❖ Be successful in design thinking using various tools of visualization & ideation
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Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 303 A

Title of the Course: **Pattern Making & Garment Manufacturing – II (theory)**

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	FD 204 A Pattern Making & garment Manufacturing II	
Objectives	<ul style="list-style-type: none">❖ Develop the student's skill in creating skirts, torso, bifurcates.❖ To widen the scope of creating complex design variations❖ To develop their technical skills in kidswear	
Content	Unit 1 Fabric Layout, the importance of fabric layout, fabric estimation, methods of fabric estimation.	6 Hrs.
	Unit 2 Introduction to manual & computerized pattern development. Marker making, soft-wares used for marker making.	6 Hrs.
	Unit 3 Handling special fabrics, factors for considering while making patterns & garment construction using special fabrics -stretch, knit, plaid, velvet, leather, fur & Lace.	6 Hrs.
	Unit 4 Godets, High- Low Skirt, Skirts with uneven hemlines Skirt with a gathered waistline, Gored skirt variation	9 Hrs.
	Unit -5 Ruffled and drawstring sleeve Variation in collars- Peter pan, Mandarin,	6 Hrs.
	Unit -6 Introduction to Foundation garments, materials used for swimwear for Women & innerwear.	6 Hrs.
	Unit - 7 Shorts and flared shorts. (bifurcates)	6 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	

References/ Readings	<ul style="list-style-type: none">❖ Pattern Making - Helen J Armstrong- 5th edition (2013)❖ Fashion Patternmaking Techniques, Vol. 1 – Skirts, Trousers & Shirts, by Elisabetta Kuky Drudi & Antonio Donnanno, Editeur Distribue' par Interforum, 2014
Learning Outcomes	<ul style="list-style-type: none">❖ Execute skirt variation and kids garments in pattern making❖ Application of various pattern making principles

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 303 B

Title of the Course: **Pattern Making Garment Manufacturing – II (practical)**

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	FD 204 A, B Pattern Making & garment Manufacturing II	
Objectives	<ul style="list-style-type: none">❖ Develop the student's skill in creating skirts, torso, bifurcates.❖ To widen the scope of creating complex design variations❖ To develop their technical skills in kidswear	
Content	Unit1 Basic Skirt Bodice – F & B. Skirt Variations – pencil skirt, gathered waistline, godet skirts.	8 Hrs.
	Unit 2 Skirt with a gathered waistline	6 Hrs.
	Unit 3 Godets, Skirts with uneven hemlines	8 Hrs.
	Unit -4 Sleeve Variations – Ruffled, Drawstring, Raglan & Kimono.	8 Hrs.
	Unit - 5 Basic Trouser Bodice - F & B	8 Hrs.
	Unit - 6 Shorts and flared shorts (Bifurcate Garments) One Pc. Placket & 2 Pc. Placket.	8 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	

Reference / Reading	<ul style="list-style-type: none">❖ Pattern Making - Helen J Armstrong, 5th edition (2013)❖ Fashion Patternmaking Techniques, Vol. 1 – Skirts, Trousers & Shirts, by Elisabetta Kuky Drudi & Antonio Donnanno, Editeur Distribue' par Interforum, 2014.
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Learning Outcomes	<ul style="list-style-type: none">❖ Execute skirt variation and kids garments in pattern making❖ Application of various pattern making principles
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Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 304 A

Title of the Course: COMPUTER AIDED DESIGN-I (theory)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none">❖ To help students to understand the fundamentals and principles of CAD.❖ To provide students with the knowledge of CAD and its application.	
Content	<p>Unit 1 CAD definition, Fundamentals of CAD – Introduction, the general process of design, application of computers for design, Benefits of CAD, Computers & the Fashion Industry, Quick response technology, CAD in Today's Fashion Industry</p> <p>Unit 2 Hardware in CAD – Introduction, the design workstation, the graphics terminals, operator, input devices, plotters and other output devices, the central processing unit, secondary storage.</p> <p>Unit 3 Computer Graphics Software and Data in Apparel Industry – Introduction, the software configuration of a graphics systems, functions of a graphics package, Database structure & content, Geometric modeling – 3D modeling, other CAD software feature</p> <p>Unit 4 Basic maintenance of operations – preference, setting up a document, what is resolution, saving files, file formats, zooming in & out, view options, CAD approach to design, vector graphics object Vs Raster design.</p> <p>Unit - 5 Introduction to DBMS features of a DBMS, Advantages of using DBMS.</p> <p>Unit - 6 Photoshop & Illustrator – Introduction, features, and its applications.</p> <p>Unit - 7 CAD applications in the fashion field – garment designing, weaving, knitting and embroidery, and textile dyeing and printing</p> <p>Unit - 8 Presentation & Graphics – External & Internal presentation of the apparel industry, planning a presentation, Computer – generated presentation, Computer – generated catalogs, Presentation boards (Preparing portfolio presentation), Multimedia, and 3D presentation.</p>	<p>5 Hrs.</p> <p>4 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p>

Pedagogy	Lectures/ Tutorials/Assignments/Self-Study
References/ Readings	<ul style="list-style-type: none"> ❖ CAD for Fashion Design by Renee Weiss Chase, Prentice hall Pub. ❖ CAD/CAM Computer-Aided Design & Manufacturing by Mikell P Groover&Mory W Zimmers. Jr, Pearson Education Pub.2000 ❖ CAD/CAM/CIM by R.Radhakrishnan, S.subramanyan, V.Raju, New Age International Pub. ❖ Fashion Design on Computers By M.kathleenColursy, Prentice Hall.2004. ❖ Winfred Aldrich, CAD in Clothing & Textiles, Blackwell Science, 1994.
Learning Outcomes	<ul style="list-style-type: none"> ❖ Successful Application of the fundamentals and principles of CAD. ❖ Empower students with the knowledge of CAD and their applications so they can execute their ideas creatively through CAD

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 304 B

Title of the Course: **APPAREL COMPUTER AIDED DESIGN - I (Practical)**

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none">❖ To help students to understand the fundamentals and principles of CAD.❖ To provide students with the knowledge of CAD and its application.	
Content	Unit 1 Introduction to Photoshop – Photoshop tools in detail, enhancing images, Masking, transforms, working with layers. Merging & blending layers, text effects.	6 Hrs.
	Unit 2 Creating an advertising brochure. Painting & Fabric rendering in photoshop. Creating & Manipulating Fashion Model Drawings. Gradient's use in Rendering & 3D effects. Making collage in photoshop & Applying Filters.	6 Hrs.
	Unit 3 Create Mood / Inspiration, client/customer, color, and Texture board using Photoshop	6 Hrs.
	Unit 4 Introduction to Illustrator- Learning Basic Tools. Basic shapes, transformations, Duplicate, Cloning. Apply Fill, Outline, Special Effects, Shape objects, Creating custom shapes using basic shapes & other drawing tools. Working with text, effects, shaping objects with tools, splitting & erasing portions of objects.	6 Hrs.
	Unit 5 Tracing and creating fashion poses in illustrator Scanning and converting fashion illustrations to vector files	9 Hrs.
	Unit 6 Motifs development – Symmetrical/Asymmetrical, Balanced/Unbalanced, Repeat – ½ drop, ¼ drop, ¾ drop – H/V. Drop reverse, Design placements on borders, Pallu & allover	3 Hrs.

	Unit 7 Logo Designing, Creating Tags & Labels – Main label, Size label, Wash Care label, Content label using Illustrator	9 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/Readings	<ul style="list-style-type: none"> ❖ CAD for Fashion Design by Renee Weiss Chase, Prentice hall Pub. ❖ CAD/CAM Computer-Aided Design & Manufacturing by Mikell P Groover&Mory W Zimmers. Jr, Pearson Education Pub.2000 ❖ CAD/CAM/CIM by R.Radhakrishnan, S.subramanyan, V.Raju, New Age International Pub. ❖ Fashion Design on Computers By M.kathleenColursy, Prentice Hall.2004. ❖ Winfred Aldrich, CAD in Clothing & Textiles, Blackwell Science, 1994. 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ Successful Application of the fundamentals and principles of CAD. ❖ Empower students with the knowledge of CAD and their applications so they can execute their ideas creatively through CAD 	

