

PANDIT LAKHMI CHAND
STATE UNIVERSITY OF PERFORMING AND VISUAL ARTS, ROHTAK
(A State University established under Haryana Act No. 24 of 2014)



FACULTY OF DESIGN
DEPARTMENT OF FASHION DESIGN
BACHELOR OF FASHION DESIGN
SCHEME OF EXAMINATION AND SYLLABUS
Programme Code: BFD
Duration – 4 Years Full Time
CHOICE BASED CREDIT SYSTEM
ACADEMIC SESSION 2019-20 ONWARDS

SCHEME OF EXAMINATION

SEMESTER - III

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Credits
				Theory	Portfolio		
BFD/301	Garment Construction-1	Core	45	-	105	150	6
BFD/302	Pattern Making-1	Core	45	-	105	150	6
BFD/303	Fashion Illustration-1	SEC	30	-	70	100	4
BFD/304	Draping-1	SEC	30	-	70	100	4
BFD/305	Surface Design-I	SEC	30	-	70	100	4
BFD/306	Design Process	SEC	30	-	70	100	4
BFD/307	Design Thinking	DSE	30	70	-	100	4
BFD/308	Elements of Textiles	DSE	30	70	-	100	4
BFD/309	History of Fashion (Indian)	DSE	30	70	-	100	4
	Open Elective	OE/SEC	15	35	-	50	2
	Open Elective	OE/SEC	15	35	-	50	2
						800	32

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below).

Open Elective Subjects List for Fashion Design Students in 3rd Semester

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Examination
OE/L/311	Introduction to Trend & Forecasting	OE/SEC	2	15	35	50	1.5 hours
OE/L/312	Introduction to Philosophy of Design	OE/SEC	2	15	35	50	1.5 hours
OE/P/313	Material & Process- I	OE/SEC	2	15	35	50	1.5 hours
OE/P/314	Basic Ergonomics	OE/SEC	2	15	35	50	1.5 hours
OE/T/315	Basics of Home Furnishing Products	OE/SEC	2	15	35	50	1.5 hours
OE/T/316	Introduction to Fiber, Yarn & Fabrics	OE/SEC	2	15	35	50	1.5 hours

SEMESTER - IV

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits
				Theory	Portfolio		
BFD/401	Garment Construction-2	Core	45	-	105	150	6
BFD/402	Pattern Making-2	Core	45	-	105	150	6
BFD/403	Fashion Illustration -2	SEC	30	-	70	100	4
BFD/404	Draping-2	SEC	30	-	70	100	4
BFD/405	Surface Design-2	SEC	30	-	70	100	4
BFD/406	Fundamentals of Fashion Production	DSE	30	70	-	100	4
BFD/407	Work Study & Time Management	DSE	30	70	-	100	4
BFD/408	Digital Presentation Techniques-1	DSE	30	70	-	100	4
BFD/409	History of Fashion (Western)	DSE	30	70	-	100	4
	Open Elective	OE/SEC	15	-	35	50	2
	Open Elective	OE/SEC	15	-	35	50	2
						800	32

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below).

Open Elective Subjects List for Fashion Design Students in 4th Semester

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Examination
OE/L/411	Introduction to Fashion Marketing	OE/SEC	2	15	35	50	1.5 hours
OE/L/412	Basics of Human Factors & Ergonomics	OE/SEC	2	15	35	50	1.5 hours
OE/P/413	Material & Process- II	OE/SEC	2	15	35	50	1.5 hours
OE/P/414	Basic Mechanics & Basic Electricity	OE/SEC	2	15	35	50	1.5 hours
OE/T/415	Basics of IPR	OE/SEC	2	15	35	50	1.5 hours
OE/T/416	Introduction to Consumer Behaviour	OE/SEC	2	15	35	50	1.5 hours

SEMESTER - V

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits
				Theory	Portfolio		
BFD/501	Garment Construction-3	Core	45	-	105	150	6
BFD/502	Pattern Making-3	Core	45	-	105	150	6
BFD/503	Print Design for Apparels	SEC	30	-	70	100	4
BFD/504	Traditional Indian Textiles	SEC	30	-	70	100	4
BFD/505	Knitwear Design	SEC	30	-	70	100	4
BFD/506	Design Project-1	SEC	30	-	70	100	4
BFD/507	Spreading and Cutting of Apparel Production	DSE	30	70	-	100	4
BFD/508	Digital Presentation Techniques-2	DSE	30	70	-	100	4
BFD/509	CAD & Grading Manual	DSE	30	70	-	100	4
	Open Elective	OE/SEC	15	35	-	50	2
	Open Elective	OE/SEC	15	-	35	50	2
						800	32

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below).

Open Elective Subjects List for Fashion Design Students in 5th Semester

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Examination
OE/L/511	Basic of Packaging Design	OE/SEC	2	15	35	50	1.5 hours
OE/L/512	Basic of Draping	OE/SEC	2	15	35	50	1.5 hours
OE/P/513	Basics of Research Methodology	OE/SEC	2	15	35	50	1.5 hours
OE/P/514	Introduction to Design & Human Evolution	OE/SEC	2	15	35	50	1.5 hours
OE/T/515	Introduction to Commercial Printing	OE/SEC	2	15	35	50	1.5 hours
OE/L/511	Basic of Packaging Design	OE/SEC	2	15	35	50	1.5 hours

SEMESTER - VI

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits
				Theory	Portfolio		
BFD/601	Menswear Design and Development	Core	45	-	105	150	6
BFD/602	Creative Pattern Making	Core	45	-	105	150	6
BFD/603	Sustainable Fashion Practices	SEC	30	-	70	100	4
BFD/604	Fashion Accessories	SEC	30	-	70	100	4
BFD/605	Visual Merchandising	SEC	30	-	70	100	4
BFD/606	Design Project-2	SEC	30	-	70	100	4
BFD/607	Intellectual Property Rights	DSE	30	70	-	100	4
BFD/608	Apparel Production Technology	DSE	30	70	-	100	4
BFD/609	Technical Textiles	DSE	30	70	-	100	4
	Open Elective	OE/SEC	15	-	35	50	2
	Open Elective	OE/SEC	15	-	35	50	2
						800	32

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below).

Open Elective Subjects List for Fashion Design Students in 6th Semester

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Examination
OE/L/611	Basic of Production & Control	OE/SEC	2	15	35	50	1.5 hours
OE/L/612	Introduction to Entrepreneurship Development	OE/SEC	2	15	35	50	1.5 hours
OE/P/613	Basics of Design & Innovations	OE/SEC	2	15	35	50	1.5 hours
OE/P/614	Traditional Indian Toys	OE/SEC	2	15	35	50	1.5 hours
OE/T/615	Understanding of Home Textiles	OE/SEC	2	15	35	50	1.5 hours
OE/T/616	Introduction to World Traditional Textiles	OE/SEC	2	15	35	50	1.5 hours

SEMESTER - VII

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits
				Theory	Portfolio		
BFD/701	Quality Management	Core	45	105	-	150	6
BFD/702	Couture Design	Core	45	-	105	150	6
BFD/703	Entrepreneurship Development Program	SEC	30	70	-	100	4
BFD/704	Fashion Photography	SEC	30	-	70	100	4
BFD/705	Reproduction of Great Designer's Work	DSE	30	-	70	100	4
BFD/706	Portfolio Design	DSE	30	-	70	100	4
BFD/707	Retail and Brand Management	DSE	30	70	-	100	4
BFD/708	Fashion Styling	DSE	15	-	35	50	2
BFD/709	Fashion Journalism	DSE	15	-	35	50	2
						800	32

CORE subjects are mandatory. BFD/708 and BFD/709 are also mandatory. Students may choose 4 Elective subjects from BFD703 - BFD707.

SEMESTER - VIII

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits
				Theory	Portfolio		
BFD/801	Graduation Collection	Core	240	–	560	800	32
						800	32

CORE subject is mandatory.

Note: Graduation Project guidelines are available with the Department/Concerned teacher.

Bifurcation of Marks for Written Paper

For 40 Marks Paper

Part-I

Marks : **10**
Questions : **10** Questions of single word answer carrying 01 mark each
OR
02 Questions of ‘match with right answer’ type with 05 matches in each question, weighing 05 marks each question
OR
10 MSQ type questions with 4 answer options of single word, carrying 01 mark each

Part-II

Marks : **10**
Questions : **10** Questions of single line answer carrying 01 mark each
OR
05 Questions of Definition based (max. 60 words) answers carrying 02 marks each
OR
05 Questions of Simple self-explanatory diagram based answer, carrying 02 marks each

Part-III

Marks : **20**
Questions : **04** Questions of 3 marks each + **2** Questions (Long answers) of 4 marks each
OR
04 Questions of 2.5 marks each + **2** Questions (Detail Answer) of 05 marks each
OR
04 Questions of 3 marks each + **1** Question (Detail answer with diagram) of 8 m marks each

For 20 Marks Paper

Part-I

Marks : **05**
Questions : 10 Questions of single word answer carrying 0.5 mark each
OR
02 Questions of 'match with right answer' type carrying 05 matches, each question carrying 2.5 marks
OR
10 MSQ with 4 answer options of single word, each question carrying 0.5 marks

Part-II

Marks : **05**
Questions : 05 Questions of single line answer, each question carrying 1 mark
OR
02 Questions of Definition based (max. 70 words) answers, each Question carrying 2.5 marks
OR
02 Questions of Simple self-explanatory diagram-based answer, each question carrying 2.5 marks

Part-III

Marks : **10**
Questions : 03 Questions of 2 marks each + 1 Question (Long answer) of 4 marks
OR
04 Questions of (explanatory answer with small diagram), each Question carrying 2.5 marks
OR
02 Questions of 2.5 marks each + 1 Question (Detail answer with diagram) of 05 marks

SYLLABUS

SEMESTER - III

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Credits
				Theory	Portfolio		
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BFD/302	Pattern Making-1	Core	45	-	105	150	6
BFD/303	Fashion Illustration-1	SEC	30	-	70	100	4
BFD/304	Draping-1	SEC	30	-	70	100	4
BFD/305	Surface Design-I	SEC	30	-	70	100	4
BFD/306	Design Process	SEC	30	-	70	100	4
BFD/307	Design Thinking	DSE	30	70	-	100	4
BFD/308	Elements of Textiles	DSE	30	70	-	100	4
BFD/309	History of Fashion (Indian)	DSE	30	70	-	100	4
	Open Elective	OE/SEC	15	35	-	50	2
	Open Elective	OE/SEC	15	35	-	50	2
						800	32

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OE/P/313	Material & Process- I	OE/SEC	2	15	35	50	1.5 hours
OE/P/314	Basic Ergonomics	OE/SEC	2	15	35	50	1.5 hours
OE/T/315	Basics of Home Furnishing Products	OE/SEC	2	15	35	50	1.5 hours
OE/T/316	Introduction to Fiber, Yarn & Fabrics	OE/SEC	2	15	35	50	1.5 hours

Paper-1 : Garment Construction-1

Paper Code : BFD/301

Course Credits : 06

Course Objectives:

The area of study should enable the students to:

- develop proficiency on the lock stitch machine and its application, Learn and apply utility of various component in a garment;
- explore different techniques used for quality application in garments; and
- understand the utility of different technique used for garment contraction which can , be utilized as a design feature

Course Contents:

- Basic stitching ,threading ,bobbin winding and common problems in a machine
- Machine practice on fabric (Shape and abstract designs)
- Fasteners: Button, hook and Velcro
- Hand stitch: Blind hem and button hole etc.
- Basic seams: Flat, French and mock French
- Controlling fullness: dart gathers, tuck, pleats and zippers
- Front placket (seamless, French, concealed)
- Neckline finishes (bias, bound, facing ,loom band)
- Collars (mandarin, convertible, shawl)
- Cuff (simple, round, french)
- Zipper (concealed, trouser zipper)
- Pocket & flaps (Patch Pocket, truth Flap, in sear trouser pocket and variations)

Deliverance and Evaluation Matrix

Assignment-1 (stitch, seams, needlework, fabric behavior study for construction)	Assignment-2 (Fullness, Fasteners, Zippers)	Assignment-3 (pocket, Placket, cuffs)	Assignment-4 (Collars, Necklines)	Assignment-5 (AGarment comprising GC Elements)	Total
(10)	(10)	(10)	(10)	(20)	(60)

Textbooks & References:

1. Singers- step by step sewing
2. Sewing for Fashion Design- F.I.T.
3. Colgrove, Debbie . Teach yourself Visually-Sewing
4. Fischer, Annete . Basics: Fashion Design 03- Construction.
5. Mathews, Mary. Practical sewing Techniques.
6. Readers Digest. Complete Guide to Sewing
7. Relis, Nurie. Sewing Fashion Design.

