

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

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

## **15010101: HISTORY OF FASHION ART**

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

### **OBJECTIVES**

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

### **COURSE DETAIL**

#### **UNIT I Early Civilizations**

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

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

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

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

Italy  
France  
England

#### **UNIT IV Costumes in 17th to 19th century**

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

## REFERENCES

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

## **15010102/MGEC01006: FIBRE TO FABRIC**

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

### **OBJECTIVES**

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

### **COURSE DETAILS**

#### **UNIT – I**

Introduction to textile fibres

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

Introduction to composition of Textile fibres

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

Properties of Textile fibres and their end uses

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

#### **UNIT – II**

Introduction to yarn, yarn production, properties of yarn

Texturization – Types (simplex and complex yarns) and uses

Blended yarns – Types and uses of blended yarns

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

#### **UNIT – III**

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

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

## **UNIT – IV**

Introduction to Hand loom and power loom fabrics

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

Introduction to basic and special finishes

Finishes with color – dyeing and printing

## **REFERENCES**

- Gohl, E.P.G. Velensky, L.D, —Textile Science‖ CBS Publishers and Distributors, 2003
- Hall, A.J. —The standard hand book 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 Opening and Picking‖ Universal Publishing Corporation, 1999
- Gilbert R. Merrill, —Cotton Combing‖ Universal Publishing Corporation, 1999
- Gohl and Vilensky, Textile Science, CBS Publication, 1982.
- Majory L, Joseph, Introduction to Textile Science.
- Carbman, Textile Fiber to Fabric, NGH International, 2003.

## **15010103: FASHION COMMUNICATION**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I Fashion & Communication Process**

Meaning of Fashion, Terminologies of Fashion

Relation between Fashion & communication, Process of Communication

Importance of Fashion Communication

#### **UNIT-II Types of Fashion Communication**

Visual Communication- window display, Fashion shows etc.

Written Communication- writing in fashion media, advertising

#### **UNIT-III Indian Designers & International Designers**

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

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

#### **UNIT-IV Fashion Movies, Magazines, websites**

Fashion, My Fair Lady, Devil Wears Prada etc.

Fashion Magazines

Design websites

### **REFERENCE:**

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

## **AECC01002: ENVIROMENTAL SCIENCE**

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

### **OBJECTIVES**

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

### **COURSE DETAIL**

#### **UNIT –I**

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

Need for public awareness

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

#### **UNIT –II**

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

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

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

Human induced landslides, soil erosion and desertification.

#### **UNIT – III**

Biodiversity and its conservation Hot-spots of biodiversity

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

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

Environmental Pollution Definition, causes, effects and control measures of

**A.** Air pollution **B.** Water pollution **C.** Soil pollution **D.** Marine pollution **E.** Noise pollution **F.** Thermal pollution **G.** Nuclear hazards Pollution (case studies).

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

#### **UNIT – IV**

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

#### **REFERENCE**

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



## **VASE01008: BASICS OF DRAWING**

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

### **OBJECTIVES**

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

### **COURSE DETAIL**

#### **UNIT – I**

Explore pencil as medium for drawing and sketching.

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

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

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

#### **UNIT – II**

Introduction to 2D and 3D geometric forms

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

Exploring and perspective drawing.

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

#### **UNIT – III**

Introduction to foreground, middle ground and background.

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

Explore charcoal as a medium for drawing and sketching.

Object drawing using charcoal as a medium.

#### **UNIT – IV**

Introduction to landscape and portrait drawing.

Explore other medium for sketching.