Program: B. Sc. (Fashion & Apparel Design)
 Course Code: FD 305A
 Title of the Course: **Textiles Wet Processing (theory)**
 Number of Credits: 2
 Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none"> ❖ To impart knowledge of textile and garment wet processing ❖ To introduce students to various chemicals, dyes, and auxiliaries used for chemical processing 	
Content	Unit 1 Introduction to wet processing, a sequence of the wet processing operation for cotton, silk, and wool, Brief discussion on Equipment and types of machinery used for wet processing	6 Hrs.
	Unit 2 Preparatory processes: Cotton yarn and fabrics- Different methods and process parameters used for singeing, Desizing, scouring, Carbonization and Bleaching, mercerization, degumming, the weighting of silk. A brief discussion on the preparatory process used for Polyester and polyester fabrics	8 Hrs.
	Unit 3 Dyeing - Introduction, classification, mechanism of dyeing, Methods of dyeing- stock, yarn, Piece and union, application of direct, basic, acid, vat, reactive and disperse dyes for cotton, silk, and wool yarn and polyester fabrics	6 Hrs.
	Unit 4 Printing Methods- Block, screen, Transfer and digital printing, Styles of printing – Direct, resist, discharge and transfer, flock printing, after treatments of dyed and printed goods washing, steaming, and drying	8 Hrs.
	Unit – 5 Finishes- definition, types- Temporary and permanent Finishes, Basic/routine—Tentering, Decatising, sanforising, calendaring, Functional/ special-waterproof and water repellent, Wrinkle-free, antimicrobial, Flame retardant, and other special finishes.	6 Hrs.
	Unit – 6 Garment Processing and finishing: Importance of garment dyeing and finishings Special finishes used for denims	5 Hrs.

	Unit -7 Care of fabrics – Principles of laundering, stain removal, various solvents used, and different methods of washing, soaps, and detergents used during washing	6 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none"> ❖ Hall A J _The standard Hand Book of Textiles’ Woodhead Publication, (2004) ❖ Janice Gunner - Shibori for textiles Artist ‘Batsford London (2006) ❖ Kate Broughton Textiles Dyeing. Rockport Publishers (1996) ❖ Murphy, W D - Textile Finishing ‘Abhishek Publications, (2000) ❖ Rosi Robinson - Creative Batik’ Search press (2004) ❖ Smith J E-textile Processing - Printing, Dyeing, Abhishek Publishing, (2003) 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ Understanding of the relevance of dyeing and printing techniques and their applications’ ❖ Understanding of the technical and practical aspects of dyeing and printing ❖ To have working knowledge in dyeing and printing of fabrics 	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 305B

Title of the Course: Textiles Wet Processing (Practical)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none">❖ To impart knowledge of textile and garment wet processing❖ To introduce students to various chemicals, dyes, and auxiliaries used for chemical processing	
Content	Unit 1 Scouring, Bleaching, and Mercerization of cotton, yarn/Fabric Unit 2 Degumming and Bleaching of silk yarn Unit 3 Dyeing of cotton yarn/Fabric by Direct, Reactive, Vat dyes Unit 4 Dyeing of silk yarns/Fabric by acid and reactive dyes Unit - 5 Dyeing of Polyester yarns/Fabric by acid and reactive dyes Unit - 6 Printing of fabric using screen and block using pigment, reactive and direct dyes Unit -7 Tie and dye cotton or silk fabric using reactive colors Unit -8 Batik printing of cotton or silk and cotton fabric	6 Hrs. 6 Hrs. 8 Hrs. 6 Hrs. 3 Hrs. 6 Hrs. 5 Hrs. 5 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	

References/ Readings	<ul style="list-style-type: none">❖ Hall A J _The standard Hand Book of Textiles’ Woodhead Publication, (2004)❖ Janice Gunner - Shibori for textiles Artist ‘Batsford London (2006)❖ Kate Broughton Textiles Dyeing. Rockport Publishers (1996)❖ Murphy, W D - Textile Finishing ‘Abhishek Publications, (2000)❖ Rosi Robinson - Creative Batik’ Search press (2004)❖ Smith J E - textile Processing - Printing, Dyeing, Abhishek Publication, (2003)
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Learning Outcomes	<ul style="list-style-type: none"> ❖ To understand the relevance of dyeing and printing techniques and their applications' ❖ Understanding of the relevance of dyeing and printing techniques and their applications' ❖ Understanding of the technical and practical aspects of dyeing and printing ❖ To have working knowledge in dyeing and printing of fabrics
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Program: B. Sc. (Fashion & Apparel Design)

Course Code: AECC3

Title of the Course: **Indian History, Culture, and Diversity (theory)**

Number of Credits: 3

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none">❖ To gain a better understanding and comprehension of Indian culture, diversity, and society.❖ To instill in the students a healthy respect for the rich diversity in Indian society and culture.❖ To help them understand the problems of rural society.❖ To develop in them the secular values of tolerance, communal amity, and peaceful coexistence.	
Content	Unit 1 Geographical diversity Religious diversity Cultural diversity Unity in Diversity	15 Hrs.
	Unit 2 Brief events that shaped the culture and society in India – wars, foreign rulers that brought Important festivals and their importance in today's time. Philosophies in various culture and religions followed Communalism and Religious Fundamentalism.	15 Hrs.
	Unit 3 Family as a basic institution of Indian Society; Indian family in transition. Social stratification and disparities; the Caste System and its evils; the predicament of the weaker sections: Scheduled Castes and Tribes; Backward Classes and Religious Minorities. Rural society and its problems; Rural-Urban migration. Gender Discrimination; Violence against women; Measures to improve the status of women.	15 Hrs.
	Unit 4 <ul style="list-style-type: none">• Regionalism and Ethnocentrism.• Globalization and mono-culturalism; McDonaldization.• Child labour; Migrant labour; Bonded labour; Contract labour• Mass Media and its impact on society.	15 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	

References/ Readings	<ul style="list-style-type: none"> ❖ Beteille, Andre, Social Inequality, New Delhi, OUP, 1974. ❖ Bose, N.K., Culture and Society in India, Bombay, Asia Publishing House, 1967. ❖ Deshpande, Satish, ed., The Problem of Caste, Orient Blackswan, 2014. ❖ Dube, S.C., Indian Village, London, Routledge, 1955. ❖ Dube, S.C., Society in India, New Delhi, National Book Trust, 1990. ❖ Jodhka, Surinder, Village Society, Orient Blackswan, 2012. ❖ Lannoy, Richard, The Speaking Tree: A Study of Indian Society and Culture, New Delhi, OUP, 1971.
Learning Outcomes	<ul style="list-style-type: none"> ❖ To understand the effect of traditions, values, and diversities. ❖ Instill healthy respect for the Indian Society and Culture.

**SEMESTER IV
(S.Y. B. Sc.) FD**

PAPER CODE	TITLE		CREDITS	TOTAL CREDITS
FD 401	Fashion Retail Management	Theory	03	03
FD 402	Fashion Merchandising	Theory	03	03
FD 403 A FD 403 B	Fashion Illustration-III (Draping)	Theory	02	04
		Practical	02	
FD 404 A FD 404 B	Patternmaking and Garment Manufacturing Technology (Men's wear/ Indian wear)	Theory	02	04
		Practical	02	
FD 405 GE A FD 405 GE B	Traditional Indian Textiles & yarn Craft	Theory	02	04
		Practical	02	
AECC 4	Life Skills & Personality Development	Theory	03	03
Total Credits				22

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 401

Title of the Course: Fashion Retail Management

Number of Credits: 3

Effective from AY: 2019-2020

Prerequisites for the course	FD 102, FD 304 A,B	
Objectives	<ul style="list-style-type: none">❖ To understand retail management's roles & responsibilities❖ Identify Different types of retailers and retail positioning❖ To understand the role of sourcing & buying for a fashion retailer	
Content	Unit 1 Roles and Responsibilities of managers in the fashion retail sector The organizational structure of a Retail Co. Types of Merchandise – price levels, style & fashion levels, quality.	9 Hrs.
	Unit 2 Types of retailing formats- (Stored)-department, specialty, boutiques, variety stores, mom & pop, discount. (Non-Stored) – e-commerce, T.V, mail-order, direct marketing, fast-fashion. Current trends in the retail environment	6 Hrs.
	Unit 3 Understanding the need for Market Segmentation & why is it important. The process of market segmentation.	9 Hrs.
	Unit 4 Importance of Sourcing and Buying Merchandise planning, sales plans, inventory planning, pricing, markup, Planned purchases, and open – to – buy, buying offices. Domestic & International Sourcing, quotas, tariffs, types of orders	9 Hrs.
	Unit 5 Communications, Promotion & advertising media. Vendor partnership, negotiations, and different sales representatives.	9 Hrs.