Paper-2 : Pattern Making-1

Paper Code : BFD/302

Course Credits : 06

Course Objectives:

- The area of study should enable the students to:
- Understand human body, Be familiar with tools of pattern making, Understand the terminology of pattern making,
- Develop accurate slopers for bodice through the pattern method
- Produce master patterns, Develop one piece garment by compiling the skirt and bodices, Sleeve and its variations.

Course Contents:

- Basic Principles of pattern making
- Comparison of figures with standard bodices
- Measuring techniques
- Methods of patternmaking
- Basic bodice variation
- Basics A-line skirt and its variation
- Basics sleeve and variation
- Collar variation
- Placket: Basics placket and diamond placket
- Neck lines and facing
- Pockets
- Dart manipulations
- Introduction and drafting the torso form
- Torso pattern Variation - drafting and making test fit
- Shift pattern and tart fits
- Sheath pattern and test fit
- Panelled dress pattern and test fits
- Jumper dress pattern and test fits
- Kimono & Raglan sleeve design

Deliverance and Evaluation Matrix

Assignment-1 (Basic Bodice-F & B, Basic Skirt-F& B, Basic Sleeve)	Assignment-2 (Sleeve Variations Kimono& Raglan ,Collar Variation)	Assignment-3 (necklines, plackets, Pockets)	Assignment-4 (Dart Manipulations, Torso, Dress Variations Sheath, Shift etc.)	Assignment-5 (2 composite garments comprising basic elements of pattern making)	Total
(10)	(10)	(10)	(10)	(20)	(60)

Textbooks & References:

- Armstrong, Helen Joseph. Pattern Making for Fashion Designers.
- Aldrich Winifred. Metric Pattern Cutting.
- Kopp.E.Rolfo, V. and Zelin. Designing Apparel through the Flat Pattern.
- Kopp.E.Rolfo, V. and Zelin- How to Draft Basic Pattern.
- Kopp.E.Rolfo, V. and Zelin-New Fashion Area for Design.

Paper-3 : Fashion Illustration-1

Paper Code : BFD/303

Course Credits : 04

Course Objectives:

- To understand the importance of anatomical studies as the basic of fashion illustration as a tool of fashion language.
- Develop skills in the human drawing as 3 D form., Need and requirement of drawing to develop an understanding about as a medium of communication is the fashion., Understand the principal of balance and movement of human body postures
- To analyze and choose relevant posture to enhance the co-relative between garment and mood/attitude of the croqui
- To introduce the various dry colour media e.g.- soft lead pencil, Colour pencil, sketch pens markers and pens.
- To introduce the various colour media e.g.- water colour, poster colour, oil colour etc. To understand material behaviour attached to human body, Industrial technicalities related to illustration

Course Contents:

- Introduction to fashion illustration.
- Understanding moment balance and weight distribution of the male/female croqui with stick figure/robotic figure.
- Drawing the fashion figure using fashion proportion principles with the concepts of 8 head & 10 head figures
- Understanding of stylization of basic figure
- Silhouette/ line model drawing to study various postures & various figure study in monochromatic medium.
- To transform a geometric figure into nude figure and then anatomical figure further on
- To understand fabric rendering, drapery and material behaviour in Visual perspective related to human figures
- Technical specification of Apparel Industry attached to illustration, Nomenclature, flat drawing, swatch, tech pack etc.

Deliverance and Evaluation Matrix

Assignment-1 (Stick figure, Traced Figures, refined figures)	Assignment-2 (Line/strokes, Monochromatic, dry media practices)	Assignment-3 (Media variation, silhouette study, Material Rendering)	Assignment-4 (Detailed Illustrations with Technicalities)	Exam (On the spot Illustration making in given time)	Total
(10)	(10)	(10)	(20)	(10)	(60)

Textbooks & References:

- Fashion Sketch book- Bina Abling
- Drawing People-Colin Caket
- Fashion Illustration Today-Nicholas Drake
- Fashion Design Illustration-John Turnpenny
- Encyclopedia of Fashion Details-Patrick John Ireland

Magazines:

Vogue, Harper's Bazaar, Elle International, Id, Face, Wallpaper, Dazed & Confused, Identity

Paper-4 : Draping-1

Paper Code : BFD/304

Course Credits : 04

Course Objectives:

- To understand the human body proportion and contours
- To be able and visualise and crack 3 D pattern directly on the dress form
- To be able to drape and manipulate the fabrics to achieve the designed fit and style
- To study the garment in relation Produce master patterns.
- Analyse existing garment and reproduce the same.
- Develop one piece garment by compiling the skirt and bodies.
- Develop sleeves as an extension of the Konica.

Course Contents:

- Introduction of draping
- To understand the different types of fabrics drapability
- To contract 2D material to 3D forms
- To have the importance of good fit comfort
- To get hands on experience , dart manipulation
- Single dart manipulation
- Using stripe fabric to understand mitering
- Basic skirt front & back
- Skirt variation : A line, flare, pleated, panelled
- Collars
- Introduction to the torso form
- Torso pattern Variation - and making testfit
- Kimono & Raglan sleeve design
- Regular sleeve Design.

Deliverance and Evaluation Matrix

Assignment-1 (Basic Bodice- F & B, Basic Skirt- F& B, Basic Sleeve)	Assignment- 2 (Sleeve Variations Kimono& Raglan ,Collar Variation)	Assignment- 3 (necklines, plackets, Pockets)	Assignment-4 (Dart Manipulations, Torso, Dress Variations Sheath, Shift etc.)	Assignment-5 (2 composite garments comprising basic elements of pattern making)	Total
(10)	(10)	(10)	(10)	(20)	(60)

Textbooks & References:

- Armstrong, Helen Joseph. Pattern Making for Fashion Designers.
- Aldrich Winifred. Metric Pattern Cutting.
- Kopp. E.Rolfo, V.and Zelin. Designing Apparel through the Flat Pattern.
- Kopp. E. Rolfo, V.and Zelin. How to Draft Basic Pattern.
- Kopp.E. Rolfo, V. and Zelin. New Fashion Area for Design.

Paper-5 : Surface Design-I

Paper Code : BFD/305

Course Credits : 04

Course Objectives:

- To understand various traditional techniques, material, process and context
- To experiment & explores the application of different fibres /yarns and others unconventional material
- To harness endogenous and available resources skill, materials and technique for
- Traditional adaptation and Contemporary applications

Course Contents:

- Weaving: introduce to fabric construction theory of basic weaving exploration proper weaving
- Theory of weaving creative exploration with yarns
- Creative explorations by combing technique
- Knitting & crochet
- Exploration of any Textile craft and hands on Experience with Artisans

Deliverance and Evaluation Matrix

Assignment-1 (Classroom Interactive Workshop output)	Assignment-2 (Prototype File& Research Document)	Assignment-3 (A garment/Product based on learning from Workshop)	Total
(10)	(20)	(30)	(60)

Paper-6 : Design Process

Paper Code : BFD/306

Course Credits : 04

Course Objectives:

The main objective of this module: To draw problems of a product and make it solve or case study and object analysis. For this, a designer does all research related to the product and the aim is make it user friendly.

Course Contents:

- Research Program, Methodology,
- Explore new Methods, Techniques,
- Definitions and Models in the art of dress and fashion design.

Deliverables

Study of an existing product, Problems Findings, New Opportunities Finding, Suggests a new product based on that existing product and Document the all process.

Deliverance and Evaluation Matrix

Assignment-1 (Classroom Interactive Presentation)	Assignment-2 (Research Document and Final Problem Solving product)	Total
(10)	(10+30)	(60)

Paper-7 : Design Thinking

Paper Code : BFD/307

Course Credits : 044

Course Objectives:

- To inculcate the ability to „think design“ by nurturing basic potential of ideation.
- To be able to understand the „Design Process“ in the light of Visualization as a fundamental process towards conceptualization.
- To inculcate the basic design attitudes and skills which are required for a design professional
- To develop perceptual ability in order to develop creative thinking.
- To be able to apply lateral thinking methods in design ideation and visualization.

Course Contents:

- Design thinking is incomplete without idea generation and communication of the same.
- Design thinking involves the basic aspects of thinking visually, which is a part of visual literacy.
- Realizing the potential of creativity by being observant and inquisitive about our immediate surroundings and being in the state of responding to any aesthetical configuration of the material world.

Knowledge domain

- To be able to practice the conceptualization and ideation process as the first step of design process.
- To develop visual perceptual skills in order to document visual observations and ideas from creative mental imagery.
- To be able to use visual metaphor as a means to communicate and cultivate design ideas. Skill domain-
- To be able to generate creative ideas in terms of key concepts in the form of crisp keywords and visual representations (sketches, drawings, visual charts and collages etc.)
- To be able to link visual, verbal, auditory content and convert it into ideas which could be considered for design conceptualization.

Course Content

Content	Keyword	Reference
Creativity in design (Cognitive Approach)	Creativity & Cognition	Tony Buzan-Creative Thinking http://www.creativethinkingwith.com/Tony-Buzan.html Developing thinking; developing learning: a guide to thinking skills in education By Debra McGregor 181-182
Human Thinking (need of creative thinking) Instinct and intuition against Reason and judgment Limits of conventional thinking	Instinct & Intuition	The roots of Rational Thinking, by – Alexander Pope Chapter-5 - Intuition http://www.plusroot.com/dbook/05intuition.html http://www.teosofia.com/Mumbai/7509intuition.html
Theories of creativity Creativity enhancement technique 'SCAMPER' (Guilfordian psychometric model) which is – Substitute, Combine, Alter, Modify, Put to another use,	Creativity Techniques	Piirto, Jane, 2007: Creativity, The praeger handbook of Education and psychology, Greenwood publishing US, 330,331,311-314

Design visualization Data Visualization	Visualization	M P Ranjan NID http://design-forindia.blogspot.com/2008/08/datavisualisation-challenges-inindia.html
"Visual Analogy" Image and its meaning Metaphorical thinking (in text and visual creation)	Metaphorical thinking	Design ideation http://designideation.blogspot.com/ The role of metaphor in interactive design, Dan Saffer, 2005, Pittsburgh, Pennsylvania (Research paper) http://www.odannyboy.com/portfolio/thesis/saffer_thesis_paper.pdf p 1-29
Visual Design & Intro. To Conceptualization		Visual Thinking, Rudolf Arnheim, Art and thought 255-273
Creative imagery Generation Mental imagery to exteriorized image	Mental Image and its Representation.	Drawing on the artist within, Betty Edwards, Simon & Schuster, 1987
Creative imagery generation Emotional / narrative/ content	Expressive quality in visual Representation.	Drawing on the artist within, Betty Edwards, Simon & Schuster, 1987 http://www.drawright.com/as accessed on 17.6.10
Intro. To conceptualization Concept Development	Conceptualization (Visual Design)	Visual Thinking, Rudolf Arnheim, university of California press. 116-134
Intro. To conceptualization Thematic approach	Theme Development	

Paper-8 : Elements of Textiles

Paper Code: BFD/308

Course Credits; 04

Course Objectives:

- To understand the importance of textile understanding and its various segments
- Understand the performance characteristics of different fabrics
- To be familiar with the terminology of textile in commercial use
- To explain how fabrics are produced and its various procedure
- To understand the importance of finishing process both mechanical and chemical
- To know fabrics performance testing
- To understand fabric care labelling

Course contents:

- Textile the raw material for fashion and uses various textiles(Fibre,yarn, textile ,greige goods, apparels, medical, auto mobiles, sports&recreation, industrial building material etc.)
- **Fibre-** classification and properties (Natural& synthetic)
- Fibre testing: physical test, microscopic, burning and chemical test and solubility test
- **Yarns-**Opening,carding,blending,doubling,combing,drawing,spinning,spun,yarn count, woolen,bulk yarn,textured,knife-edge,false twist,stiffer box, airjet,slubs,spiral,knot, loop and bulk
- **Method of fabric construction** (discus different method of fabric construction from fiber, yarn etc., different types of looms)
- **Weaving:** different type of weave
- **Knitting:** basics of knitting and method
- **Non woven:** non woven material
- Introduction to finishing process and types of finishing
- Mesmerizing, napping, resizing etc.
- Aesthetic finishes, shrinkage control, flame resistance, repellent, and water proof
- Dying and printing
- Different types of dyeing
- Testing and care labeling of fabric
- Fabric testing/care labeling

Deliverance and Evaluation Matrix

Assignment-1 (Classroom Interactive Presentation)	Assignment-2 (Swatch File & Research Document)	Assignment-3 Written Exams	Total
(15)	(15)	(30)	(60)

Paper-9: History of Fashion (Indian)

Paper Code: BFD/309

Course Credits : 04

Course Objectives:

To understand the fashion through history, what was trend or in fashion in a certain time period.