## **REFERENCE**

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

## **15010104: MATERIAL & ACCESSORY STUDIES**

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

### **OBJECTIVES**

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

### **COURSE DETAIL**

#### **UNIT-I**

Introduction to creativity, Activity of creative thinking

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

#### **UNIT-II**

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

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

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

Development of innovative products using clay molding

#### **UNIT-III**

Introduction about fashion accessories

Study of different accessories with respect to design

Use different materials to co-ordinate with garments

#### **UNIT-IV**

Types of accessories used in Fashion Industry

Fashion Accessories from different regions

Trend & Marketing- Fashion trends & marketing of accessories

Role of accessory designers and their contribution

**REFERENCE:**

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

## **15010105: MARKET SURVEY**

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

### **OBJECTIVES**

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

### **COURSE DETAIL**

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

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

### **REFERENCE**

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



## **15010201: ART APPRECIATION**

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

### **OBJECTIVES**

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

### **COURSE DETAIL**

#### **UNIT-I**

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

#### **UNIT-II**

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

#### **UNIT-III**

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

#### **UNIT-IV**

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

### **REFERENCE:**

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

## **15010202: MACHINARIES & EQUIPMENT**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

Measuring tools

- Ruler
- Inch Tape
- Weighing Balance
- Measuring Glass

Marking tools

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

Cutting Tools

- Scissors
- Cutter
- Knife
- Blade
- Pinking shears

#### **UNIT-II**

Supportive Tools- Pattern Master



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

### **UNIT-III**

#### Machine Tools

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

#### Joint Tools

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

### **UNIT-IV**

#### Apparel Machines

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

#### Accessory Machine

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

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

**REFERENCE:**

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

## **MGEC02006/15010203: INTRODUCTION TO FASHION INDUSTRY**

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

### **OBJECTIVES**

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

### **COURSE DETAIL**

#### **UNIT-I**

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

#### **UNIT-II**

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

#### **UNIT-III**

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

#### **UNIT-IV**

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

## REFERENCES

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

## **AECC01001: ENGLISH**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I COMMUNICATION**

Communication; an overview, Process, Importance, Forms

Barriers; ways to overcome

Non-verbal communication

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

#### **UNIT-II PHONETICS BASICS**

Phonetics

Sounds: Vowels/Diphthongs

Consonants

Transcription of words

Syllables

Word stress

Intonation

#### **UNIT-III ENGLISH LANGUAGE:**

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

Common errors, Concord, Articles, Modals

Punctuation

#### **VOCABULARY**

Word formation, Synonyms, Homophones, Eponyms

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

## **UNIT-IV**

### **PRESENTATION SKILLS**

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

### **WRITING SKILLS**

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

### **REFERENCE:**

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

## **VASE02009: INFLUENTIAL FASHION**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT I**

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

#### **UNIT II**

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

#### **UNIT III**

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

#### **UNIT IV**

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

**REFERENCE:**

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



## **15010204: FASHION ILLUSTRATION I**

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

### **OBJECTIVES**

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

### **COURSE DETAIL**

#### **UNIT – I**

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

#### **UNIT – II**

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

#### **UNIT - III**

Block figures illustrations –

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

#### **UNIT - IV**

Robotic figures illustrations

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

Illustrate muscled fashion figure

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

**REFERENCE:**

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

## **15010205: ELEMENTS OF COLOR & DESIGN**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

Basic concepts and vocabulary: Hue, Saturation, Value

Color wheel: primary, secondary, tertiary

Color schemes

#### **UNIT-II Color**

Tints- shades with different tones

Grey scale, Creating neutral colors

Pigments: Transparent/Opaque, Tint strength

Color Psychology for different colors

Pantone colors

#### **UNIT-III**

**Line**-Psychological Effects of Line: Dividing, Directing, Optical Illusion

**Shape** -Natural, Silhouettes, Geometric

**Texture**-Visual, Audible, Tactile

#### **UNIT-IV Principle of Design**

Rhythm, Balance, Emphasis, Harmony, Scale, Proportion, Variety etc.