	Unit 6 Realities of entrepreneurship- planning, capital & performance. Customer service, loyalty programs.	9 Hrs.
	Unit 7 Supply Chain Management & Ethics in vendor relations, selling & management.	9 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none"> ❖ Concepts & cases – in retail & merchandise Management, by – Nancy J. Rabolt & Judy K. Miller, Fairchild Books, 2008. ❖ Retailing Principles - Lynda Poloian, Bloomsbury 2013. ❖ Fashion retailing from Managing to Merchandising, by Dimitri Koumbis, Fairchild Books, 2018. 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ The students will be able to understand the importance of a good product, a strong brand, and image in the retail environment. ❖ They will be able to understand the requirements of each retail business model & Different formats of retail. ❖ Understand the importance of a good retail - vendor relationship. ❖ Important of merchandise planning and forecasting in the retail environment. 	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 402

Title of the Course: Fashion Merchandising

Number of Credits: 3

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none">❖ To understand the supply chain management, product life cycle management in garment industries❖ The types of products manufacture and the supply chain that leads manufacturing of to an apparel line.❖ Understand the pre-production, production & post-production stages❖ Rules and regulations affecting the apparel industry in terms of imports & exports	
Content	Unit 1 Introduction to the apparel industry – FTAR complex/supply chain. RTW Industry – company organization. Different types of apparel & accessory producers. Classification & categories of apparel producers – type of merchandise produced (product categories), price zones – designer, bridge, better, moderate, budget/mass; types of brands – <i>designer brands, national brands, private label, SPA brands.</i>	10 Hrs.
	Unit 2 Creating an Apparel Line – 1. Research – consumer research, product research, market analysis, target customer (gender, age range, lifestyle & geographic location, price zone), fashion research (trend, color, fabric & trim research) 2. Design – Design inspiration (theme, color historic, ethnic, nature, fabric, texture, trim inspiration). Role of a design team, sales volume, sell-through, costing & carryover. Design sketches (hand drawing), technical drawing, CAD soft-wares, Product management systems/ Product Lifecycle Management (PLM), making a spec sheet	10 Hrs.
	Unit 3 3. Design Development & Style Selection – Design Development, Fabric Development, Pattern Development – Making the first pattern (traditional, computer, drafting, draping). Making the prototype, determining the initial cost	10 Hrs.

	<p>(labour, material, trims & findings, other costs & target costing)</p> <p>4. Style selection – presenting & reviewing line at the line Review meeting, selecting the styles for at the Final Adoption Meeting. Determining cost manufacture. Preline, Preparation for the market. Ordering & Making Sales Samples. Line catalog or line sheet. Private Label & Private brand product development.</p> <p>Unit 4</p> <p>5. Marketing a line of apparel – market centers, marts, market weeks, trade shows. The selling function – internal selling & corporate selling. Marketing strategies – distribution, sales promotion.</p> <p>6. Pre-Production Processes - production orders, factoring, cut orders, ordering production fabrics, trims & findings. Timing of Cut Orders, Selection of Vendors, Fabric consideration (color management, lab dip, printed fabric considerations, strike off, staple fabric orders, trim & findings) Pattern finalization - production pattern, garment spec. sheets, construction spec. sheet. Markers, graded spec. sheet. Fabric Inspection – by the apparel co., by the textile producer. Production Spreading, Cutting, Fallout Disposal</p> <p>Unit 5</p> <p>7. Sourcing Decisions & Production Centers – sourcing decisions for fabric and/or production (domestic, international). International Trade Laws & Free Trade Agreements. Sweatshops in Domestic & Offshore Production.</p> <p>8. Production Processes & Quality Assurance – production considerations, manufacturing environments (Mass Production, Fast Fashion, Mass Customization). Production Sewing Systems – single hand systems, progressive bundle system, Flexible system (unit production system and agile manufacturing). Finishing, Floor- Ready merchandise, Quality Assurance. Export Agents & Freight Forwarders.</p> <p>Unit 6</p> <p>9. Distribution & Retailing – distribution strategies, distribution centers, replenishment strategies.</p>	<p>10 Hrs.</p> <p>10 Hrs.</p> <p>10 Hrs.</p>
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	<p>Retailing & Categories of Retail – department store, specialty store, discount retailer, supermarkets & hypermarkets.</p> <p>Retailing trends – fast fashion & ultra-fast fashion, mobile retail, behavioral targeting & International Retailing.</p>	
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none"> ❖ The Business of Fashion- Designing, Manufacturing & Marketing, By – Leslie Davis Burns, Kathy K. Mullet, Nancy O. Bryant. (Fairchild books)2018. ❖ Apparel Merchandising -the line starts here, by- Jerney A. Rosenau & David L. Wilson (Fairchild books) 2012. 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ To understand the Importance of the operating of the Apparel industry's garment production function from design to production. ❖ To acquire the knowledge of how to make and use a Tech pack used in the production process. ❖ Understanding of different forms of retail platforms and the requirements of stocking and replenishing the same. 	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 403 A

Title of the Course: Fashion Illustration III (THEORY)

Number of Credits:2

Effective from AY: 2019-2020

Prerequisites for the course	Fashion Illustration I, II	
Objectives	<ul style="list-style-type: none">❖ To develop student's advanced rendering and detailing skills❖ To help students develop an individualistic illustration style❖ To look at the illustration in different contexts❖ To understand the detailing required for flat sketches and identifying various style differences.	
Content	<p>Unit 1</p> <p>Understanding the different types of boards – story, client, mood, inspiration, fabric.</p> <p>Unit 2</p> <p>Identifying different collars, sleeves, jean details, pant details, pocket details, shirt details required for flat sketches.</p> <p>Unit 3</p> <p>Flat sketch terminologies and denoting the details in flat sketches – DNTS, SNTS, LS, SPI, SPC, TPST, EGST, CNST.</p> <p>Unit 4</p> <p>Focus on Drapes.</p> <p>Detail of different styles and denoting the same in an illustration & flat sketch.</p> <p>Unit 5</p> <p>Advance techniques for illustration – 3D view, thematic, groupings, compositions.</p> <p>Unit 6</p> <p>Stylized illustration techniques & identifying an independent/ individualistic style of illustration.</p>	<p>8 Hrs.</p> <p>8 Hrs.</p> <p>5 Hrs.</p> <p>8 Hrs.</p> <p>8 Hrs.</p> <p>8 Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	

Reference/ Readings	<ul style="list-style-type: none"> ❖ 9 Heads - By Nancy Riegelman, Thames & Hudson, 2012. ❖ Fashion Drawing – John Hopkins (Bloomsbury)2009. ❖ Illustrating Fashion – Steven Stieplemean (Bloomsbury) 2000. ❖ Encyclopedia of Fashion Details - Patrick John Ireland, Batsford Ltd. 2008. ❖ Fashionpedia- the visual dictionary of fashion design (Fashionary), 2018.
Learning Outcomes	<ul style="list-style-type: none"> ❖ Facilitate fluency in the expression of fashion concepts ❖ Use illustration as a means to ideate ❖ Develop confidence in presenting work creatively ❖ To illustrate for industrial applications as well ❖

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 403 B

Title of the Course: Fashion Illustration III (PRACTICALS)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	Fashion Illustration I, II	
Objectives	<ul style="list-style-type: none">❖ To develop student's advanced rendering and detailing skills❖ To help students develop an individualistic illustration style❖ To look at the illustration in different contexts❖ To understand the detailing required for flat sketches and identifying various style differences.	
Content	Unit 1 Boards Preparation of boards –inspiration, mood, client, texture and design, spec.	8 Hrs.
	Unit 2 Fashion sketching of advanced illustration techniques drapes rendering and 3-dimensional views, the grouping of figures-thematic figure composition	8 Hrs.
	Unit 3 Stylized illustration- creating an independent style of illustration (mixed medium)	10 Hrs.
	Unit 4 Flat sketch – sketching of women, men and children wear.	8 Hrs.
	Unit 5 Preparation of spec sheet with measurement and other details for a formal and casual shirt, formal and casual trousers and frocks with stitch-lines and details required as per industry standards	11 Hrs.