Course Content:

Origin of theories of clothing case studies from Indian tribes.

- Clothing of Indus valley civilization (2300 BC-1700 BC), textile during the Indus valley civilization.
- Clothing of Vedic & Post Vedic era (Vedic era 1200 BC -600BC & clothing post Vedic Era 600bc to323bc)
- Clothing in the Maurya (322 BC to 180 BC)and Sunga (180 BC to 70 BC)
- Clothing in Kushana (Descriptive description on costume & accessories, Emphasis on civil& war costume & accessories with movie clips)
- Clothing in Satvahan & Gupta Period (Descriptive discussion on costumes & accessories, textile during the period)
- Clothing in Moughal& Rajput Empire(Clothing under the Nizams of Hyderabad, Descriptive analysis discussion on costumes & accessories, textile during the period)
- Clothing during the British Colonial Period(Costume during the British Raj in Indian History, Descriptive discussion on Costumes & Accessories, Influence of British styles, Textile during the period)
- Traditional costume of Indian classical dances (Costumes, Accessories and textiles)
- Costumes and textiles of Jammu Kashmir & Himachal Pradesh (Phiran, Jamawar, shawls, Kullu & Kinnaurshawls)
- Costumes and textiles of Punjab Haryana & Delhi (Salwar, Phulkari, dupptalehnga & Kameez)
- Costumes& Textiles of Uttaranchal& Uttar Pradesh (Saree, Dhoti, Banarasi Brocade, Kinkhab, Tanchoi, Abrawan, Gysar, Jamdani)
- Costume& Textiles of Bihar Jharkhand & West Bengal (Madhubani, Sujani, Tussarsilk, Jamdani, Tangil, Linen & Kanthastyles of draping) Costumes of Assam, Arunachal Pradesh, Sikkim, Meghalaya, Manipur, Mizoram & Nagaland (Tribal Shawls & Textiles)
- Costumes of Rajasthan & Gujrat (Bandhani, Leheriya, Bagru, Sanganer Prints, Angrakha, Ghagra-Choli, Patola, Mashru, Asavari Saree, Chorno, kediyu, Dhoti, Chaniyo& Choli)
- Costumes of Chhattisgarh & Madhya Pradesh (Maheshwar, Chanderi&Bagh prints)
- Costumes of Maharashtra (Fishermen"s Costumes – Koli, Navsari, Dhoti, Shirt, Sari & Choli)
- Costumes of Andhra Pradesh, Karnatka, Tamil Nadu & Karela (Telia Rumal, Venkatgiri, Ikkatsarees, Kaanjivaram & Mundu Setu)

Deliverance and Evaluation Matrix

Assignment-1 (Classroom Interactive Presentation and Display)	Assignment-2 (Swatch File & Research Document)	Assignment-3 (A garment/Product based on learning)	Total
(15)	(15)	(30)	(60)

Paper-17 : Fashion Basics

(Elective for students of other Departments)

Paper Code: OE/F/317

Course Credits : 02

Course Objectives:

- To develop an understanding of fundamentals of fashion
- To understand and apply Elements and Principles of design in practice.
- To understand market influences via fashion designers, fashion centers and brands.

Course Contents:

- Concepts of Elements and Principles of Design and its application to Fashion.
- To introduce the concept & nature of fashion.
- Concept of apparel categorization.
- Apparel market segmentations.
- To introduce the activity of fashion forecasting as an integral component of the fashion business.

Knowledge domain:

- Assimilate knowledge on the fashion perspective with relation to Elements & Principles of Design.
- Assimilate knowledge pertaining to fashion basics.
- Understand concepts related to aesthetics and its application to design.
- Understanding of market segmentation for apparel and lifestyle.
- Understanding of fashion centers and its influencing factors.

Skill domain

- To develop skills for understanding the interpretation and application of the Elements and Principles of Design.
- To develop analytical skills for understanding the nature of fashion.
- To effectively use skills in identifying, analyzing and applying trends to relevant markets.
- To understand the relevance of aesthetics in the fashion and apparel industry and the factors that affects it.

Note:

- **The paper setter will set questions in two parts (A & B)**
- **In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.**
- **In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.**

Course Content

Content	Keyword	Reference
Introduction to fundamentals of Fashion		
Fashion Terminology	Fashion; Style; Trend; Change; Acceptance; Classic; Fad; Silhouette; Haute Couture; Prêt a Porter; Avant-garde.	Fashion - From concept to consumer/ G.S. Frings/ Pearson Education/ Seventh Edition/ Pg No 71-78
Fashion Evolution: Fashion Cycles, Length of Cycles, Consumer identification with fashion cycles.	Bell shaped fashion curve; fashion leaders & innovators; fashion followers	
Fashion Adoption Theories	Trickle down theory; Trickle up theory; trickle across theory.	Fashion - From concept to consumer/ G.S. Frings/ Pearson Education/ Seventh Edition/ Pg No 79-80
Understanding 'Aesthetics': The role of aesthetics in Design & Environment. Factors that affect the aesthetics in Design		21st Century Design – New Design Icons, From Mass Market to Avant-Garde/ Marcus Fairs/ Carlton Books Understanding Aesthetics for the Merchandising and Design Professional-Ann Marie Fiore
Fashion Development		
France: The center of fashion - Effects of Industrial Revolution on fashion - Mass production of clothing - The first department store - The first fashion magazines	Dress makers; sewing machine; couture; business suit	Fashion - From concept to consumer/ G.S. Frings/ Pearson Education/ Seventh Edition/ Pg No 28-36 Fashion – A history from the 18th to the 20th century, The collection of the Kyoto Costume Institute, Volume I &II

Effects of World War I on the status of women and fashion - Effects of Depression on fashion - Effects of World War II on fashion - Reactionary Postwar Fashion - The youth directed 1960s - Antifashion of the late 1960s and 1970s - The 21st Century	Bursting of the Credit Bubble; Hollywood's influence on fashion; American fashion innovators; London emerges a leader in youthful fashion; Revival of men's fashion	Fashion - From concept to consumer/ G.S. Frings/ Pearson Education/ Seventh Edition/ Pg No 37-49 Fashion – A history from the 18th to the 20th century, The collection of the Kyoto Costume Institute, Volume I &II
Major International Fashion Centers: Leading fashion designers, Mega Brands & their influences		
Major International Fashion Centers: Leading fashion designers: France, Italy, United Kingdom.	Major designers from France, Italy, United Kingdom.	Fashion - From concept to consumer/ G.S. Frings/ Pearson Education/ Seventh Edition/ Pg No 186-206 Fashion – A history from the 18th to the 20th century, The collection of the Kyoto Costume Institute, Volume I &II
Major International Fashion Centers: Leading fashion designers: Canada, Japan, The United States	Major designers from Canada, Japan, The United States	Fashion - From concept to consumer/ G.S. Frings/ Pearson Education/ Seventh Edition/ Pg No 186-206 Fashion – A history from the 18th to the 20th century, The collection of the Kyoto Costume Institute, Volume I &II

Assignments

Benchmarked assignment 1: (Description & weightage documented separately) (20 marks)
Benchmarked Assignment 2: (Description & weightage documented separately) (20 marks)

Paper-18 : Principles of Management

(Elective for students of other Departments)

Paper Code: OE/F/318

Course Credits : 02

Course Objectives:

- To develop an understanding about the role of management in fashion Business.
- To understand the demographic, psychographic need in product promotions etc.
- To develop an understanding about role on market & marketing in Product development.
- To understand the key factor playing major role in product success.

Course Contents:

- Overview of Fashion in the context of Fashion & Fashion sector
- Introduction of Marketing, core concept of Marketing (Definition, Concept & Philosophy behind Marketing)
- Fashion Marketing Environment , Internal & External environment, Trends & influence
- Marketing Process, Market segmentation, Market Targeting, Marketing Positioning Product
- Product attributes, Different Product Level
- Fashion Product
- Fashion Lifecycle & Product Lifecycle
- Pricing , Methods & strategies
- Product Promotion
- Product Place Distribution
- Channels , Marketing intermediaries
- Logistic & supply chain
- Service marketing
- Fashion Consumer (Consumer behaviour, Consumer buying process)
- Marketing Research
- Brands and Branding Process

Reference Books and Journals:

- Schiffmann and Kanuk. Consumer Behaviour.
- Journal of Fashion Marketing Management
- Boyd. Marketing Research : Text and Cases.
- Westall and Stasch. Economic Times, Clothesline, Business India
- Janet Bohdanowicz and Liz Clamb. Fashion Marketing :
- Apparel Fortnight

Note:

- **The paper setter will set questions in two parts (A & B)**
- **In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.**
- **In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.**

SEMESTER - IV

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits
				Theory	Portfolio		
BFD/401	Garment Construction-2	Core	45	-	105	150	6
BFD/402	Pattern Making-2	Core	45	-	105	150	6
BFD/403	Fashion Illustration -2	SEC	30	-	70	100	4
BFD/404	Draping-2	SEC	30	-	70	100	4
BFD/405	Surface Design-2	SEC	30	-	70	100	4
BFD/406	Fundamentals of Fashion Production	DSE	30	70	-	100	4
BFD/407	Work Study & Time Management	DSE	30	70	-	100	4
BFD/408	Digital Presentation Techniques-1	DSE	30	70	-	100	4
BFD/409	History of Fashion (Western)	DSE	30	70	-	100	4
	Open Elective	OE/SEC	15	-	35	50	2
	Open Elective	OE/SEC	15	-	35	50	2
						800	32

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below).

Open Elective Subjects List for Fashion Design Students in 4th Semester

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Examination
OE/L/411	Introduction to Fashion Marketing	OE/SEC	2	15	35	50	1.5 hours
OE/L/412	Basics of Human Factors & Ergonomics	OE/SEC	2	15	35	50	1.5 hours
OE/P/413	Material & Process- II	OE/SEC	2	15	35	50	1.5 hours
OE/P/414	Basic Mechanics & Basic Electricity	OE/SEC	2	15	35	50	1.5 hours
OE/T/415	Basics of IPR	OE/SEC	2	15	35	50	1.5 hours
OE/T/416	Introduction to Consumer Behaviour	OE/SEC	2	15	35	50	1.5 hours

Paper-1 : Garment Construction- II

Paper Code: BFD/401

Course Credits : 06

Course Objectives:

- Understand and ascertain the different components of garment necklines, collars, sleeves, sleeve plackets, cuff pockets.
- Understand the application of different techniques used for garment construction and explore creative application.
- Appreciate quality parameter in garment construction.
- Understand the advanced garment technique
- Understand finishing techniques in garments
- Exploring creative stylization of components and finishing.
- Developing proficiency in assembling and combining different components of a garment.

Course Contents:

- Torso Variation - Stitching and making test fit
 - Shift dress
 - Sheath dress
 - Panelled dress
 - Jumper dress
- Kimono & Raglansleeve
- Sleeve Variation.
- Trouser.
- Jeans, basic trouser, low waist pant
 - Contour parts & variation
 - Cowl / pleats
 - Pleated, Harem and baggy pants.
- Design variation
- Shirt Patterns
 - Casual, formal
 - Indian Garments- Kalidar Kurta, Salwar, Churidar
 - Design variation

Deliverance and Evaluation Matrix

Assignment-1 (stitching of Torso Dresses)	Assignment-2 (Sleeve and Skirt Variation)	Assignment-3 (Shirt & Trouser)	Assignment-4 (Indian Garments)	Assignment-5 (2 Garments Variation Based on Learnings)	Total
(10)	(10)	(10)	(10)	(20)	(60)

Paper-2 : Pattern Making – II

Paper Code: BFD/402

Course Credits : 06

Course Objectives:

- The area of introduction will enable students to understand advance & complete concept in pattern making
- Produce master patterns.
- Analyse existing garment and reproduce the same.
- Develop one piece garment by compiling the skirt and bodies.
- Develop sleeves as an extension of the Konica.