Motifs development

Swatches rendering: Prints, weaves, patterns, color combinations

**REFERENCE:**

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

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

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

## **15010301/MGEC01007: CULTURAL STUDIES& TRADITIONAL EMBROIDERY**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

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

#### **UNIT-II**

Tribal communities  
Different tribal communities  
Living life style of tribal communities

#### **UNIT-III**

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

#### **UNIT-IV**

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

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

**REFERENCE:**

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

## **15010302: PRODUCTION TECHNIQUES**

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

### **OBJECTIVES**

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

### **COURSE DETAIL**

#### **UNIT I**

Overview of garment industry

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

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

#### **UNIT II**

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

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

#### **UNIT III**

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

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

#### **UNIT IV**

Finishing & pressing department, trimming department, packing department

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

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



## REFERENCE

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

## **15010303: KNITTING TECHNOLOGY**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

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

#### **UNIT II**

Various Knitting tools  
Types of Knitting needles

#### **UNIT III**

Knitting machines:  
Single Jersey Knitting machine  
Double Jersey knitting machine  
Flat bed machine  
Circular knitting machine etc

#### **UNIT IV**

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

### **REFERENCE:**

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

## **15010304: FASHION ILLUSTRATION II**

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

### **OBJECTIVES**

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

### **COURSE DETAIL**

#### **UNIT – I**

Development of free hand male & female croquis

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

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

Achieving balance line and movement.

Swatch rendering: checks, prints, pattern etc.

#### **UNIT - II**

Figure analysis – Illustrate poses from reference images

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

#### **UNIT - III**

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

Illustrate replica from reference images

Face analysis – Illustrate faces from reference images

Illustrate different hairstyles

#### **UNIT - IV**

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

Illustrate stylized figures according to theme:

- Corporate wear
- Sports wear
- Ethnic wear etc

#### **REFERENCE:**

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

## **15010305: PATTERN MAKING I**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT I**

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

#### **UNIT II**

Terminology used in Pattern making:

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

#### **UNIT III**

Methods of Pattern Development:

Drafting

Flat Pattern

Draping

Pattern manipulation

Dart manipulation

Slash and Spread

Pivot Method etc.

#### **UNIT IV**

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

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

**REFERENCE:**

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

## **15010306: CONSTRUCTION TECHNIQUES I**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT I**

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

#### **UNIT II**

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

#### **UNIT III**

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

#### **UNIT IV**

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

**REFERENCE:**

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



## **15010307: COMPUTER AIDED DESIGN I**

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

### **OBJECTIVES**

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

### **COURSE DETAIL**

#### **UNIT I**

Introduction to MS Office

- MS Word
- MS Excel
- MS Powerpoint

#### **UNIT II**

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

#### **UNIT III**

CorelDraw utility in fashion industry

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

#### **UNIT IV**

Basic about Photoshop

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

Merging & blending layers, text effects.

Photoshop utility as per fashion industry requirement

### **REFERENCE:**

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

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

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

## **15010401/MGEC02007: FASHION MARKETING & MERCHANDISING**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

Definition

Importance and scope of marketing

Elements of marketing: Needs, Demands, Customer, Consumer, Market, Marketing vs. selling

Concept of marketing management

Marketing – Mix

Marketing organizations

Marketing research

Factor affecting marketing environment

#### **UNIT-II**

Market segmentation

Market targeting

Product positioning

Consumer & Customer behavior

Product – mix

Branding

Advertising

Sales promotion

Publicity

Public relations

#### **UNIT-III**

Merchandising – definition

Season

Product research

Target customer

Fashion trend  
Color research  
Fabric/ Leather & knitting research

#### **UNIT-IV**

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

#### **REFERENCE:**

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

## **15010402: LEATHER SCIENCE**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

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

#### **UNIT-II**

Pre-tanning process:

Soaking  
Liming  
De liming  
Bating  
Pickling  
De pickling  
Degreasing etc.