Pedagogy	Lectures/ Tutorials/Assignments/Self-Study
Reference/ Readings	<ul style="list-style-type: none"> ❖ 9 Heads - By Nancy Riegelman, Thames & Hudson, 2012. ❖ Fashion Drawing – John Hopkins (Bloomsbury))2009. ❖ Illustrating Fashion – Steven Stieplemean (Bloomsbury) 2000. ❖ Encyclopedia of Fashion Details - Patrick John Ireland, Batsford Ltd. 2008. ❖ Fashionpedia- the visual dictionary of fashion design (Fashionary), 2018.
Learning Outcomes	<ul style="list-style-type: none"> ❖ Facilitate fluency in the expression of fashion concepts ❖ Use illustration as a means to ideate ❖ Develop confidence in presenting work creatively ❖ To illustrate for industrial applications as well

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 404 A

Title of the Course: Pattern Making & Garment Construction III (Theory)
(Men's Wear + Women's Indian Wear)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	PMGC II	
Objectives	<ul style="list-style-type: none">❖ To Further the students in patternmaking and GMT skills in Men's wear❖ To introduce the students to pattern grading	
Content	Unit 1 Interlining- interfacing- materials, types, properties, applications& machinery	6 Hrs.
	Unit 2 Bifurcated garments: Introduction of culottes, trouser & its variations	6 Hrs.
	Unit 3 Foundation garments- Introduction, materials used & types of fitting for men's innerwear briefs& trunk., swimwear Women's innerwear brassier, panties and swimwear.	6 Hrs.
	Unit 4 Fitting- principles of the fitting, standards for a good fit, e-fitting, body scanner, 3D simulators.	6 Hrs.
	Unit 5 Pattern alteration techniques- pivot, slash & seam method-length-width- front-back-sleeve shirt-Skirt-trousers	11 Hrs.
	Unit 6 Grading- definition, sizes, principles, types, grading points, & importance of manual and computerized grading and software's used for grading.	10 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
Reference/ Readings	<ul style="list-style-type: none">❖ Pattern Making - Helen J Armstrong, 5th edition (2013)❖ Fashion Patternmaking Techniques, Vol. 1 – Skirts, Trousers & Shirts, by Elisabetta Kuky Drudi & Antonio Donnanno, Editeur Distribue' par Interforum, 2014	
Learning Outcomes	<ul style="list-style-type: none">❖ To be able to create Men's Wear❖ To be able to apply grading in sizing patterns	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 404 B

Title of the Course: Pattern Making & garment construction (Practical) (Men's Wear + Women's Indian Wear) - PRACTICAL

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	Pattern Making & garment construction (Practical)	
Objectives	<ul style="list-style-type: none">❖ To understand the technicalities involved in creating men's wear & women Indian wear❖ To understand and apply the principles of pattern grading	
Content	Unit 1 Men's Wear -Basic Shirt Bodice – Shirt Variation - Classic Shirt & Casual Shirt	8 Hrs.
	Unit 2 Men's Trouser – Basic Bodice. Trouser Variation – Pleated/ Dart Trouser & Jeans	8 Hrs.
	Unit 3 Men's Jacket – with 1pc. & 2pc. Sleeve, Pocket & Collar variations	8 Hrs.
	Unit 4 Women's Indian ethnic wear - <ol style="list-style-type: none">1. 4 dart ladies blouse2. Princess cut blouse3. Ladies kameez, semi-fit shirt (with waist dart & without dart)4. Salwar and variations5. 6 Pc. Skirt6. Churidar	13 Hrs.
	Unit 5 Introduction, to Grading- Basic Bodice grading – S, M, L sizes Pencil/Sheath Skirt Grading, Sleeve grading, Trouser & Shirt Grading for S, M, L sizes.	8 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
Reference:	<ul style="list-style-type: none">❖ Pattern Making - Helen J Armstrong, 5th edition (2013) Fashion Patternmaking Techniques, Vol. 1 – Skirts, Trousers & Shirts, by Elisabetta Kuky Drudi & Antonio Donnanno, Editeur Distribue' par Interforum, 2014	
Outcomes	<ul style="list-style-type: none">❖ To be able to apply the technical aspects in creating men's wear❖ To understand and apply the principles of pattern grading	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 405 GE A

Title of the Course: Traditional Indian Textiles & Yarn Craft (Theory)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none">❖ To use traditional textiles to create clothing and lifestyle products❖ To have an overview of the various processes involved in the development of traditional textiles	
Content	Unit 1 Introduction to traditional textile art - An overview of the influence of religion, art, trade, royalty, and culture in Indian textiles.	6 Hrs.
	Unit 2 Symbolic motifs - Paisley, creeping vine, lotus, tree of life, fish, tortoise, elephant, conch, colours, peepal leaf, protective elements, temple motif, lion, goose, peacock, swan, geometric motifs, god and goddesses, etc.	3 Hrs.
	Unit 3 Traditional textiles of India- types and uniqueness Woven- Brocades of Banaras, Baluchuri, Chanderi, Tanchoi, Kanjivaram, himru, amru, mashrus, and Dacca muslins. Dyes- Tie & dye, ikat, double ikat, bandhini Printed- block printed fabrics Applied- Dyed and Painted textiles (Kalamkari, Madhubani, Wali)	6 Hrs.
	Unit 4: Introduction to needlecraft: tools and equipment materials and types of needlecraft and classifications basic hand stitches.	3 Hrs.
	Unit: 5 Traditional Indian embroidery- History, types of embroidery of different states of India – Kutch, Kathiwar, Sindh, Pulkari, Kantha, Kasuthi, Chamba rumal, Gold & Silver embroidery, Zardosi, Chikankari, Kashida - Material, motifs, colour, stitches, technique, relevance	6 Hrs.
	Unit: 6 Tribal Embroidery- Introduction, Types –Nagaland, Manipuri, Lambadi, Thoda with their traditional influence, symbolism, techniques, fabric, stitches & color combination	3 Hrs.
	Unit 7	6 Hrs.

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 405 GE B

Title of the Course: Traditional Indian Textiles & Yarn Craft (Practical)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none"> ❖ To use traditional textiles to create clothing and lifestyle products ❖ To have an overview of the various processes involved in the development of traditional textiles. 	
Content	<p>Unit 1</p> <p>Embroidery – basic embroidery stitch – Straight stitch-Stem, Back, feature stitch; Flat stitch Satin, Cross; Loop stitch – Herring Bone, Feather stitch; knotted stitch-French knot, Bullion Knot.</p> <p>Unit 2:</p> <p>Knitting – Basic- Pearl, Knit, Garter, Stocking, Rib</p> <p>Unit 3</p> <p>Crochet – Single & Double</p> <p>Unit 4:</p> <p>Applique, Quilting, Patchwork, Smocking, Braiding, Hooking, Lace and Ribbon work.</p> <p>Unit 5:</p> <p>Present trend embroideries – Aari work, Zardhosi, Cutwork, etc.</p> <p>Unit: 6</p> <p>Traditional embroidery – Kutch, Kasuthi, Chikankari, Kantha, Kashida, Pulkari, tribal embroidery</p>	<p>8 Hrs.</p> <p>8 Hrs.</p> <p>8 Hrs.</p> <p>8 Hrs.</p> <p>8 Hrs.</p> <p>8 Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/Readings	<ul style="list-style-type: none"> ❖ Shaylaja.D. Naik: Traditional Embroideries of India-APH Corp, New Delhi 1996 ❖ Sheila Paine: Embroidered Textile –Thames & Hudson Ltd.1990 ❖ Usha Srikant: Ethnic Embroideries of India, B. N Sales CO., 1998. ❖ Anne Mathew, "Vogue Dictionary of Crochet Stitches", David and Charles, London, 1989 ❖ Barbara Snook, "Creative Art of Embroidery", Numbly Pub. Group Ltd, London, 1972" ❖ Gail L., Inspirational Ideas for embroidery on clothes and accessories", Search press Ltd, 1993 	

	❖ Readers Digest: Complete Guide to Needle work-APH Corp, New Delhi 1996
Learning Outcomes	<ul style="list-style-type: none"> ❖ To enable the students to have an overview of the different traditional textiles for their respective regions ❖ To enable them to use traditional textiles with a sense of appreciation for their roots

Course Code: AECC 4

Title of the Course: **Life Skills & Personality Development**

Number of Credits: 3

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none">❖ The module addresses the requirement of students who are on the threshold of starting their careers by providing them crucial insights into various facets of developing one's personality, written, verbal & non-verbal skills.❖ It also focuses on developing strong life skills that are crucial to the daily smooth functioning of our lives such as – empathy, critical, lateral, analytical & creative thinking.❖	
Content	<p>Unit 1</p> <p>Introduction to Life Skills and its importance. <u>3 main categories of Life Skills –</u> <i>Social or Interpersonal Skills</i> - (Communication Skills, Assertive Skills, Cooperation Skills, Empathy), <i>Emotional Skills</i> – Managing Stress, Managing Emotions, Resisting Peer Pressure <i>Cognitive or Thinking Skills</i> – Problem Solving, Critical Thinking, Creative Thinking, Decision Making & Self Awareness</p> <p>Unit 2</p> <p>Empathy, Analytical thinking, Lateral Thinking, Critical Thinking. Assertiveness, Relationships.</p> <p>Unit 3</p> <p>Managing Emotions, Coping with Stress, Taking Control of Negative Emotions.</p> <p>Unit 4</p> <p>Understanding Personality. Process of Communication. Understanding Communication Skills and its types Types of Written, Verbal & Non- Verbal Communication.</p> <p>Unit 5</p> <p>Interpersonal Skills – Resolving conflict, appreciative attitude, a smiling face, listening skills.</p> <p>Unit 6</p> <p>Soft Skills – demanded by every manager.</p>	<p>8 Hrs.</p> <p>8 Hrs.</p> <p>6 Hrs.</p> <p>8 Hrs.</p> <p>6 Hrs.</p> <p>8 Hrs.</p>