Course Contents

- Introduction and drafting the torso form
- Torso pattern Variation - drafting and making test fit
 - Shift pattern and test fits
 - Sheath pattern and test fit
 - Explain the dress pattern and test fit
 - Panelled dress pattern and test fits
 - Jumper dress pattern and test fits
- Kimono & Raglan sleeve design
- Regular sleeve Design.
- Trouser Designs
- Jeans, basic trouser, low weight want pattern
 - Contour parts &variation
 - Cowl /pleats
 - Pleated, Harem and baggy pants.
- Design variation
- Shirt Patterns
 - Casual, formal
 - Indian Garments- Kalidar Kurta, Salwar, Churidar
 - Design variatio

Deliverance and Evaluation Matrix

Assignment-1 (Basic torso and Dress test fits)	Assignment- 2 (dress variation and sleeve variation)	Assignment- 3 (Shirts & Trousers)	Assignment- 4 (Added Fullness Design Variation)	Assignment- 5 (2 Garments designed based on learnt skills)	Total
(10)	(10)	(10)	(10)	(20)	(60)

Paper-3 : Fashion Illustration II

Paper Code: BFD/403

Course Credits : 04

Course Objectives:

- To understand and examine different use of fashion illustration / trade sketches requirement for global and domestic aspect of industry.
- To development a advance skills in fashion illustration / model drawing.
- To development a uniquely individual style of illustration to integrate design, style and detailing.
- To develop skill necessary for portrayal of design conceptualizations. Exploration and final idealiar.
- To represent garment and flat working drawings.
- To calculate interactive learning incorporating other subjects.
- To develop an understanding to develop the fashion sketches connecting the diff fabric properties (drape And silhouette)

Course Contents:

- Advance fashion model drawing to develop individualized, signature style of illustration.
- To correlate causes of changes in illustration style in 20th century to change in fashion.
- Stylization of the coquina and representation of the same through differ media, students are encouraged to develop their personalized made of expression.
- Garment categorization & draping of garments croqui.
- Identification of garments details as per categories.
- Introduction of design and draping of garments categories.
- Relating fabric to garment in terms of colour, ethics and characteristic to design and render the same.
- To be able to observe the visual quality of a detailed silhouette or surface texture and render it in either a representative or exceptional manner
- To create definitional „looks“ bang on the market influences.
- To represent the visual quality if a details, skill outfit on surface texture unit suitable media.
- To understand and render in colour, the fall and the drape of fabrics. (printed cotton, silk chiffon, velvet, wool, denim, knit.)
- To consider garments illustration as croqui with flat working drawing.
- To understand the counter of technical aspects of design repetition is the industry introduction to design.

Deliverance and Evaluation Matrix

Assignment-1 (rendering proficiency)	Assignment-2 (personal styling)	Assignment-3 (Industrial technical garment details)	Assignment-4 (conceptual Illustration)	Exam (onthespot illustration making)	Total
(10)	(10)	(10)	(20)	(10)	(60)

Paper-4 : Draping II

Paper Code: BFD/404

Course Credits : 04

Course Objectives:

- To understand advanced and creative coveralls of draping
- To create innovative patterns.
- To develop bifurcated garments.
- To calculate the concepts of volumes and folds in relation to fabric type (soft and fluid to firm and heavy)
- To develop one contoured garment
- To learn the importance of good fit ,comfort and functionality of draped garment

Course contents:

- Introduction of draping II
- Lecture & demonstration
- Handling of deferent fabrics & materials
- Understand and visualize design properties
- Convert 2-D materials to 3-D form
- Visualization of complex design and style
- Neckline & its variation
- Built up neck
- Shawl collar
- Princess panel : Basic princess panel, Torso princess panel
- Cowl skirt & cowl Dress , High cowl , Low cowl, back & under arm cowl
- Halter neck tope or dress
- Criss cross bias dress , contoured garment
- Corset : strapless dresses , bra top

Deliverance and Evaluation Matrix

Submission -1	Submission -2	Submission -3	exam/ on the spot	Submission -4	Total
shawl collar front & back bodice	cowl skirt	Torso princess panel	Makea dressuse halterneck, bra top & its variation with sketch	Long gaun by the draping technique and its sketch, colour taken by forecast	60
10	10	10	10	20	60

Reference Books:

- Jaffe, Hilde and Relis, Nurie. The Art of Fashion Draping. 5th ed.
- Armstrong, Helen Joseph. Draping for Apparel Design.
- Draping: The complete Course
- Integrating draping Natalia bray, Dress Fitting. Blackwell Publications.

- Cagnoni, Mauro. Collezioni Haute couture magazine.
- Cagnoni, Mauro. Collezioni trend.

Paper-5 : Surface Design II

(10 days' Workshop at University with External Artisans/Craftsperson)

Paper Code: BFD/405

Course Credits : 04

Course Objectives:

- To introduce craft/surface design into concept or an important component
- To develop a basic knowledge related to main crafts in India
- To develop an understanding about techniques used in process
- To develop an understanding about production, trade, distribution & consumption
- Understand the structure/ concept of unorganized sector as resource base
- Understand the dynamics of development issue related to the unorganized sector
- Area specific literature/data search through Resource Centre, Museum & Books & periodicals.

Course Contents:

- 9 Days'' Workshop with Craft Artisans of Zari, Zardosi, Aari & Embroidery of Different types.
- Gathering Previously dispersed and fragmented knowledge like :
- Economic and social condition of the cluster
- Development potential of the craft/cluster
- Preparing Base for the development initiative
- Spreading project awareness
- Developing bonding & trust
- Collection of data, Preparing study report & Presentation

Final Out put required

A final swatch file of prototype/products based on Craft Studied.

Deliverance and Evaluation Matrix

Assignment-1 (Classroom Interactive Presentation)	Assignment-2 (Prototype File & Research Document)	Assignment-3 (A garment/Product based on learning from Workshop)	Total
(10)	(20)	(30)	(60)

Paper-6 : Fundamentals of Fashion Production

Paper Code: BFD/406

Course Credits : 04

Course Objectives:

- To be able to co-relate design and manufacturing interface.
- To the different production system, bespoke method, assembly method, modular etc.
- To know the technical details related to machine & technology used in apparel production.
- To understand different manufacturing process.
- To develop the skill for industry, mass production of Fashion products.
- Production logistics
- Viability factors in production

Content	Keyword	Reference
Overview of Garment Manufacturing processes	Types of Manufacturing Unit, Domestic & Export	Technology of clothing manufacture by Carr & Latham Introduction of clothing manufacture by Gerry Cooklin Apparel Sewn Product Analysis by Glock & Kunj
Fundamental Structure of Indian garment manufacturing Industry		
Industrial Revolution, WTO & MFA clusters of Indian Garments.	WTO, MFA, NAFTA, Pre Quota & Post Quota	
Work flow of garment Manufacturing	Technology of clothing manufacture by Carr & Latham	
Fabric inspection system (Four point & 10 point system)	Introduction to clothing manufacture by Gerry Cooklin. Apparel Sewn Product Analysis by Glock & Kunj. Clothing Technology by Europa Lehrmettel. Jacob Solinger: Production technology	
Preparation Process in Garment industry		
Cutting department technology & techniques	Position Marking; Ticketing Bundling; Splicing; Handling of Fabric Faults; Spreading & Cutting	
Sewing department process & Technology	Sewing Machine classification Stitch ; Classification Different types of Feed Mechanism ; Different types of sewing machine & their application in the industry ; Production system – Make through, modular & Assembly with advantages, operation breakdown ; Wo Profile sewing machine	
Stitching Defects & rectification	Apparel Sewn Product Analysis by Glock & Kunj. Clothing Technology by Europa Lehrmettel Jacob Solinger. Production technology	
Utility used in mass production process.		
Finishing Process	Ironing, Pressing & Finishing techniques with equipments, thread trimming, folding, Packing & Packaging	

Paper-7 : Work Study & Time Management

Paper Code: BFD/407

Course Credits : 04

Course Objectives:

- Examine the role of apparel engineering in garment production.
- Evaluate the factors that affect the workflow.
- Examine characteristics of different types of apparel production systems.
- Discuss the role of work measurement in the development of production standards.
- Examine the ergonomics and its effect on the work environment.

Course Contents:

Content	Keywords	Reference Books
Production Concepts.	Throughput volume, Throughput time, Work in Progress	Apparel Manufacturing, Sewn Product Analysis by Glock & Kunj
Production Workflow	Different types of work flow, Push & Pull System etc.	Apparel Manufacturing Handbook by Jacob Soilinger
Plant Layout	Product Oriented Layout, Process oriented layout.	
Material Handling & Production System	Progressive Bundling System, Unit Production System, Modular Production System	Apparel Manufacturing, Sewn Product Analysis by Glock & Kunj
Work Study	Method , Motion Study	
Work Measurement	Time Study	Apparel Manufacturing, Sewn Product Analysis by Glock & Kunj
Ergnomics	Human Factors and Environmental Condition, job Design, Workstation and Equipment Design.	Apparel Manufacturing Handbook by Jacob Soilinger

Paper-8 : Digital Presentation Techniques-I

Paper Code: BFD/408

Course Credits : 04

Course Objectives:

- To understand the basic tools of software like Adobe Photoshop and Corel draw
- To able to create visuals using image editing
- Able to do photo manipulation
- Able to create basic vectors object in Corel draw

Course Contents:

- Introduction to basic tools of Adobe Photoshop
 - Selection Tool
 - Crop tool
 - Brush tool
 - Eraser tool
 - Clone Tool
 - Dodge, Burn, Sponge tool
 - Blur, smudge, Sharpen tool
 - Filter
 - Layers
 - Adjustment
- Introduction to basic tools of Corel draw
 - Shape Edit
 - Crop Tool
 - Curve
 - Smart Tools
 - Object
 - Text Tool
 - Eyedropper
 - Fill Tools

Reference Books:

- Respective software manuals (Adobe Photoshop, Corel Trace)
- Photoshop Retouching Technic

Paper-9 : History of Fashion (Western)

Paper Code: BFD/409

Course Credits : 04

Course Objectives:

- To initiate the students into the contextual basis of study of art, design and costume history during different civilizations/era
- To create the realization that costume and fashion history lies in the excavated past of archaeology and art.
- To understand the reason of costume evolution from necessity – driven basic to flamboyant styles.
- To critically analyze salient features and characteristics of art, design and costumes and to interpret them into contemporary context.
- To design contemporary / contextual outfits based on inspiration of period costumes.
- To do a comparative study between various features and design elements during different civilizations and find a co-relation in art, architecture, design and costume of that period.

Course Contents:

- Introduction to costume history. (Study of tribes – evolution of clothing tattooing and body art as a form of adornment.
- Ancient Middle East Mesopotamia 3500-600bc
 - Important features of Mesopotamian, Assyrian, Sumerian, Babylonian culture, strong aspects and parallel of religion (descriptive discussion on costumes & accessories with movie clips)
- Ancient Middle East Egypt 3000 BCE
- Upper and lower Egypt and its important concepts of clothing.
- Egyptian belief reflected through art, architecture and customs.
- Costume components of Men, Women & military dress.
- Ancient Greece 2900 BC – 300 BC
 - Crete & Greece, Greek Mythology, different phases of Greek civilization – Minoan, Mycenaean, Archaic, Classical & Hellenistic, Study correlation between art, architecture and costume.
- Descriptive discussion on costumes & accessories with movie clip.
- Ancient Roman 800 BC to 400 AD
- Greek influence on Roman clothing, Etruscan influences on Roman clothing.
- Roman clothing styles and men and women with importance on terminology.
- Descriptive discussion on costumes & accessories with movie clips.
- Byzantine and Roman Catholic Church 300 AD -1450 AD
- Rule of Emperor Justinian, Art and Architecture of the Byzantine Era. The evolution of Catholic Church garments.
- Byzantine – segmentae, Pallium, Tablion, Paludamentum, Chausable, alb, etc.
- Medieval Era-Early Middle Ages 300-1300 AD Late Middle Ages 1300-1500 AD
- Civilian, royal and military costumes and accessories in the feudal system. Gothic and Romanesque period study.
 - Early Middle Ages and Late Middle Ages (Surcoat, chemise,bliaut, chainse, coif, cyclus, garnche, chaperon, cornet, doublet, gipon, crackowe, fret, codpiece, cowl, anget and tippet sleeve.
 - The Renaissance Era 1400 -1600 AD, Italian, French and Northern (15th & 16th Century)
 - Interchange of social, cultural, and fashion modes between France, Spain, Italy and England.