#### **UNIT-III**

Tanning process:

Peddle procedure  
Drum procedure  
Vegetable tanning  
Chrome tanning

Garment- leather

Property requirement for garment leather

#### **UNIT-IV**

Sports goods leather

Different types of material used

Properties required for sports goods leather

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

Sole, harness and saddler leathers

Properties required for sole leathers

Hand bags, purse etc leather

Properties required for hand bags and purse leather

### **Texture**

Leather finishing

Plating

Drying

### **REFERENCE:**

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

## **15010403: FASHION FORECASTING**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

Fashion meaning

Forecasting meaning

Need and importance of forecasting

Forecasting schedule

Trend analysis for different seasons

Interpretation of various forecast stories in fashion journals

Making trend boards based on market and consumer research

#### **UNIT-II**

Research Process in forecasting:

Market research- consumer research, shopping, sales records

Primary, Secondary & Tertiary sources

Demography

Value & Life style

New technology

Observation

Publication

#### **UNIT-III**

Supportive measures:

Forecasting services

New products users

Networking

Related neighborhood industries

Role of designers

Role of merchandisers  
Role of customers/ consumers

**UNIT-IV**

Involvement of human resources  
Involvement of materials  
Promotional activities  
Implementation process

**REFERENCE:**

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



## **15010404: SURFACE ORNAMENTATION**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT I**

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

#### **UNIT II**

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

#### **UNIT III**

Mirror work  
Sequins work  
Bead work  
Patch work  
Appliqué work

Quilting work  
Smoking work  
Lace work

#### **UNIT IV**

Traditional embroideries:  
Kantha – West Bengal  
Kasuti – Karnataka  
Chikankari – Uttar Pradesh  
Kathiawar – Gujarat  
Kashida – Kashmir  
Chambarumal – Himachal Pradesh  
Phulkari – Punjab  
Banjara – Andhra Pradesh  
Zardozi etc.

Develop a product using various above techniques

#### **REFERENCE:**

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

## **15010405:PATTERN MAKING II**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

Darts on pattern: Waist dart, French dart, armhole dart, shoulder dart etc.

Dart Manipulation- conversion of darts to tucks, pleats, gathers, seamlines, Princess line etc.

#### **UNIT-II**

Drafting and adaptation of various collars

Baby Collar

Peter Pan Collar – Flat and raised

Cape collar

Sailor's collar

Convertible collar

Msndrin collar

Shawl collar

Stand and fall collar

#### **UNIT-III**

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

Drafting and adaptation of various pockets

Patch pockets

Slit pockets

In-seam pocket

#### **UNIT-IV**

Garments

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

- Drafting – arm hole attachment

Leather good – different panels pattern

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

Footwear

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

**REFERENCE:**

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

## **15010406: CONSTRUCTION TECHNIQUES II**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

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

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

#### **UNIT-II**

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

#### **UNIT-III**

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

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

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

#### **UNIT-IV**

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

Panel attachment

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

Practice for the good finish

**REFERENCE:**

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

## **15010407: COMPUTER AIDED DESIGN II**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

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

#### **UNIT-II**

Creating an advertising brochure.

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

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

#### **UNIT-III**

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

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

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

#### **UNIT-IV**

Hands on practice on new designing software's

### **REFERENCE:**

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

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



## **AECC01004: SOFT SKILLS**

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

### **OBJECTIVES:**

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

### **COURSE DETAILS:**

#### **UNIT I**

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

#### **UNIT II**

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

#### **UNIT III**

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

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

#### **UNIT IV**

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

### **REFERENCE:**

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

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



## **15010501/MGEC01008: TRADE POLICY**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

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

#### **UNIT-II**

Capital accounts  
Current accounts  
Exim policy  
Vendor and buyer dealings

#### **UNIT-III**

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

#### **UNIT-IV**

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

**REFERENCE:**

- Uma Kapila, Understanding the Problems of Indian Economy, Academic Foundation, 2003.
- M.L. Jhingran, International Economics, Vir India Publications, 2001.