SEMESTER V
(T.Y. B. Sc.) FD

PAPER CODE	TITLE		CREDITS	TOTAL CREDITS
FD 501	Fashion Forecasting	Theory	03	03
FD 502 GE	Entrepreneurship & Innovation	Theory	04	04
FD 503 A FD 503 B	Fashion Accessories & Styling	Theory	02	04
		Practical	02	
FD 504 A FD 504 B	Computer-Aided Design (CAD)-II	Theory	02	04
		Practical	02	
FD 505 A FD 505 B	Apparel Quality Control	Theory	02	04
		Practical	02	
FD 506	Internship		03	03
Total Credits				22

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 501

Title of the Course: **Fashion Forecasting**

Number of Credits: 3

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none">❖ Identify the who, what, where, why & when of Forecasting❖ Define key terms and processes❖ Explain the effects of changing fashion❖ Identify key ideas and designers of each era❖ Understand direction & speed of change in fashion movement❖ Learn to create & present the forecast.	
Content	Unit 1 Introduction to Fashion Forecasting Terminologies, who forecasts fashion?, why forecast & How is it done?	9 Hrs.
	Unit 2 Zeitgeist & Different eras in fashion- Victorian & Charles Worth Edwardian & World War 1 Roaring Twenties & Flapper Great Depression & World War 2 New Look & Fashion Conformity Mod & the Youth Revolution Street Fashion & the 'Me' Generation Post-Modernism & Time of excess Global Fashion & Internet Explosion New Millennium & Social Networking	9 Hrs.
	Unit 3 Fashion Movement Fashion Cycles – introduction, rise, culmination, decline & obsolescence. Theories of Fashion Adoption Pendulum Swings Speed of Fashion Change & Forecasting the Movement of Fashion Long Term & Short Term Forecasting Target Segmentation	9 Hrs.
	Unit 4 Social & Cultural Influences Social & Cultural Influences; Sociological &	9 Hrs.

Program: B. Sc. (Fashion & Apparel Design)
 Course Code: FD 502
 Title of the Course: **Entrepreneurship & Innovation**
 Number of Credits: 4
 Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none"> ❖ To develop entrepreneurship skills among the students. ❖ To familiarize the students with the process and procedure of setting up new enterprises 	
Content	Unit 1 – What is Innovation? <i>(Case Studies – Amazon – most Innovative Co. in 2017)</i>	3 Hrs.
	Unit 2 – Importance of Innovation in today's changing business environment.	4 Hrs.
	Unit 3 – Closed vs. Open Innovation	4 Hrs.
	Unit 4 – Fixed Mindset vs. Open Mindset for Innovation.	
	Unit 5 – Types of Innovation- <ol style="list-style-type: none"> 1. Sustaining 2. Incremental 3. Disruptive 4. Radical 5. Business Model/ Configuration 6. Product/Offering 7. Marketing 8. Service Innovation 	9 Hrs.
	Unit 6 – Practices that successful Businesses follow to Incorporate Innovation <i>(Case Studies – Amazon & Myntra)</i>	3 Hrs.
	Unit 7 – Open Innovation Practices at work. <i>(Case Studies – GE, Samsung, Lego)</i>	3 Hrs.
	Unit 8 – Fundamentals of contemporary fashion Industry & its evolution.	3 Hrs.
	Unit 9 – Understanding Entrepreneurship, its types & Entrepreneurial opportunities in Fashion.	
	Unit 10 –	3 Hrs.

	<p>Understanding Self, Personality Traits & Entrepreneurial Innovation</p> <p>Unit 11 – Concept to Consumer Pathway</p> <p>Unit 12 – Market Research – to access consumer needs, wants & demands. (Case Study – Practices & considerations for email Customer Survey)</p> <p>Unit 13 – Defining Market Relationships and Service parameters</p> <p>Unit 14 – Creating a Value proposition for consumers</p> <p>Unit 15 – Branding, Marketing & Omni Channel Retail</p> <p>Unit 16 – Managing Operations, Finance & HR. (Case Study – H&M Surplus Inventory)</p> <p>Unit 17 – Sustainability & Legalities in Fashion Business (Case Study – IPR & Sustainable Innovation Practices by TAL)</p> <p>Unit 18 – Writing a Business Plan</p>	<p>3 Hrs.</p> <p>3 Hrs.</p> <p>3 Hrs.</p> <p>3 Hrs.</p> <p>3 Hrs.</p> <p>4 Hrs.</p> <p>3 Hrs.</p> <p>6 Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<p>Sangram Keshari Mohanti, Fundamentals & Entrepreneurship: 2009: PHI learning.</p> <p>Terry & Franklin, Principles of Management, AITBS, 2002</p> <p>Vasanth Desai, The dynamics of entrepreneurial development & Management: 6th edition Himalaya publish house. 2009.</p>	
Learning Outcomes	Successfully Identify the requisites of launching an SME and other Entrepreneurial Businesses	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 503 A

Title of the Course: Fashion Accessories & Styling (Theory)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	❖ To impart knowledge of fashion accessories To help students in understanding design methodology, materials, production process, and market dynamics of fashion accessories	
Content	Unit 1 Fashion Accessories – Introduction, definition, history & classification of Accessories. Specific Terminologies – Haberdashery, Millinery	4 Hrs.
	Unit 2 Types of Hats & Caps, Eyewear & Belts.	6 Hrs
	Unit 3 Types of Bags, Scarves, Ties & Wallets	7 Hrs
	Unit 4 Types of Footwear- (Men & Women), Hosiery & Stockings	7 Hrs
	Styling: What is Styling? Fashion Staples/ Classics. Figure Flattery. Choosing the right coat, suit, dress, pants, shirts	
	Unit 5 Styling with the appropriate accessory – Combining the right Shoes, Handbags, Jewelry, Hats, Belts Gloves, Hosiery with the right clothes.	7 Hrs
	Unit 6 Editorial styling- A complete rundown on what is involved in	7 Hrs

	<p>editorial styling. Majoring in monthly magazines. Who's who. Who makes up the team. Sourcing, developing fashion stories, choosing the team, selecting clothes, methods used on shoots, choice of the final image.</p> <p>Newspaper styling- Focuses on the differences between magazine and newspaper styling.</p> <p>Makeovers - Looks at makeovers and the best way to approach them.</p> <p>Unit 7</p> <p>Catalog styling - The whys and wherefores of catalog styling.</p> <p>Show production - Looks at the team and the whole process of show production. From the role of the producer to that of the stylist.</p> <p>Commercial styling - Defines the role of the commercial stylist. Stylists and where to find them.</p>	7 Hrs
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/Readings	<ul style="list-style-type: none"> ❖ Fashionpedia – the visual dictionary of fashion design, 2017 (Fashionary International) ❖ The little black book of Style, It Books, 2010. ❖ Fashion: The Essential Visual Guide to the World of Style, by Karen Homer, Aurum Press, 2018. 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ The students will be able to style different garments for different markets and different themes effectively. 	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 503 B

Title of the Course: Fashion Accessories & Styling (Practical)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	To impart knowledge of fashion accessories To help students in understanding design methodology, materials, production process, and market dynamics of fashion accessories	
Content	Unit 1. Fashion Accessory Customization- Customize a range of fashion accessories (any 3 hats /caps /eyewear /belts /jewelry/bags /scarves /ties/wallets/footwear) by following the 5 stages of the Styling Process: a. Understand the budget and requirement of the client or purpose (ad agency, magazine, movie team, fashion show, individual). b. Research on trends and styles as per the client brief. c. Freeze the idea once the final visual boards are created and the right direction is set. d. Consider the budget, time availability, and products needed, and source the required materials. e. Execute the making of the final customized products.	9 Hrs.
	Unit 2. Fashion Accessory Styling- Choose any one of the following occasions (Dressy Evening, Diwali Party, Business Luncheon, Movie Premiere, Engagement Ceremony Family Get-together, Cocktail Party, Sunday Brunch, Kitty Party, Wedding) and create looks with 2 budgets- Rs. 5000 and Rs. 10,000 by coordinating garments and different accessories for the client.	9 Hrs.
	Unit 3. Editorial Thematic Fashion Shoot- Create a theme-based look for the cover page of a hypothetical fashion magazine, following the 5 stages of the styling process and create a layout for the same through post-production.	9 Hrs.
	Unit 4. Client Makeover- Create a makeover for a client of any age and gender, considering the following factors:	9 Hrs.