- Rebirth of classicism in Art, Architecture and design which showed its influence in Fashion/Clothing.
- Baroque and Rococo – 1600-1800 (17th Century)
- Industrial revolution, court and civilian costumes
- The beginning of couture and mass production.
- Descriptive discussion on the same by Movie clip
- Recent Times (The Twenties, The Thirties, The forties, The Fifties, The Sixties, The Seventies, The Eighties)
- Modern Times (The nineties & The Millennium)

Reference Books:

- Black and Garland. History of Costumes .
- Boucher, Fracious. A history of costume in the west.
- Aston, Margaret. The Panorama of Renaissance.
- Rothstein. 400 years of Fashion.
- Buxham, Gerda, ed. History of 20th Century Fashion.
- Tortora, PhyllisG, and Eubnk, Keith. Survey of Historic costumes: A historyof Western dress. 4th ed.
- Laver, James. Costume and Fashion. Thames & Hudson.
- Janson, H.W. History of Art.

Paper-17 : Trends & Forecast

Paper Code: OE/F/417

Course Credits :

Objective

- To develop an understanding about the different season and collection Range.
- To develop an understanding about the statistical tools used to do forecasting.
- To do the data analysis techniques in Fashion forecasting

Course Content

- Introduction to Forecasting
- Types of Forecasting
- Trend Analysis
- Seasonality and cyclic behaviour
- The Ratio to Moving Average Method
- Exponential Smoothing Method
- Index Number
- Using the Computer, Using Microsoft Excel in Forecasting and Time Series
- Using MINITAB in forecasting and time series
- Case Studies :Forecasting

Deliverance and Evaluation Matrix

Assignment-1 (Classroom Interactive Presentation)	Assignment-2 (Trend Research Document)	Assignment-3 (A Hardcopy of Forecast design prepared on learnings)	Total
(10)	(20)	(30)	(60)

Reference Books:

- Aczel, Amir D and Joshi, Rohit. Complete Business Statistics. McGraw-Hill.
- Makridakis, Spyros, Wheelwright, Steven C. and Hyndman, Rob J. Forecasting methods and applications.
- Mckelvey, Kathy. Fashion Forecasting. Wiley Blackwell

Note:

The paper setter will set questions in two parts (A & B)

- In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.
- In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.

Paper-18 : Hand Knitting Techniques

Paper Code: OE/F/418

Course Credits :4

Course Objectives:

- To develop the basic skill set of knitting, macrame and crochet among the students, so that they would explore and develop the trims or accessories using these techniques and incorporate in their design collection.

Course Contents:

- **The Basics of Hand Knitting:** Creating a slip knot, casting on, Stockinette Stitch, Ribbing Stitch, Seed Stitch, Cable Stitch, Bobbling, Button Hole, Lace Stitch, and Casting Off.
- **The basic Crochet:** Basic stitches like - Crochet Chain Stitch, Slip Stitch, Single Crochet Stitch, Half Double Crochet, Double Crochet Stitch, Treble Crochet and combination of basic stitches.
- **Macrame basic knots:** Basic Knots like - Lark's Head Knot, Square Knot, Half Hitch, Double Half Hitch, Spiral Knot and combination of these knots

Deliverables:

- Development of 4"X4" swatches of each technique
- Development of 1 final product using a combination of techniques

Reference Books:

- Rutt, Richard. Hand Knitting.
- Hiatt, June. The principles of Knitting.
- Patmore, Fredrica and Haffender, Vikki. The Knitting Book.
- Swansen, Meg. Knitting.
- Zimmermann, Elizabeth. Garter Knit one Knit all.
- Weil, Anne. Knitting without needle.
- Stanley, Montse. Knitter's Handbook.
- Timmons, Christine, ed. Hand Knitting Techniques from Thread Magazine.

Note:

- **The paper setter will set questions in two parts (A & B)**
- **In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.**
- **In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.**

SEMESTER - V

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits
				Theory	Portfolio		
BFD/501	Garment Construction-3	Core	45	-	105	150	6
BFD/502	Pattern Making-3	Core	45	-	105	150	6
BFD/503	Print Design for Apparels	SEC	30	-	70	100	4
BFD/504	Traditional Indian Textiles	SEC	30	-	70	100	4
BFD/505	Knitwear Design	SEC	30	-	70	100	4
BFD/506	Design Project-1	SEC	30	-	70	100	4
BFD/507	Spreading and Cutting of Apparel Production	DSE	30	70	-	100	4
BFD/508	Digital Presentation Techniques-2	DSE	30	70	-	100	4
BFD/509	CAD & Grading Manual	DSE	30	70	-	100	4
	Open Elective	OE/SEC	15	35	-	50	2
	Open Elective	OE/SEC	15	-	35	50	2
						800	32

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below).

Open Elective Subjects List for Fashion Design Students in 5th Semester

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Examination
OE/L/511	Basic of Packaging Design	OE/SEC	2	15	35	50	1.5 hours
OE/L/512	Basic of Draping	OE/SEC	2	15	35	50	1.5 hours
OE/P/513	Basics of Research Methodology	OE/SEC	2	15	35	50	1.5 hours
OE/P/514	Introduction to Design & Human Evolution	OE/SEC	2	15	35	50	1.5 hours
OE/T/515	Introduction to Commercial Printing	OE/SEC	2	15	35	50	1.5 hours
OE/L/511	Basic of Packaging Design	OE/SEC	2	15	35	50	1.5 hours

Paper-1 : Garment Construction- III

Paper Code: BFD/501

Course Credits : 06

Course Objectives:

- To understand the different techniques incorporating varied kinds of seams, stitches used for garment construction.
- To understand the issue of comfort and comfort in a garment.
- To understand the process for couture products and leather products.
- To understand the quality parameters in leather based products and stitching of them.
- To understand the couture product category and use of surface development into it.

Course Content

- Introduction to Couture Design
- Corset and Gown, with exploration in material using Leather and Woollens etc.
- Two Variations in gown, & their muslin fits
- One piece garment & One Avant Garde Garment
- Leather Based Construction
- Construction of Leather Bags

Paper-2 : Pattern Making-III

Paper Code: BFD/502

Course Credits : 06

Course Objectives:

- To understand the female anatomy at different stages incorporating varied categories of sizes, shapes and lifestyle requirement.
- To understand the issue of comfort, fit and cut of lingerie through application of draping, pattern making & garment construction.
- To understand the issue of comfort, fit and cut of swimwear through the Application of draping, Pattern Making & GC.
- To understand the quality parameters in lingerie and swimwear costumes.

Course Contents:

- Introduction to Lingerie design
- History and terminology of lingerie cups, Brassiers, centre front, straps, back, trim and pattern manipulation)
- Fabric, trims & accessories requirement for lingerie
- Machinery specific to Lingerie
- Construction of aBra
- Importance of Fit
- Development of Underwear.
- Development of Swimsuit
- Development of corsetry & shape wear.

Reference Books:

- Johnson, Beverly. The Bra Makers manual.
- Noris, Raver. Sewing Lingerie that fits.
- Sparks, Linda. The basic of corset building.
- Beatrice and Fontane. Uplifts: A history of bra and corset.

Paper 3 : Print Design for Apparels

Paper Code: BFD/503

Course Credits : 04

Course Objectives:

- To understand printing techniques various techniques
- To understand the print design in fashion and apparel
- Development of prints for Apparels- Menswear, women wear and kids wear.

Course Contents:

- Introduction to various printing techniques and their process
 - Digital printing
 - Screen-printing
 - Roller Printing
 - Heat transfer Printing
- Print Development
- Visual research
- Inspiration Boards- Theme and Mood Boards
- Development of prints- 60 prints (hand made and digital- 30 each)
- Rengering of print on illustration

Paper 4 : Traditional Indian Textiles

Paper Code: BFD/504

Course Credits : 04

Course Objectives:

- To Familiarise the students with various traditional textiles of different states of India
- To understand the importance of traditional textiles in contemporary fashion Industry
- To understand the strength of textile crafts cluster of India

Course Contents:

- Hand Painted Textiles:
- Mata-ni-Pachedi
- Pabuji-ki-phad/phar
- Kalamkari

Ethnic embroidery of India

- Embroidery of Bengal
- Embroidery of banjaratribe
- Embroidery of Gujarat and Rajasthan
- Embroidery of Karnataka
- Embroidery of Kashmir
- Embroidery of Punjab
- Embroidery of UttarPardesh
- Appliqué of Orissa
-

Traditional Dying and printing techniques

- Tie and Dye
- Batik
- Block Printing
- Ajrak
- Bagru
- Bagh print

Traditional Woven Textiles of India

- Shawl of Himachal
- Banarsi Saree
- Chanderi Saree
- Maheshwari Saree
- Kanjeevaram Saree
- Kota Doriya
- Paithani Saree
- Jamdani Saree
- Ikat
- Bandha
- Patola
- Pochampalli

Reference Book:

Srikant, Usha. Ethnic Embroidery of India.

Paper 5 : Knitwear Design

Paper Code: BFD/505

Course Credits : 04

Course Objectives:

- To introduce Knits for Fashion & and Apparel
- To understand the tools, machinery, Yarns as used in knits fabrics
- To understand the basic technology of knitting
- To identify, appreciate and understand various kinds of knits fabric qualities for its appropriate application of it's end use in fashion.
- Creation of knitted garment through pattern & draping.

Course Contents:

- Introduction to the knitted fabric,
- Knitted fabric properties
- Comparison between woven & knitted fabric.
- Introduction of basic terminology of knitting
- Knitting Process
- Classification : Warp & Weft Knitting
- Introduction to the hand flat m/c components and feeding.
- Introduction to the Hand Knitting
- Pattern Making
- Basic Blocks
- T-Shirts
- Draping
- Tank Tops
- Tights
- Body Suits

Reference Books:

- Raj, Samuel. Knitting Technology.
- Singer Books of Knits.
- Jill, Wacker. Knitting: History of Fashion and great knitting yarns.
- Jaffe, Hilde and Relis, Nurie. Draping for Fashion design.
- Brey, Natalie. More Dress Pattern Designing
- Armstrong, Helen Joseph. Pattern Making for Fashion Design

Paper-6 : Design Project- I

Paper Code: BFD/506

Course Credits : 04

Course Objectives:

- To apply one's learning of the basic upon in the context of fashion.
- To develop ability to interpret, articulate and represent emotive qualities in visual as well as garments through application of element and principal of design.
- To understand the nuances of visualization and education of process.
- To conceptualize and implement design process according placement.

Course Contents:

- Design Brief
- Development of theme, Mood Board, Style Board, Material Board etc.
- Development of range
- Market survey
- Fabric sourcing
- Construction of the Design Project – 3 costume

Paper-7 : Spreading & Cutting of Apparel Production

Paper Code: BFD/507

Course Credits : 04

Course Objectives:

- To understand different techniques used in spreading as per the need of fabric properties/Color/Print
- To understand different kind of spreading & Cutting techniques used by industry.
- To develop an understanding about different type of spreading & cutting defects.
- To understand the principle of mitering and its importance.

Course Content:

- Making a lay plan (laying up orientation, length and width, Length either way, length one way only)
- Pattern Matching (symmetry, Continuity)
- Manual Method of Lay plan, Lay plan by computers.
- Types of Lay Plan (Half garment Lay, Whole garment Lay, Single size lay, Multi size lay, and mixed multi size lay)
- Introduction to Spreading (Single Ply, Multiple ply and stepped ply)
- Forms of spreading (one way, face to face and two way)
- Different types of spreading techniques, Manual or automatic.
- Cutting tools (Straight knife, Band knife, die cutting & automatic cutter)
- Hand Sewing Needle, Sewing Machine needle (needle & its types)
- Work & Method Study
- Motion & Time Measurement

Paper-8 : Digital Presentation Techniques II

Paper Code: BFD/508

Course Credits : 04

Course Objectives:

- To understand the various application of Adobe illustrator and Adobe Flash
- To understand the software to develop the portfolio digitally as per the industry requirement
- To able to create digital fashion illustration and flat sketches to fulfill industry requirement

Course Contents:

- Understanding of workspace: Workspace overview, manage windows and panels, control panel overview, and about screen modes.
- Introduction to tool: Tools panel overview, work with the Tools panel, tool galleries, drawing tool gallery.
- Drawing: About vector graphics, about paths, about direction lines and direction points, drawing modes, draw simple lines and shapes, perspective drawing, create 2D and 3D objects, and Map artwork to a 2D and 3D object
- Edit artwork using Image Trace
- Draw with the Pen, Curvature, or Pencil tool
- About color: about colors in digital graphics and adjust colors
- Select and arrange objects

Paper-9 : CAD & Grading Manual

Paper Code: BFD/509

Course Credits : 04

Course Objectives:

- Understanding the concept of Pattern Making, Grading and Marker Making on computers through CAD software.
- To Familiarize the students with common terminology and tools of CAD S/W for pattern making, grading and marker making.
- To develop skills to understand the difference between manual and computerized pattern making and analyses of the reason why CAD is faster, more consistent, accurate and manageable than manual methodology.