## **15010502: CONSUMER BEHAVIOR & RETAILING**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

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

#### **UNIT-II**

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

#### **UNIT-III**

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

## **UNIT-IV**

About retailing

Need and importance of retailing

Retailing in modern fashion industry

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

### **REFERENCE:**

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

## **15010503: FOREIGN LANGUAGE-GERMAN I**

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

### **OBJECTIVES**

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

### **COURSE DETAILS**

#### **UNIT I**

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

#### **UNIT II**

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

#### **UNIT III**

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

#### **UNIT IV**

Public Transportation  
What to say to the conductor  
Some contractions



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

## **REFERENCE**

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

## **15010504: FOREIGN LANGUAGE-FRENCH I**

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

### **OBJECTIVES**

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

### **COURSE DETAILS**

#### **UNIT I**

##### **FRANCE & FRENCH LANGUAGE**

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

##### **FRENCH ALPHABET SPELLING WORDS and NUMBERS**

- Grammaire/ vocabulaire
- Les nombres de 1 to 20

##### **LES COPAINS (Friends &classmates)**

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

#### **UNIT II**

### DEVINEZ( Questions AND Answers)

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

### DANS LA CLASSE (In the Classroom)

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

### UNIT III

#### LES AMIS DE CAROLINE(The friends of Caroline)

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

#### QUEL JOUR SOMMES- NOUS?

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

#### LA FAMILLE DE MANUEL

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

### UNIT IV

#### LES VACANCES (VACATIONS)

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

#### LE DRAPEAU DE MON PAYS

- (The Flag of my country)

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

## REFERENCES

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

## **15010505: DYEING AND PRINTING**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

Introduction to dyes & printing

Classification of dye and pigments

Introduction to preparatory process- Sinzing, desizing, scouring, bleaching, mercerizing

Post/After Treatments of Dyeing & Printing

#### **UNIT-II**

Dyeing on different Yarn & fabrics

Cotton, Wool, Silk, synthetic fabrics, Leather etc

Dyeing on trimmings

Laces, Zippers, Elastics, Buttons etc.

#### **UNIT-III**

Tie – Dye

Marbling, knotting, fan folding, circular binding, spiral binding etc.

Bandhej, Leheriya and bandhani

Tritik, Batik

#### **UNIT-IV**

Block printing

Screen printing

Stencil printing

Spray printing etc

Sample & Product development of all above techniques

**REFERENCE:**

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

## **15010506: DRAPING I**

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

### **OBJECTIVES**

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

### **COURSE DETAIL**

#### **UNIT-I**

Fabric characteristics and terms.

Fabric Drape, Draping principles and techniques, Fabric Preparation

Dress form: Preparation, Measurement and Tools.

#### **UNIT-II**

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

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

#### **UNIT-III**

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

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

#### **UNIT-IV**

Bodice Draping methods with different styles

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

Skirt Draping methods with different styles

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

### **REFERENCES**

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

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



## **15010507: PATTERN MAKING III**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

Garment

Drafting and cutting pattern

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

Bags

Drafting and cutting pattern

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

Footwear

Drafting and cutting pattern

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

#### **UNIT-II**

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

Drafting and cutting patterns – improvement analysis

### **UNIT-III**

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

### **UNIT-IV**

Grading of Bodices, skirts, Torso, Trousers etc.

Practice for perfect patterns

CAD support/ industry support

### **REFERENCE:**

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

## **15010508: CONSTRUCTION TECHNIQUES III**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

Garment panels and stitching

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

Bags

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

Footwear

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

#### **UNIT-II**

Fasteners, adhesive and hemming

Practice for perfect products

Industrial support

#### **UNIT-III**

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

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

#### **UNIT-IV**

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

#### **REFERENCE:**

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

## **15010509 : TERM PROJECT**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

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

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



## **15010601: SOCIO-PSYCHOLOGICAL ASPECT OF CLOTHING**

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

### **OBJECTIVES**

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

### **COURSE DETAILS**

#### **UNIT – I**

Origin of Clothing

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

Relation between clothing and other disciplines.

Clothing and first impressions.

#### **UNIT – II**

Relation between clothing and the wearer

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

Behavior and clothing choices,

Practices and effect of clothing on the individual

#### **UNIT – III**

Clothing and Society:

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

Uniforms in schools and college.

#### **UNIT-IV**

Psychological aspects of clothing-

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

Clothes and colour and impact of colour.

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

Sociological aspects of clothing-changes in society and culture.