	<p>Body Type, Face Shape, Personal Coloring, Budget, Lifestyle & Personal Style, Brand Preferences and Personality. Keep a record of before & after.</p> <p>Unit 5.</p> <p>Catalog Styling- Shoot for and develop a catalog for a hypothetical fashion brand (20-25 looks) keeping in mind the brand aesthetics and the target market of the brand.</p>	9 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none"> ❖ Fashionpedia – the visual dictionary of fashion design, 2017 (Fashionary International) ❖ The little black book of Style, It Books, 2010. ❖ Fashion: The Essential Visual Guide to the World of Style, by Karen Homer, Aurum Press, 2018. 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ The students will be able to style different garments for different markets and different themes effectively. 	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 504 A

Title of the Course: Computer-Aided Design (CAD)-II (Theory)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	CAD I (FD 304 A & B)	
Objectives	<ul style="list-style-type: none">❖ To prepare a professional Tech Pack as required in the Fashion Industry with CAD.❖ To provide students with the knowledge of CAD and its advanced applications in the industry	
Content	<p>Unit 1</p> <p>Introduction to tech pack List & Importance of all types of Specification sheets included in a Tech Pack. (Tech Sketch, Color Ways, BOM, Graded Spec, Artwork Spec, Proto Spec)</p> <p>Construction Terminologies -Tech Sketch, Color Standard, Color Ways, UOM, POM, Graded Spec, Block, CF, CB, A/H, HPS, SS, CP, TM, SPI/ SPC, SA, SN, SNTS, DNTS, LS, CS, TPST, EGST, CNST, GG.</p> <p>Manufacturing Terminologies – CMT, FPP, WIP, COO, Lab Dip, Strike Off, Knit Down, Greige, Proto, PP, TOP, Fit Size, Sample Size, SMS</p> <p>Costing & Shipping Terminologies – Duty, HTS Code, FF, FOB, LDP, FGP.</p> <p>Unit 2</p> <p>Introduction to flat sketches – Design flat sketches along with stitch specification for the following – Children’s wear – Girls(A line & yoke frock) Boys – (Short & Shirt) Adults Wear- Women’s – (Top, Skirt, Gown) Men’s – (Shirt, Kurta & Trouser)</p> <p>Unit 3</p> <p>Cover Sheet Details to be included in the cover sheet – Garment Flat Sketch, Brand/ Designer Name, Style Name and Number, Season, Vendor, COO, Created By, Date.</p> <p>Unit 4</p>	<p>12 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p>

	<p>Sketch Spec Sheet. Detailed Flat Sketch</p> <p>Unit 4</p> <p>Colorways Rendered Flat Sketches to show color options available for the same design. (Minimum 2 Color options) Fabric Swatches for each color combination</p> <p>Unit 5</p> <p>Bill of Materials (BOM) Details of BOM for Fabric, Trim & Label + Hand-tags.</p> <p>BOM Table of Details– Type, Supplier, Ref. Code, Description, Finishes, Content, Weight, Construction, Colorways.</p> <p>Unit 6</p> <p>Graded Spec. POM, Description, Graded Measurements for all available sizes.</p>	<p>6 Hrs.</p> <p>9 Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none"> ❖ The Fashion Design Reference & Specification Book: Everything Fashion Designers need to know Every day, Rockport publishers, 2013. ❖ Technical Sourcebook for apparel designers, by Jaeil Lee, Camille Steen, Fairchild Books- 2018. ❖ The Spec Manual, by Michele Wensen Bryant & Diane DeMers, Bloomsbury Publications -2005. 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ Successful execution of industry required tech pack. 	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 504 B

Title of the Course: Computer-Aided Design (CAD)-II (Practical)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none">❖ To prepare a professional Tech Pack as required in the Fashion Industry with CAD.❖ To provide students with the knowledge of CAD and its advanced applications in the industry	
Content	Unit 1 Draping of garments on men's, women's & children casual, party, night, sports, office/formal wears using Photoshop	15 Hrs.
	Unit 2 Design Artwork creation with stitch specifications, Color variations, and detailing	15 Hrs.
	Unit 3 Flat sketch creation with components descriptions. Zoom in Design Detailing with descriptions for all necessary components and finishes. Design Artwork creation with multiple color variations/fabrics rendering Fabric Mapping	15 Hrs.
	Unit 4 Tech- pack Presentation - Adult's Wear Compilation of Artwork with stitch detailing. Color / fabric variations on the standard Tech pack format for the following- (ADULTS) Men's Wear - Trouser, Shirt, Blazer; Women's Wear - Gown, Top, Skirt	15 Hrs.
	Unit 5 Tech-pack Presentation - Kid's Wear Compilation of Artwork with stitch detailing. Color / fabric variations on the standard Tech pack format for the following- (KIDS) Boy's - Jean, Hoody, T-shirt;	15 Hrs.

	Girl's - Frock with Frills, Suspenders, Top	
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none"> ❖ The Fashion Design Reference & Specification Book: Everything Fashion Designers need to know Every day, Rockport publishers, 2013. ❖ Technical Sourcebook for apparel designers, by Jaeil Lee, Camille Steen, Fairchild Books- 2018. ❖ The Spec Manual, by Michele Wensen Bryant & Diane DeMers, Bloomsbury Publications -2005. 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ Successful execution of industry required tech pack. 	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 505 A

Title of the Course: Apparel Quality Control (Theory)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	❖ To acquaint students with the apparel total quality management by understanding different quality assurance practices.	
Content	Unit 1 Quality - Definition of quality, dimensions of quality, quality planning and importance of quality, the evolution of a quality system.	6 Hrs.
	Unit 2 TQM principles - Customer satisfaction, customer perception of quality, intrinsic and extrinsic quality, service quality, customer retention, continuous process improvement, Juran Trilogy, PDCA cycle, 5S, Kaizen, 6 sigmas.	9 Hrs.
	Unit 3 Managing quality - Traditional vs modern quality management, quality control, and quality assurance.	6 Hrs.
	Unit 4 Importance of quality control in the garment industry, fabric inspection, identification of woven and processing defects, 4 points and 10 point system, IPQC (In-process quality control), AQL standards, zero defects, JIT, poka-yoke, and quality circle.	6 Hrs.
	Unit 5 Major inspection points to be verified in a final inspection for men's shirt and trousers, women's top, trouser, skirt and kid's garment.	6 Hrs.
	Unit 6 Care labels, International care labeling system, Japan/Canada/British care labeling system, eco-labels.	
	Unit 7	6 Hrs.

	Quality standard and certification - Need for ISO 9000, major elements in ISO 9001-2000, internal auditing, Environmental Management System - ISO 14000 series standards and other quality management standards of apparel industry, AATCC, ASTM standards, significance and importance of the same.	6 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none"> ❖ Chuter A J, "Introduction to Clothing Production Management", Wiley India Pvt. Ltd., 2nd edition, 2011. ❖ Gerry Cooklin, "Introduction to Clothing Manufacture", Blackwell Science, UK, 1991. ❖ Harold Carr & Barbara Latham, "The Technology of Clothing Manufacture", Oxford Publications, ITSA, 1994. ❖ Pradip V Mehta, "Quality Control in Apparel Industry", NIFT Publications, New Delhi, 2001. ❖ Pradip V Mehta, "An Introduction to Quality Control for the Apparel Industry", CRC Press, 1st edition, 1992. ❖ Ruth E Glock, "Apparel Manufacturing & Sewn Product Analysis", Pearson Education, 4th edition, 2005. 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ The students will be able to identify and effectively implement the quality control and testing procedures in an apparel/retail industry. 	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 505 B

Title of the Course: Apparel Quality Control (Practical)

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	❖ To acquaint students with the apparel total quality management by understanding different quality assurance practices.	
Content	Unit 1 Introduction to fabric defects – Fabric inspection (4 and 10 points systems).	15 Hrs.
	Unit 2 Designing and collection of apparel care labels - contents, dimensions, and positioning of the labels for men and women (2 under each category).	15 Hrs.
	Unit 3 Final inspection of garments - Checking points and methods of checking men's shirts, women's top, trousers, jacket, knitwear (men and women), and kid's garments. Preparation of specification sheets for the above garments. a) Visual inspection (zonal method) b) Dimensional method	15 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/Readings	<ul style="list-style-type: none">❖ Chuter A J, "Introduction to Clothing Production Management", Wiley India Pvt. Ltd., 2nd edition, 2011.❖ Gerry Cooklin, "Introduction to Clothing Manufacture", Blackwell Science, UK, 1991.❖ Harold Carr & Barbara Latham, "The Technology of Clothing Manufacture", Oxford Publications, ITSA, 1994.❖ Pradip V Mehta, "Quality Control in Apparel Industry", NIFT Publications, New Delhi, 2001.❖ Pradip V Mehta, "An Introduction to Quality Control for the Apparel Industry", CRC Press, 1st edition, 1992.	