Course Contents:

- Introduction to the manual Grading
- Grading Concept, principles of Grading, Anthropometrical Research, Terminology, Nest Points, types of grading etc.
- Bodice front & Back
- Nest grading, selection of nest point (zero Point) and discussion of track grading.
- Basic Sleeve & Skirt
- Nest grading, selection of nest point (zero Point) and discussion of track grading.
- Introduction to CAD software, Digitizing Patterns
- Hardware requirement to run the pattern making, grading and marker, marker making system and fundamental of digitization. Digitizing Manual for Basic bodice, trouser and modification.
- Use of Tools F1 & F2
- Use of Tools F3 & F4
- Use of Tools F5 & F6
- Use of Tools F7 & F8
- Styles & Fabric for Marker planning, Preparation of lay plan etc.
- Grading of Shirt/Trouser Patterns

Machinery Requirement:

CAD Software & Digitization.

Paper-17 : Fashion Merchandising

Paper Code: OE/F/517

Course Credits :

Course Objectives:

- To impart basic knowledge and skills in the area of Apparel Merchandising & Supply Chain Management
- To familiarize the students with practices & systems in the apparel industry both in Indian & global context.
- Introduction of various format of apparel industry
- Concept of Merchandising & its role in the fashion industry and merchandising vocabulary.

Course Contents:

- Various type of merchandising & fabrication.
- Definition of merchandising in retail & Export
- Evolution of Fashion Merchandising
- Organization structure of Export house and Buying houses.
- Formats of stores
- Division and responsibility
- Retail structure & Formulae
- Retail structure, Stock turn, Stock shortage, Percentage of stock shortage,
- Markups & Markdown, Discount & Discount %
- Skills required for a Merchandiser, Communication & co-ordination with buyers.
- Merchandising Planning
- OTB, Calendar Plan, Plan Tables
- Merchandise Vocabulary
- Merchandise Sourcing
- Buying Cycle
- Buying Merchandise
- Method of Buying
- Managing Merchandise
- Assortment Planning
- Vendor Management, Vendor Selection & Development
- Logistics & Transportation
-

Reference Books:

- Fashion Buying – Elaine Stone
- Fashion Merchandising and Buying – Sydney Packard
- Supply Chain Management – B. S Sahay

Note:

- **The paper setter will set questions in two parts (A & B)**
- **In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.**
- **In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.**

Paper-18 : Visual Design Studies

Paper Code: OE/F/518

Course Credits :

Course Objectives:

- To understand the visual language and implement that in design process
- To understand the various art movements and their influence on society

Course Contents:

- Study of various art movements
 - Impressionism
 - Post-Impressionism
 - Cubism
 - Fauvism
 - Expressionism
 - Dadaism
 - Surrealism
 - Post modernism
 - Bauhaus and etc
- Study of various theory of semiotics
 - F. de Saussure's theory
 - C.S. Peirce's theory
- Breaking of visual story into signs

Note:

- **The paper setter will set questions in two parts (A & B)**
- **In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.**
- **In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.**

SEMESTER - VI

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits
				Theory	Portfolio		
BFD/601	Menswear Design and Development	Core	45	-	105	150	6
BFD/602	Creative Pattern Making	Core	45	-	105	150	6
BFD/603	Sustainable Fashion Practices	SEC	30	-	70	100	4
BFD/604	Fashion Accessories	SEC	30	-	70	100	4
BFD/605	Visual Merchandising	SEC	30	-	70	100	4
BFD/606	Design Project-2	SEC	30	-	70	100	4
BFD/607	Intellectual Property Rights	DSE	30	70	-	100	4
BFD/608	Apparel Production Technology	DSE	30	70	-	100	4
BFD/609	Technical Textiles	DSE	30	70	-	100	4
	Open Elective	OE/SEC	15	-	35	50	2
	Open Elective	OE/SEC	15	-	35	50	2
						800	32

CORE subjects are mandatory. Students may choose 2 theory-based subjects from DSE, 2 Studio-based subjects from SEC and 2 Open Elective Subjects from OE/SEC (Listed below).

Open Elective Subjects List for Fashion Design Students in 6th Semester

Paper Code	Subject Title	Subject Category	Course Credits	Internal Evaluation	External Evaluation	Total Marks	Examination
OE/L/611	Basic of Production & Control	OE/SEC	2	15	35	50	1.5 hours
OE/L/612	Introduction to Entrepreneurship Development	OE/SEC	2	15	35	50	1.5 hours
OE/P/613	Basics of Design & Innovations	OE/SEC	2	15	35	50	1.5 hours
OE/P/614	Traditional Indian Toys	OE/SEC	2	15	35	50	1.5 hours
OE/T/615	Understanding of Home Textiles	OE/SEC	2	15	35	50	1.5 hours
OE/T/616	Introduction to World Traditional Textiles	OE/SEC	2	15	35	50	1.5 hours

Paper-1 : Menswear Design and Development

Paper Code: BFD/601

Course Credits : 06

Course Objectives:

- To understand the design concept in Menswear through market survey and analysis as well as research of books, periodicals, internet etc.
- To understand the fit and cut of menswear and principle of pattern making.
- To understand and implement design process to create a collection reflecting technical competence.
- To explore creative application and appraise quality parameters in garment construction.

Course Contents:

In order to exhibit their knowledge and understanding of the apparel industry, the conceptual ability to design for the same and technical competence to pattern make and construct a men's jacket, the following stages are to be followed by the students:

- ☐ Survey of the market for understanding of the menswear apparel categorization price points, brand positioning, pricing etc. Selection of the company and further super specialization of a brand / label. Selection of suitable fabric for jacket design.
- ☐ Creation of mood board keeping forecast, color, company profile in mind.
- Innovative pattern for men's jacket within the broaden parameters of existing market trend or specific company profile.
- Construction of the same and ranged development through flat drawing and working drawing (Formal, casual and sports wear)/specification sheet.
- ☐ Module Methodology
- ☐ Research on evaluation in menswear fashion. Research on different menswear categories
- ☐ Understanding of different market segments
- ☐ Analysis and interrelation of innovation design ideas for men's wear through a design process (Representation of the essence of them visual images and design innovation in appropriate fabric ,color, silhouettes and garments details)
- Generation of concept sketches by Applying elements and principles of design.
- Patterns making- Shirt block ,trouser block, jacket block-jacket and trouser variation ,tie patterns
- Constructing a structured jacket in suitable fabric(cross referring of shirt and trouser constructed in garment construction-IV)
- Application of various components incorporating lining, interlining, facing and interfacings.
- Development of specification sheet, design development sheet and illustration (cross referencing with fashion illustration and design-IV)
- Final jury presentation would include process documentation, the final jacket and professional presentation of the same.

Course Contents:

Drafting of Jacket block & design variations	Make a Jacket bodice, sleeve (two piece) and collar block & test fit 3 design variations	Fundamentals of Men's fashion design- A guide to tailored clothes, by Masaki Kawashima. Pg. No. 72-120
Jacket Construction	Construct a structured jacket using suitable fabric	Fundamentals of Men's fashion design- A guide to tailored clothes, by Masaki Kawashima. Pg. No. 130-132
Lining, interlining, facing & interfacing	Application of various components incorporating in jacket	
Waist Coat	test fit and 3 design variations	
Benchmarked assignment 2 (20 Marks) jacket & Trouser design development complete jacket patterns including lining, fusing etc.) Muslin test fits		
Design development, specification sheet & illustration	Development of design, specification sheet	

Paper-2 : Creative Pattern Making

Paper Code: BFD/602

Course Credits : 06

Course Objectives:

- To understand the female anatomy at different stages incorporating varied categories of sizes, shapes and lifestyle requirement.
- To understand the issue of comfort, fit and cut of lingerie through application of draping, pattern making & garment construction.
- To understand the issue of comfort, fit and cut of swimwear through the Application of draping, Pattern Making & GC.
- To understand the quality parameters in lingerie and swimwear costumes.

Course Contents:

- Introduction to Lingerie design
- History and terminology of lingerie cups, Brassiers, centre front, straps, back, trim and pattern manipulation)
- Fabric, trims & accessories requirement for lingerie Machinery specific to Lingerie
- Construction of aBra Importance of Fit Development of Underwear. Development of Swimsuit
- Development of corsetry & shape wear.

Reference Books:

1. Johnson, Beverly. The Bra Makers manual.
2. Noris, Raver. Sewing Lingerie that fits .
3. Sparks, Linda. The basic of corset building.
4. Beatrice and Fontane. Uplifts: A history of bra and corset.

Paper-3 : Sustainable Fashion Practices

Paper Code: BFD/603

Course Credits : 04

Course Objectives:

- The purpose of this course is to introduce the students to the realm of environmental design, stressing the ecological underpinning of design decisions. First we will examine the basic scientific laws which make human life on earth possible. Second we shall observe how humans shape the environment through design and how design may better respond to scientific laws. Sustainable design develops a greater focus on holistic and sustainable approaches to design. Issues such as demand and supply of energy and water and the generation of waste are covered. Principles of reuse, recycle are reiterated.
- Predominant emphasis is on practical strategies directly applicable in design.

Content	Keywords	Reference
Introduction to Sustainable Design	<ul style="list-style-type: none"> • Philosophy • Evolution • Our Current Situation • Role Of The Designer • The Challenge 	Philosophy of Sustainable Design“ by Jason F. McLennan
Sustainable Design – Respect For Environment	<ul style="list-style-type: none"> • Nature • People • Place • Cycle Of Life • Energy And Natural 	Philosophy of Sustainable Design“ by Jason F. McLennan
Sustainable System	<ul style="list-style-type: none"> • Systems Theory • System Design • Systemic Thinking 	Any book on Systemic Design
Sustainable Development	Economic Growth; Social Responsibility; Environment Care	
Sustainable Design – Design Process	<ul style="list-style-type: none"> • Holistic Thinking • Technology 	„Philosophy of Sustainable Design“ by Jason F. McLennan
Reuse, Recycling and Zero Waste	Sustainable Fashion and Textiles, by Kate Fletcher	

Time And Design	Sustainable by Design, by Stuart Walker	
Green Design	<ul style="list-style-type: none"> • Levels Of Sustainability • Aesthetic Of Sustainable Design 	Philosophy of Sustainable Design , by Jason F. McLennan Sustainable by Design, by Stuart Walker
Project on Sustainable system design	Design a sustainable solution under a chosen topic by considering the environment, people, place, technology, manufacturing process.	

Reference Books:

1. McLennan, Jason F. Philosophy of Sustainable Design.
2. Walker, Stuart. Sustainable by Design.
3. Fletcher, Kate. Sustainable Fashion and Textiles.

Paper-4 : Fashion Accessories

Paper Code: BFD/604

Course Credits : 04

Course Objectives:

- To familiarize them with fashion accessories and the role they play in a collection.
- To enable students to gain better understanding on how to make costume jewelry for their collection.
- To familiarize them with the concepts of jewelry designing.

Knowledge & Skill domain:

- Knowledge of fashion accessories.
- Knowledge of styling techniques.
- Knowledge of designing basic accessories as per collection.
- Making accessories as per collection.