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

## **REFERENCE**

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



## **15010602: QUALITY CONTROL ASSURANCE**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

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

#### **UNIT-II**

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

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

#### **UNIT-III**

##### **Fibre**

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

##### **Yarn**

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

##### **Fabric**

Compactness of fabric structure  
Strength properties- Tensile, bursting, tear  
Color fastness properties- Dimensional stability  
Performance properties- resistance to abrasion, pilling, wrinkling, burning.

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

**Garments – (Textile)**

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

**UNIT-IV**

**Bags/ Purses**

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

**Footwear**

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

**REFERENCE:**

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

## **15010603: FOREIGN LANGUAGE-GERMAN II**

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

### **COURSE OBJECTIVES**

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

### **COURSE DETAILS**

#### **UNIT I**

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

#### **UNIT II**

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

The Plane

### **UNIT III**

Asking for something

All Aboard

Grammar:

Reflexive Pronouns

Direct Object Pronouns

Ordering Food, Meals / Food ,Breakfast

The Table, The main Meal, The Noon meal

To give and take

### **UNIT IV**

Clothing stores

Trying on clothes

Men's clothes

Women's clothes

Shoes for men and women

Clothes for the Party

Communicating, Use of Language

Pronunciation and Intonation, Reading and Understanding.

Text writing ,Text forming

Use of Language, Building up the Language ,Language Comparison

### **REFERENCES**

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

## **15010604: FOREIGN LANGUAGE-FRENCH I**

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

### **OBJECTIVES**

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

### **COURSE DETAILS**

#### **UNIT I**

##### Le frère et la soeur de Manuel

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

##### A la cafeteria

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

##### Mon pays---La france

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

- Des adjectifs
- Feminine et pluriel

## UNIT II

Les parents de Manuel

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

C'est Noel

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

## UNIT III

Allons a l'ecole

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

Dans un grand magasin

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

## UNIT IV

Les Repas

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

Ma Maison

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

#### Une lettre de Rouen

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

#### **REFERENCES**

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

## **15010605: ADVANCED FASHION ILLUSTRATION**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT – I**

Introduction to kids figure – infant, toddler etc

Swatch Samples – Collect different swatches from various sources for swatch sample file

Fabric Rendering – Explore different medium for swatch rendering

Learning to simulate textures of various fabrics- Cotton, silk, fur, leather, denim, print, georgette, chiffon, knitted, crochet, lace, embroidered etc.

#### **UNIT - II**

Illustrate stylized fashion figures

Rendered muscled fashion figure of male and female croqui

Object analysis (Purses, belts, leather goods etc) – Illustrate objects from reference images

Design and Illustrate your own products (Purses, belts, leather goods etc)

#### **UNIT – III**

Product designing

Design and Illustrate Bags – Formal, casual, party wear etc.

Design and Illustrate Foot wear – Executive, casual, party wear, luxury etc.

Design and Illustrate Jewelry – Casual, Party wear, street style, bohemia style etc.

#### **UNIT – IV**

Fashion Illustration – Design and Illustrate garments on given themes

Swimwear

beach wear

casual wear



cocktail wear  
corporate wear  
ethnic wear  
bridal wear

Illustrate stylized figures and develop your own (unique) style

**REFERENCE:**

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

## **15010606: FASHION PHOTOGRAPHY**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

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

#### **UNIT-II**

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

#### **UNIT-III**

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

#### **UNIT-IV**

Perfect perspective  
Photography composition rules

Product photography  
Fashion photography

**REFERENCE:**

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

## **15010607:VISUAL MERCHANDISING**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

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

#### **UNIT-II**

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

#### **UNIT-III**

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

#### **UNIT-IV**

Theme based display

Mall studio display

Visual merchandising profession

National and international level visual merchandising

Supportive organization

#### **REFERENCE:**

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

## **15010608: DRAPING II**

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

### **OBJECTIVES**

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

### **COURSE DETAILS**

#### **UNIT-I**

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

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

#### **UNIT-II**

Cowls: on both bodice & skirts

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

#### **UNIT-III**

Men's Bodice (shirts) draping with different styles

Men's Trouser draping with different styles

#### **UNIT-IV**

Draping Dresses – The Straight Shift, Princess Dress.