	❖ Ruth E Glock, “Apparel Manufacturing & Sewn Product Analysis”, Pearson Education, 4 th edition, 2005.
Learning Outcomes	❖ The students will be able to identify and effectively implement the quality control and testing procedures in an apparel/retail industry.

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 506

Title of the Course: Internship

Number of Credits: 2

Effective from AY: 2019-2020

Prerequisites for the course	Completion of Semester I - IV	
Objectives	<ul style="list-style-type: none">❖ To impart knowledge on working of the apparel industry❖ To gain practical knowledge on different departments of the apparel industry	
Content	<ul style="list-style-type: none">- To Intern with any garment based industry or company for a minimum period of 30 days.- To observe and learn the internal workings of the fashion industry and understand how to plan / prepare for the same.- A report to be submitted for evaluation. <p>Documentation should contain the following –</p> <ol style="list-style-type: none">1. Introduction2. Aim3. Objectives4. Hypothesis5. Procedure6. Design7. Pictures of crafts8. Questionnaire for survey/ information collection.9. Results and discussion10. Summary and conclusion11. Bibliography	60 Hrs.
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
Learning Outcomes	<ul style="list-style-type: none">❖ The students will be able to identify the current trends and requirements of the fashion industry and understand their inclination towards favoured roles.❖ They will also be able to prepare themselves and be industry ready.	

**SEMESTER VI
(T.Y. B. Sc.) FD**

PAPER CODE	TITLE		CREDITS	TOTAL CREDITS
FD 601	Visual Merchandising	Theory	03	03
FD 602 GE	Global Markets	Theory	04	04
FD 603	Fashion Business Management	Theory	03	03
FD 604	Fashion Journalism	Theory	03	03
FD 605 DSE	Collection Design	Theory	09	09
Total Credits				22

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 601

Title of the Course: Visual Merchandising

Number of Credits: 3

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none">❖ To expose students to theories, concepts, and skills to create successful visual merchandising display & strategies.❖ To help the students to understand the range of activities that cover theoretical and practical components of fashion visual merchandising	
Content	Unit 1 -The History of Visual Merchandising	4 Hrs.
	Unit 2 - The Role of a Visual Merchandiser The day-to-day role of a visual merchandiser Training Required Visual merchandising in a department store Visual merchandising of multiple chain stores Visual merchandising of small retail outlets Measuring success	6 Hrs.
	Unit 3 - Store Design What is store design? Why is store design important? 34 Who designs the store? Pop-up shops How does store design work?	10 Hrs.
	Unit 4 - Windows Getting to know your windows Planning a window display Themes and schemes Budgeting Props Designing a window display Window prepping Installing the window display	6 Hrs.
	Unit 5 - Lighting 100 Signage and graphics Window calendar Window standards and maintenance, and budget	10 Hrs.
	Unit 6 - In-store Visual Merchandising Product adjacencies Floor layouts Fixtures and fittings Wall fixtures Product handling	10 Hrs.

	<p>In-store displays and hot shops Point of sale and add-on sales Clearance merchandise Signage and ticketing Ambience Technology Retail standards and maintenance, and budget Virtual visual merchandising</p> <p>Unit 7 - Mannequins Understanding the role and types of Mannequins Purchasing and Dressing mannequins Securing a mannequin Grouping mannequins Maintenance</p> <p>Unit 8 - The Visual Merchandiser's Studio The visual merchandiser's toolbox Health and safety Lighting chart</p>	<p>6 Hrs.</p> <p>8 Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ol style="list-style-type: none"> 1. Visual Merchandising: Window & In-Store display for retail, by Tony Morgan, Lawrence King Publications, 2018 2. Castelino M, "Fashion Kaleidoscope", Rupa and Co. Publishers, 1994. 3. Judith Bell & Kate Ternus, "Silent Selling, Best Practice & Effective Strategies in Visual Merchandising", Fairchild Books, 5th edition, 2017. 4. Laura L Bliss, "Study Guide Visual Merchandising and Display", Fairchild Publications, 3rd edition, 1995. 5. Swathi Bhalla, Anuraag S, "Visual Merchandising", Tata McGraw Hill Publishers, 2010. 	
Learning Outcomes	<ol style="list-style-type: none"> 1. The students will be able to articulate between various themes and merchandise offering for a particular theme/ offer effectively. 2. Will be able to work in the department of Visual Merchandising and execute the learnings effectively. 	

Course Code: FD 602

Title of the Course: Global Markets

Number of Credits: 4

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	To understand the global nature of the fashion industry and how cultures affect/ provide inspiration to the continuously changing industry.	
Content	<p>Unit 1 – Fashion Trade – Then & Now Fashion Trade during the Silk Route / Road. Trade of Silk (130 BCE. To 1453 CE.) Exchange of Ideas/ Techniques across borders.</p> <p>Unit 2 – Manufacturing Clothing before Mid 19th Century – Handmade & Custom Made</p> <p>Unit 3 – Industrial Revolution 1, 2 & 3 – Its impact on Fashion</p> <p>Unit 4 – Rise of Mass Production post World War II</p> <p>Unit 5 – Clothing Giants – Inditex, H&M, Uniqlo, M&S, GAP – How they changed the consumption of Fashion</p> <p>Unit 6 – Global nature of today's fashion Manufacturing & Retail <ul style="list-style-type: none"> - Rising Labor costs - Outsourcing </p> <p>Unit 7 – Ethical & Sustainability Issues in Outsourcing & Supply chain <i>Case Study – Rana Plaza (Bangladesh)</i></p> <p>Unit 8 – Industry 4.0 – and how it will shape the future of Fashion</p> <p>Unit 9 – Current Trade Statistics – Largest Manufacturers of Apparel and Textiles, Raw Materials. Largest Importers & Exporters.</p> <p>Unit 10 – Luxury Markets <i>Case Study</i></p>	<p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p> <p>6 Hrs.</p>

Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ol style="list-style-type: none"> 1. Culture to Catwalk- how world cultures influence fashion, by Kristin Knox, A&C publications under Bloomsbury, 2011) 2. Fashion, from the 18th Century to 20th Century, Taschen Publication (Bibliotheca Universals), 2015. 	
Learning Outcomes	The student will successfully be able to identify the different Fashion markets, cultures, and requirements of different nations in terms of Fashion and Retail.	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 603

Title of the Course: Fashion Business Management

Number of Credits: 3

Effective from AY: 2019-2020

Prerequisites for the course	Marketing & Merchandising, Fashion Theory.	
Objectives	To understand the criteria required for running a successful Fashion Business.	
Content	Unit 1 <ul style="list-style-type: none">- Introduction to the business of fashion,- Scope of a fashion business,- Business growth and expansion.- Introduction to the fashion industry, its structure, and dynamics.	6 Hrs.
	Unit 2 <ul style="list-style-type: none">- Global fashion supply/value chain - Introduction, marketing channels - Direct marketing, limited marketing, extended marketing.- Marketing channel integration - Conventional marketing channels vertical marketing channels, dual distribution channels, multichannel distributions, Omnichannel distribution.- Marketing channel flows – Physical flow, ownership flow, information flow, payment flow, promotion flow.	10 Hrs.
	Unit 3 <ul style="list-style-type: none">- Fashion brand strategies - Introduction, brand identity, brand positioning, and brand image.- Fashion brand classification - International designer/luxury brand, National designer/luxury brands, private label brands, department stores private label brands, exclusive licensing brands, SPA retail brands, lifestyle brand.	10 Hrs.
	Unit 4 <ul style="list-style-type: none">- Fashion brand licensing - Introduction, types of licensed names, images and design - types like celebrity name licensing, designer name licensing, exclusive licensing for retailers, character and entertainment licensing, corporate licensing, nostalgic licensing, sports and collegiate licensing, event and festival licensing, art licensing.- Development of licensed products - licensing contract - time limit, royalty payment, image, marketing and distribution, quality, advances, guarantees, notification of agreements to custom departments. Advantages and disadvantages of licensing.	10 Hrs.