Course Content:

Content	Reference
Definition of Fashion Accessories	Fashion Accessories Book by Olivier Gerval
Introduction to different types of fashion accessories (type of stones, pearls, metals, embellishments etc.)	Know Your Fashion Accessories Book by Celia Stall-Meadows
Explaining importance of Fashion Accessories in a collection	The Book of Fashion Accessories by Natalio Martin
What is costume jewellery and how it is made	Creating Fashion Accessories (Singer) 1993
How to design and make costume jewellery as per the collection	Basics Fashion Design 09: Designing Accessories: Exploring the Design and Construction of Bags, Shoes, Hats and Jewellery

Paper-5 : Visual Merchandising

Paper Code: BFD/605

Course Credits : 04

Course Objectives:

- The course is an in depth study of retail environment, the different formats and the factors which govern design in each of the reformat. Acquainting the students with the concepts of Brand Identity and how one can reflect this in the various areas of VM – Show Window, in-store display, POP, Display graphics, both of interior & exterior of a store.
- The course will further the understanding of consumer behaviour gained in the earlier semester, here the student will learn how VM can be instrumental in creating sustained recall values for a brand.
- Inputs on Visual Merchandising and display and exhibit - Principles of Visual Merchandising
- Thematic approach to visual merchandising Perception of visual Merchandising
- Connection between Visual merchandising and fashion and lifestyle
- How is Visual Merchandising and exhibitions operated in India and abroad Organizational importance of Visual Merchandising
- Budgeting for Visual Merchandising Visual Merchandising calendar
- Scope of visual Merchandising

Concept domain:

- Consumer - merchandise - concept interplay, Conceptualization of themes

Course Contents:

- ☐ Introduction to Retail formats (design consideration for each format)
- ☐ The shopping experience attached to each retail format, Illustration through Indian & international case studies.
- Store Exterior & Interior relationship.
- ☐ Brand Identity: Specific to design
- ☐ Creating a defined image of a store/brands customer. Understanding a VM set up in company.
- ☐ Understanding the competition to a brand to prepare the VM kit, including props, graphics, sign ages which can be assembled at site.
- Introduction & connection between visual merchandising and fashion.
- Creating mood boards to depict different thematic presentations for lifestyle and fashion products.
- Understanding color and their visual language for display and exhibit. Understanding of materials for creating display props and display design. Developing props for specific theme. Understanding emotive value of the prop. Field visits to understand manufacturing process of props.
- Understanding light, light design, light fixtures etc. as the most important aspect of display and exhibition, followed by field trip.
- Creating a window in foam core Assembly of A live Project

Paper-6 : Design Project – II

Paper Code: BFD/606

Course Credits : 04

Course Objectives:

- To apply One's learning of the basic upon in the context of fashion
- To develop ability to interpret, articulate and represent emotive qualities in visual as well as garments through application of element and principal of design.
- To understand the nuances of visualization and education of process. To conceptualize and implement design process according placement.

Course Contents:

- Design Brief
- Development of theme, Mood Board, Style Board, Material Board etc.
- Development of range
- Market survey
- Fabric sourcing
- Construction of the Design Project – 3 costume

Paper-7 : Intellectual Property Rights

Paper Code: BFD/607

Course Credits : 04

Course Objectives:

- To impart knowledge of the subject IPR, specifically applied in the field of creative arts and design.
- The idea is to give overall exposure to the students, so that they not only learn how to protect their rights but also know how to respect others rights.
- To impart the knowledge in the domain of CSR.

Course Content:

- IP transaction (Definition, types, due diligence, licensing, franchising, merchandising. Case studies & quiz)
- ☐ Filing & Registration (Procedural Details)
- ☐ Filing Abroad (PCT, Berne, Hague, Madrid, Paris convention, Trips and other treaties for protection of IP.
- ☐ IP Audit (Definition, significance, types, audit report, elements of report) Patent information and IP Valuation
- ☐ Current Issue (unfair competition, open Innovation, copyright, creative commons, piracy plagiarism)
- Introduction to Corporate Social Responsibility (Integrating social and organizational values
- Driving social responsibility throughout the organization.
- Case studies
- Business Ethics
- Development challenges for modern time.

Paper-8 : Apparel Production Technology

Paper Code: BFD/608

Course Credits : 04

Course Objectives:

- To understand different techniques used in spreading as per the need of fabric properties/Color/Print
- To understand different kind of spreading & Cutting techniques used by industry. To develop an understanding about different type of spreading & cutting defects. To understand the principle of metering and its importance.

Course Content:

- Making a lay plan (laying up orientation, length and width, Length either way, length one way only)
- ☐ Pattern Matching (symmetry, Continuity)
- ☐ Manual Method of Lay plan, Lay plan by computers.
- ☐ Types of Lay Plan (Half garment Lay, Whole garment Lay, Single size lay, Multi size lay, and mixed multi size lay)
- Introduction to Spreading (Single Ply, Multiple ply and stepped ply) Forms of spreading (one way, face to face and two way)
- Different types of spreading techniques, Manual or automatic.
- Cutting tools (Straight knife, Band knife, die cutting & automatic cutter) Hand Sewing Needle, Sewing Machine needle (needle & its types) Work & Method Study
- Motion & Time Measurement

Paper-9 : Technical Textiles

Paper Code: BFD/609

Course Credits : 04

Course Objectives:

- To understand importance and Application of various technical textiles are being applied in a wide range of areas, like health care, automotive industry, Industrial application, marine industry, electronics, fishing, agriculture, construction and industrial packaging.

Course content:

Content	Keywords
Describe different segments of Technical Textiles	Definition and Classification of Technical Textile
Describe the various applications of Technical Textiles	Technical Textile” Agro-Textile, Construction Textile, Clothing Textile, Domestic Textile, Geo-textile, Industrial Textile, Medical Textile. Textile used in transport, Environmentally friendly Textile, Packaging Textile, Protective Textile, Sport Textile.
Describe fibers used for Technical Textiles.	Characteristics and Physical properties of different fiber used for Technical Textile .
Describe features of Geo textiles. Differentiate between Geo-textile and Geo-synthetics with their applications Describe medical requirement of medical textiles Characteristics of fibre/ yarn / fabric used for medical textile. Application of Medical Textiles	o Functional properties of Geo-textile Characteristics of Geo Textiles: Woven and non-Woven Applications: Geogrids, Geonets, Geo composite, Geo membranes, Geo Cell, Geo mattress o Characteristics of fibre/ yarn / fabric used for medical textile

Reference Books:

1. Horrocks, A.R. Durability of Geo Textiles.
2. Khatwani, P.A. and Yardi, S.S. NCUTE : Programme on Technical Textiles. Fabric formation I,II,III,IV (TT303, TT 403, TT 502, TT 602), 2. Textile fibres, (TTF301), 3. New Generation Fibres, TT606 .
3. Wellington Sears Handbook.
4. Mukhopadhyay, S. K. and Partridge, J. Automotive Textiles.
5. M.S. University (Baroda), Faculty of Engineering and Technology National Seminar on Non-woven and Geo-textile: Papers.
6. Scott, Richard A. Textiles for Protection.

Paper-17 : Design Strategy

Paper Code: OE/F/617

Course Credits :

Objective

- To develop high-level skills of creative thinking, and learning how to clearly communicate strategies for successful brand communication.

Course structure:

Concept Domain

- Learn the competitive value of design and innovation
- To understand unarticulated customer needs

Knowledge domain:

- How to apply a systematic and holistic design approach to business problems

Skill domain:

- Design skills, methods, processes, and tools

Course Content:

- Strategizing Design
- Identifying opportunities in design
- Innovative design strategies and their role in visual & verbal communication
Understanding the audience and the market.
- Interpreting client and customer needs.
- Auditing the use of design.
- Establishing a Design Strategy
- Promoting and selling Design Strategy

References Books:

1. Brooks, Fred. *The Design of Design: Essays from a Computer Scientist*. Addison Wesley. 2010.
2. Brown, Tim. *Change by Design. How Design Thinking Transforms Organizations and Inspires Innovation*. Harper Business. 2009.
3. Brunner, Robert and Emergy, Russ. *Do You Matter : How Great design will make people love your company*. FT Press, 2008.
4. Dubberly, Hugh. *How Do You Design : A Compendium of Models*. Dubberly Design Office.
http://www.dubberly.com/wp-content/uploads/2008/06/ddo_designprocess.pdf
5. Duarte, Nancy. *Slideology: The Art and Science of Creating Great Presentation*. O'Reilly. 2008.
6. Duarte, Nancy. *Resonate : Presenting Visual Stories that Transform Audiences*. John Wiley. 2010
7. Gray, Dave, Brown, Sunni; and Macanuso, James. *Game storming: A playbook for innovators, rule breakers, and change makers*. O'Reilly. 2010.
8. Heath, Chip and Heath, Dan. *Made to Stick*. Random House. 2007.
9. Kelly, Tom. *The Art of Innovation: Lessons in Creativity from IDEO*. Doubleday. 2001.
10. Kelly, Tom. *The Ten Faces of Innovation*. Doubleday. 2005.
11. Maeda, John. *The Laws of Simplicity. Design, Technology, Business, Life*. MIT

- Press. 2006.
12. Martin, Roger. *The Opposable Mind. How Successful Leaders Win Through Integrative Thinking*. Harvard Business School Press. 2007.

Note:

- **The paper setter will set questions in two parts (A & B)**
- **In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.**
- **In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.**

Paper-18 : Info-graphics & Visual Representations

Paper Code: OE/F/618

Course Credits :

Objective

- To inculcate the ability of making visual presentation of the content. To be able to Visualize the content in a communicable visual form.
- To make visual presentation of one's own ability in the form of a design portfolio.

Course structure:

Concept domain

- ☐ Any data if represented visually will have effective analysis in the research process.
- Design research process requires analysis of visuals on various levels till its final presentation.

Knowledge domain

- To know the importance of Information graphics.
- To be able to extrapolate and enhance of once own research projects.

Skill domain

- To be able to generate creative ideas and graphical understanding of portfolio making. To understand the technicality of publication design, and using that in portfolio.

Course Content:

Content	Keywords	Reference
Basics of visual Presentation	Creativity & Elements of design	Leste, Paul Martin. Visual Communication: Images with Messages. 6th ed.
Visual communication.	Elements of art, Visual	Leste, Paul Martin. Visual Communication: Images with Messages. 6th ed. Pg. 1-12
Visual Cues		
Visual Theories	Sensory theories	
Visual communication of the data collected About self.	Communication of Self	
Information Visualization	Visualization	The Functional Art, 2013, Alberto Cairo, New riders (with DVD) videos
Info-graphics & visualization.	Info-graphics	
Why visualize : From information to wisdom		
Forms and functions : Visualization as technology	Form	
Visualizing for the mind	Mind	

Info-graphics and its effective use.		The Functional Art, 2013, Alberto Cairo, New riders (with DVD) videos
Images in the head		
Visualizing in academia	Data, Mapping	

Note:

- **The paper setter will set questions in two parts (A & B)**
- **In part A, the paper setter will set 15 objective type questions out of which students may attempt any 10 carrying 1 mark each.**
- **In Part B, The paper setter will set 4 descriptive type questions out of which students may attempt any 2 carrying 5 marks each.**

SEMESTER - VII

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits
				Theory	Portfolio		
BFD/701	Quality Management	Core	45	105	-	150	6
BFD/702	Couture Design	Core	45	-	105	150	6
BFD/703	Entrepreneurship Development Program	SEC	30	70	-	100	4
BFD/704	Fashion Photography	SEC	30	-	70	100	4
BFD/705	Reproduction of Great Designer's Work	DSE	30	-	70	100	4
BFD/706	Portfolio Design	DSE	30	-	70	100	4
BFD/707	Retail and Brand Management	DSE	30	70	-	100	4
BFD/708	Fashion Styling	DSE	15	-	35	50	2
BFD/709	Fashion Journalism	DSE	15	-	35	50	2
						800	32

CORE subjects are mandatory. BFD/708 and BFD/709 are also mandatory. Students may choose 4 Elective subjects from BFD703 - BFD707.

Paper-1 : Quality Management

Paper Code: BFD/701

Course Credits : 06

Course Objective:

This course focuses on both the management of product quality and the management of the process quality for creating project deliverables. It provides exposure to the tools, techniques, and metrics used to ensure that sufficient product and process quality (in apparel industry) is achieved. It includes assignments which allow participant to learn how to plan quality into a project and determine key metrics to manage project and process quality.