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

Create an innovative dresses according the theme based

### **REFERENCES**

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

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

**15010609: TERM PROJECT**

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

**OBJECTIVES:**

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

**COURSE DETAIL**

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

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



## Evaluation Scheme for B.Design

### VII – Semester

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

## **15010701: DESIGN DEVELOPMENT PROCESS**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

#### **UNIT-I**

Innovative thinking  
Imitation  
Thought and development process

#### **UNIT-II**

##### **Primary data for support**

Observations  
Questionnaires  
Interviews  
Videography  
Photography

##### **Secondary data for support**

Books  
Newspaper  
Magazines  
Journals  
Encyclopedia etc.

#### **UNIT-III**

##### **Digital data for support**

Internet  
Articles  
Thesis  
Dissertation

**Market survey**

Materials  
Samples  
Product ideas  
Costing  
Target people/ customer  
Target market

**UNIT-IV**

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

**REFERENCE:**

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

**Discipline Specific Elective [DSE]:**

**Opt any One from ENTREPRENEURSHIP DEVELOPMENT or BRAND MANAGEMENT**

**15010702: ENTREPRENEURSHIP DEVELOPMENT**

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

**OBJECTIVES:**

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

**COURSE DETAIL**

**UNIT-I**

About entrepreneurship  
Need and importance of entrepreneurship  
Entrepreneurship skills

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

Management information system (MIS)

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

**REFERENCE:**

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

## **15010703: BRAND MANAGEMENT**

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

### **OBJECTIVES**

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

### **COURSE DETAIL**

#### **UNIT-I**

Product service continuum

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

#### **UNIT-II**

Brand hierarchy, brand image, brand identity, brand loyalty

Brand positioning, brand customer relationship

#### **UNIT-III**

Managing brand-brand creation, brand extension, brand portfolio

Brand assessment through research

Brand revitalization, financial aspects of brands

Branding different segments and sectors in fashion textile industry

#### **UNIT-IV**

Target consumers

Target products – Brands, Non-brands

Product knowledge

Information about concern products, concern market promotional activities

### **REFERENCES**

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

## **15010704: DESIGN COLLECTION I**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

Theme based/ topic based

Target the market

Target the category

Product range

Target the psycho graphical range

Design process –

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

Neat finish of product

Promotional planning

Professional photo shoot

Ready for fashion show/ display/ exhibition etc.

## Evaluation Scheme for B.Design

### VIII– Semester

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



## **15010801: DESIGN COLLECTION II**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

Theme based/ topic based

Target the market

Target the category

Product range

Target the psycho graphical range

Design process –

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

Neat finish of product

Promotional planning

Professional photo shoot

Ready for fashion show/ display/ exhibition etc.

## **15010802 : GRADUATING FASHION SHOW**

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

### **OBJECTIVES:**

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

### **COURSE DETAIL**

Preparation according to fashion show

Allotments if required

Coordinating with models for fitting test

Coordinating with technical persons

Make-Up Artist

Choreographer

Sound Engineer

Fashion Photography

Videography Etc.

Written details about theme

Description about work process and design development

Any other relevant work for, graduating fashion show

Final approval by the head of the institution

**Discipline Specific Elective [DSE]:**

**Opt any One from PROFESSIONAL PORTFOLIO DEVELOPMENT or DIGITAL PORTFOLIO DEVELOPMENT**

**15010803 : PROFESSIONAL PORTFOLIO DEVELOPMENT**

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

**OBJECTIVES:**

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

**COURSE DETAIL**

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

**15010804 : DIGITAL PORTFOLIO DEVELOPMENT**

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

**OBJECTIVES:**

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

**COURSE DETAIL**

Develop a digital portfolio for a product/ them/ previous work/ design etc.

As per the corporate need student must develop the portfolio.

The portfolio may representation the specific work of the student.