	<p>Unit 5</p> <ul style="list-style-type: none"> - Business and legal framework of the fashion business - Forms of ownership, business organization, and company ownership, sole proprietorships - advantage and disadvantage, partnership - limited partnerships - advantages and disadvantages. - Corporations - types - C-corporations, S- corporations, B- corporations - advantages and disadvantages, limited liability companies - Advantages and disadvantages. <p>Unit 6</p> <ul style="list-style-type: none"> - Entrepreneurship and the new venture - Introduction, essentials for a successful venture, formalities of opening a firm, financial support from government and other private banks - term loan, working capital, project financing. - Certification and registration of the firm, GST regulations, PAN, government policies, and procedures followed to setup. <p>Unit 7</p> <ul style="list-style-type: none"> - Boutique management - Introduction, location, space planning, workstation, display (Window display, product display) lighting, ambiance, presentation, visual communication, inventory control, logistic, e-commerce sales. 	<p>10 Hrs.</p> <p>8 Hrs.</p> <p>8 Hrs.</p>
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/Readings	<ol style="list-style-type: none"> 1. The real world guide to Fashion Selling & Management, by Gerald. J. Sherman & Sar. S. Perlman.- Bloomsbury publication, 2015. 2. Kitty G Dickerson, "Inside the Fashion Business", Pearson, 7th edition, 2016. 3. Leslie Davis burn, Kathy Mullet, "The Business of Fashion", Bloomsbury Publishing, 5th edition, 2016. 4. Michele M Granger, "Fashion Entrepreneurship", Bloomsbury Academic USA, 3rd edition, 2019. 5. Philip Kotler, "Marketing Management", Dorling Kindersley Publishing, 12th edition, 2007. 6. Philip Kotler, "Principle of Marketing", Asoke. K Publishing, 8th edition, 1999. 	
Learning Outcomes	❖ The student will successfully be able to identify and meet the criteria required for operating a Fashion Business.	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 604

Title of the Course: Fashion Journalism

Number of Credits: 3

Effective from AY: 2019-2020

Prerequisites for the course	Nil	
Objectives	<ul style="list-style-type: none">❖ To provide an in-depth understanding of creative communication in the context of the fashion design industry.❖ To put across original or curated fashion content for Fashion Journalism.	
Content	Unit 1 Writing in the Fashion Environment <ul style="list-style-type: none">• Introduction to the business of Fashion & Communication• Writing at the Primary Level• Writing at the Secondary Level• Writing at the Retail Level• Writing at the Auxiliary Level: Fashion Journalism, Fashion Promotion, Fashion Services• The Writing Process & Communicating Ethically	5 Hrs.
	Unit 2 Writing for Newspaper <ul style="list-style-type: none">• Newspaper formats, categories & production• Writing to be read• Writing headlines• Revising for newspaper• Changing trends in the newspaper industry	10 Hrs.
	Unit 3 Writing for Magazines <ul style="list-style-type: none">• Introduction to magazines• Working for consumer magazines• Editorial calendar• Preparing the article• Getting published	10 Hrs.
	Unit 4 Writing for Broadcast Media <ul style="list-style-type: none">• Characteristics of the broadcast media• Characteristics of the broadcast News writing• Checklist for Broadcast Media writing tips• Characteristics of a story structure	8 Hrs.

	<p>Preparing Radio & Television Copy</p> <ul style="list-style-type: none"> • Names & Titles • Pronunciations • Abbreviations • Symbols & Numbers • Quotations & Attributions • Punctuations <p>Unit 6</p> <p>Writing for Advertising</p> <ul style="list-style-type: none"> • Role of Advertising • Situational analysis <ul style="list-style-type: none"> - Purpose - Target audience - Media - Situational analysis format • Strategic Writing for Advertising <ul style="list-style-type: none"> - Advertising Appeals - Print Advertisements - Radio & Television Advertisements - Radio & Television Promotions <p>Unit 7</p> <p>Writing for Public Relations</p> <ul style="list-style-type: none"> • Role of PR • PR Plan • Relationship with News Media • Strategic writing for PR <ul style="list-style-type: none"> - News releases - Newsworthiness checklist - News release checklist - Announcements - Media Kits - Newsletter & Magazine stories - Pitch letter - Annual reports - Speeches - Fundraising letters <p>Unit 8</p> <p>Writing for New -Media</p> <ul style="list-style-type: none"> • New Media – The Internet • New Media concerns • Characteristics of new media • Guidelines for Online Writing • Web Writing for Journalists 	<p>8 Hrs.</p> <p>8 Hrs.</p> <p>10 Hrs.</p>
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	<ul style="list-style-type: none"> • Web Writing for Promotions • Blog Writing • Future of Writing for New Media 	
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/ Readings	<ul style="list-style-type: none"> ❖ Fashion Journalism, by Julie Bradford, Routledge Publications, 2014. ❖ Writing for the Fashion Business, by Kristen Swanson & Judith Everette, Bloomsbury Publications, 2012. 	
Learning Outcomes	<ul style="list-style-type: none"> ❖ Gain in-depth understanding of creative communication in the context of the fashion design industry. ❖ To successfully put across original or curated fashion content for Fashion Journalism. 	

Program: B. Sc. (Fashion & Apparel Design)

Course Code: FD 605 DSE

Title of the Course: Collection Design

Number of Credits: 9

Effective from AY: 2019-2020

Prerequisites for the course	Adobe Illustrator - Adobe Photoshop - Thorough understanding of the design process	
Objectives	<ul style="list-style-type: none">❖ Understanding How to make a professional portfolio with the correct composition of graphic elements, layouts and page spread.❖ To develop a more refined aesthetic for presentation using basic principles of publication design.❖ To develop a design collection successfully with all its components within the time frame given.	
Content	PORTFOLIO Unit 1 Sequence Brief – 1) Cover Page 2) Introduction 3) Contents Page 4) Title Page -for primary work like embroidery, illustration and singular designs, etc. 5) Contents for No.4 6) Title Page - Women's Collection & Brief Summary - Mood board (To include inspiration, look direction, and colour palette) - Ideation - Illustrations (with some brief descriptions of detail and material) - Final Products (photoshoot if done) - 1 Tech Pack with all details to show technical understanding 7) Title Page - Men's Collection & Brief Summary - Mood board (To include inspiration, look direction, and colour palette) - Ideation	100 Hrs.

	<ul style="list-style-type: none"> - Illustrations (with some brief descriptions of detail and material) - Final Products (photoshoot if done) - 1 Tech Pack with all details to show technical understanding <p>8) Title Page - Kids Collection & Brief Summary</p> <ul style="list-style-type: none"> - Mood board (To include inspiration, look direction, and colour palette) - Ideation - Illustrations (with some brief descriptions of detail and material) - Final Products (photoshoot if done) - 1 Specs sheet with all details to show technical understanding <p>FASHION COLLECTION</p> <p>Unit 2</p> <ul style="list-style-type: none"> - Project Proposal Submit 3 ideas that the is workable based upon the concept note & supporting documents. <p>Unit 3</p> <ul style="list-style-type: none"> - - Research Primary, Secondary & Tertiary Research to test the validity of the concept. <p>Unit 4</p> <ul style="list-style-type: none"> - Final Design Brief On the findings of the research, the final design brief is to be written upon which the project will be executed. <p>Unit 5</p> <ul style="list-style-type: none"> - Primary Solutions & Visual Direction On finalizing the design brief, the primary solution identifies/creates concepts that may solve the design problem. <p>Unit 6</p> <ul style="list-style-type: none"> - Design Development To work on rough sketches and image that may point towards the final visual outlook of the 	110 Hrs.
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	<p>solution</p> <p>Unit 7</p> <ul style="list-style-type: none"> - Proto Sampling Prototyping a sample provides an opportunity to test if it functions in practice & get a better understanding of how it works as a piece of visual communication. <p>Unit 8</p> <ul style="list-style-type: none"> - Completion/Execution of Entire Product Range <p>Unit 9</p> <ul style="list-style-type: none"> - Final Show. 	
Pedagogy	Lectures/ Tutorials/Assignments/Self-Study	
References/Readings	<ol style="list-style-type: none"> 1. Design your portfolio by Steven Faerm, Bloomsbury Publications, 2014. 2. Portfolio Presentation for Fashion Designers by Linda Tain, Fairchild Publications, 2018. 	
Learning Outcomes	❖ To be able to practically execute a fashion collection successfully from concept to consumer.	

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