Content	Keyword	Reference
Introduction to Quality	What is Quality? Why Quality is important	Managing Quality in Apparel Industry by Pradeep V Mehta
Inspection of Apparel Product	RawMaterial,4point&10Point inspection system In process Final Inspection	An introduction to Apparel Quality by Senthil Kumar
Definition of Defects	ISO & British Standard of Quality in Apparel Industry	Quality Management by Joseph Juran
Textile Testing & Product Evaluation	Introduction Precision and accuracy of test methods Atmospheric condition of the testing Dimensional change in fabric due to laundering, dry-cleaning and pressing.	
Needle Cutting and yarn Severance		
Sew-ability of Fabric	Bow and Skewing Pilling Colour fastness	Managing Quality in Apparel Industry by Pradeep V. Mehta
Trim & Accessory Testing	Yarn, Button, trims	An introduction to Apparel Quality by Senthil Kumar
Care Labelling System	ISO care labels, American care label	Quality Management by Joseph Juran

Paper-2 : Couture Design

Paper Code: BFD/702

Course Credits : 06

Course Objective:

- The area of introduction will enable students to understand advance & complete concept in pattern making for International Standard
- Evolve pattern Exploration.
- Develop Creative Pattern Based on Couture Designs
- Experimental and Conceptual Pattern Development

Course Content:

- □ Research work and market survey.
- □ History and Evolution of Couture
- □ Study of legendary Couturier to analyse their design aesthetic s and exclusive couture techniques
- □ Sourcing of material
- □ Design development for specific niche market (Bridal, Evening wear etc.)
- □ Creation of mood boards/ colours/ style/ material etc.
- □ Pattern Making, Toile Making
- □ Execution of 3 dress through appropriate garment construction and finishing techniques with its proper Documentation

Deliverance and Evaluation Matrix

Assignment-1 (Design Research Presentation)	Assignment-2 (Pattern Making)	Assignment-3 (Construction)	Assignment-4 (Finished Product Internal Jury)	Total
(10)	(10)	(10)	(30)	(60)

Paper-3 : Entrepreneurship Development Programme

Paper Code: BFD/703

Course Credits : 04

Course Objective:

- To impart basic knowledge and skills in the areas of entrepreneurship and Small Business Management.
- Preparing the students to set up his own enterprise and manage it successfully in the post quota regime.

Course Content:

Content	Keywords	Reference
Details of the contents to be Taught	Keyword of the chapter to define the depth of the input.	Detailed referencing with text book/ publishers/ edited with Pg. No.
Concept of entrepreneurship and traits of an Entrepreneur	-Distinction between entrepreneur & Manager -Function of entrepreneur -Types of entrepreneur	Entrepreneurship and small business management, by C.B. GUPTA. Pg. No. 1.3-1.15
Product/Project Identification and type of ownership	Nature and scope of fashion business -Components of business -Sole proprietorship, partnership, Joint stock company	Entrepreneurship and small business management, by C.B. GUPTA. Pg. No. 1.41-1.51, 2.44-2.73
Steps for launching a small enterprise	-Scope & type of small business -Object of small business Project Identification	Entrepreneurship and small business management, by C.B. GUPTA. Pg. No. 2.18-2.43
Preparation of business plan/ project report	-Assessment of Project feasibility -Technical data(Raw material, labor technical process, output capacity) -Market survey -Financial data -Economic data	Dynamics of Entrepreneurial Development and management, by V. Desai. Pg. No. 267
Plant Location and plant layout	-Product design -Production Planning & control	Entrepreneurship and small business management, by C.B. GUPTA. Pg. No. 2.133-140
Assessing technical feasibility of a project		Entrepreneurship and small business management, by C.B. GUPTA. Pg. No. 2.140-144
Assessing commercial viability of a project in Terms of market and demand	-Marketing concepts -Marketing problems of small units -Product branding	Entrepreneurship and small business management, by C.B. GUPTA. Pg. No.2.145-2.166

Assessing project cost and sources of finance including role of financial institutions and banks in rendering financial assistance for setting up small Enterprise	-Fixed capital management -Borrowed capital -Shares debentures -Financial institutes	Dynamic of Entrepreneurial Development and management, V.Desai. Pg. No. 274-297
Assessing financial viability of a project including profitability, rate of return, breakeven point, debt service coverage ratio ,payback period, internal rate of return, net present value	-Concept of profit planning -Break even analysis -Zero base budgeting	Entrepreneurship and small business management, by C.B. Gupta. Pg. No.2.182-2.192
Project Planning scheduling and control	-Application o BAR chart& Net Work diagrams	Entrepreneurship and small business management, C.B. Gupta.Pg. No.2.202-2.215
Production functions/ management, quality control maintenance of plant, materials management	-Office organization -Management of personnel -Regulatory Framework	Entrepreneurship and small business management, by C.B. Gupta. Pg. No. 216-229

Reference Books:

1. Gupta, C.B. Entrepreneurship and small business management.
2. Shukla, R..S. How to set up your own successful small scale industry.
3. Desai, V. Dynamics of Entrepreneurial development and management.
4. Fashion Entrepreneurship: Retail Business Planning. New York : Fairchild Books.

Paper-4 : Fashion Photography

Paper Code: BFD/704

Course Credits : 04

Course Objective:

- To understand Product / Architectural / Interiors Photography
- To understand the fundamentals of fashion photography
- To be able to analyze and understand the work done by other famous photographers
- To understand the nuances of form, its interaction with light & color.
- To be able to articulate a mood or theme through compositions and effects of lighting in color photography.
- To learn to work with models in studio and outdoor lighting conditions

Course structure:

Concept domain:

- Conceptual clarity about the lights, effects and composition
- Ability to conceptualize a mood of theme and to articulate the same through photography.

Course content:

Content	Keyword	Reference
Details of the contents to be taught		
Studying Fashion Lighting equipment and use - Honey comb grids - Soft boxes Vs. Umbrellas - Beauty dishes and strip lights - Studio based coffee table book promoting a brand with a fashion perspective	Shooting	Largalex, S.A. and Jane, Wood. Fashion shots. Published by Rotovision. Pg. No. 10 to 12
Fashion Shots		
Working with fashion models - The team - Studio or Location - The clothes – studying translucency/ silhouettes/ drapes Fashion shoot outdoors – on location cityscape/ architecture and costume	Working in a team	Largalex, S.A. and Jane, Wood. Fashion shots. Published by Rotovision. Pg. No. 13 to 15
Introduction to Photography techniques Bokeh Zoom Burst Use of Color Gels Self designed and created backdrops and sets		

<p>The Classic Look (lighting and perspective) Theme based shoots indoors - Man – Woman</p>	<p>Model Look</p>	<p>Largalex, S.A. and Jane, Wood. Fashion shots. Published by Rotovision. Pg. No. 40 to 52</p>
<p>Outdoor & Location Street Fashion Conceptualizing a fashion perspective and shooting models on the street/ in market places, etc - motion photography - combination of available light and basic lighting equipment</p>	<p>Production Process</p>	<p>Largalex, S.A. and Jane, Wood. Fashion shots. Published by Rotovision. Pg. No. 16 to 38</p>
<p>Calendar shoot Introduction to final assignment. The students have to choose a theme or mood to represent along with the props and models (location, styling, lighting techniques and composition are the key elements for evaluation) incorporating the following: - sports fashion - glamour - bridal (trash the dress) - stereotype portraiture (using features of an existing character)</p>		

Reference Books:

1. Smith, Bruce. Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade.
2. Nelson, Chris. Master Guide for Glamour Photography: Digital Techniques and Images.
3. Siegel, Eliot. Fashion Photography Course: Principles, Practice, and Techniques: An Essential Guide.
4. Tuck, Kirk. Commercial Photography Handbook: Business Techniques for Professional Digital Photographers.
5. Joseph, Cathy. Outdoor Lighting: Fashion & Glamour.
6. Viaux, Natakie. Contemporary Fashion Photographers.
7. Nelson, Chris. Master Guide for Glamour Photography: Digital Techniques and Images.
8. Farantino, Chris. Digital Fashion Photography.
9. Chermayeff, Catherine. Fashion Photography Now.
10. Derric, Robin. Unseen Vogue, The secret history of Fashion Photography.
11. Hurter, Bill. Lighting techniques for Fashion & Glamour Photography.
12. Moss, Mirram. Fashion Photography.

Paper-5 : Reproduction of Great Designer's Work

Paper Code: BFD/705

Course Credits : 04

Course Objective:

- The area of introduction will enable students to understand advance & complete concept in pattern making for International Standard
- Evolve pattern Exploration.
- Develop Creative Pattern Based on Couture Designs
Experimental and Conceptual Pattern Development

Course Content:

- Research work and market survey
- History and Evolution of Couture
- Study of legendary Couturier to analyses their design aesthetics and exclusive couture techniques
- Sourcing of material
- Design development for specific niche market (Bridal, Evening wear etc.)
- Creation of mood boards/ colours/ style/ material etc.
- Pattern Making, Toile Making
- Execution of 3 dress through appropriate garment construction and finishing techniques with its proper Documentation

Deliverance and Evaluation Matrix

Assignment-1 (Design Research Presentation)	Assignment-2 (Pattern Making)	Assignment-3 (Construction)	Assignment-4 (Finished Product Internal Jury)	Total
(10)	(10)	(10)	(30)	(60)

Paper-6 : Portfolio Design

Paper Code: BFD/706

Course Credits : 04

Objective:

- To develop the portfolio as the interaction medium for the industry.
- To display the integrative learning of previous semester and application of the same.
- To express individual orientation towards specific industry segment.
- To indicate the attitude and special area of interest and expertise of the student and a effective tool for interviews and online portrayal of work.

Course Content:

- To develop the portfolio as the interaction medium for the industry.
- To display the integrative learning of previous semester and application of the same.
- To express individual orientation towards specific industry segment.
- To indicate the attitude and special area of interest and expertise of the student and a effective tool for interviews and online portrayal of work.
- To exhibit the knowledge of subjects learned throughout the semesters. Every Portfolio includes individual design philosophy in the design project. Details of design Projects, Design Brief, theme, Illustrations etc.

Paper-7 : Retail & Brand Management

Paper Code: BFD/707

Course Credits : 04

Course objective

- To make the students understand retailing as an industry.
- To acquaint the participants with knowledge & skills for retail management
- To familiarize the students with the concept of Brand Management and their application in appropriate situations in fashion industry.
- To enable student to develop branding strategies in competitive environment.

Course structure:

Concept domain:

- This course gives understanding of the retail industry, various retail formats and functioning of various types of retail structures in addition to exposure to brand management.

Knowledge Domain:

- Students will get knowledge of store operations, retailing & merchandising management functions and brand building strategies adopted by industry.

Skill domain:

- This course gears the students towards retail merchandising management. Students develop skills of retail merchandising in addition to learning various branding strategies

Course content:

Store Formats	Types of Retailers, types of ownership, non-store retailing • Types of retailer on the basis of ownership services price & merchandise	Weitz, Levyand. Retailing. Management. 4 th ed. Chapter - 2 & 3.
Elements of Retail Mix, Store Organization	Six P's of retail • Organizational structure for various retail formats	Weitz, Levyand. Retailing. Management. 4 th ed. Chapter 1 & 10.
Retail Market Strategy	10 steps (identification of target market, etc., managing customer relationship & vendor ship)	Weitz, Levyand. Retailing Management. 4 th ed. Chapter 2 & 3.
Trade area analysis & site selection	Trading area characteristics, site characteristics,	Weitz, Levyand. Retailing. Management. 4 th ed. Chapter – 7 & 9.

	Location theories(retail gravity theory, BPI, CLT)	
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Merchandiser	Function, Roles & Responsibilities of Retail Buyer & Retail Merchandiser--- Merchandise Planning & Buying, Sales & Purchase Planning.	Bohlinger, Smith. Merchandise Buying by Maryanne. Fairchild Publications. Chapter 3.
Retail Pricing, Basic Profit factors, the relationship of Mark-up to profit	Price adjustment theories, product bundle pricing & Product mix pricing. Productivity & Profitability model (GMROI, GMROL)	Tepper, Bette K. and Godmick, Newton E. Mathematics for Retail Buying. 4th ed. Unit I, II & III.

Brand equity	Kapferer, Jean–Noel. Strategic Brand Management: Creating and Sustaining Brand Equity Long Term–2 nd ed. Chapter 1 & 13.	
Branding Strategies	Kapferer, Jean–Noel. Strategic Brand Management: Creating and Sustaining Brand Equity Long Term–2 nd ed. Chapter 7.	
Brand Extension, Brand Personality	Brand Personality v/s Brand ambassador Retail Brands v/s Manufactured brands Global Brands or Globalizing Brands	Kapferer, Jean–Noel. Strategic Brand Management: Creating and Sustaining Brand Equity Long Term–2 nd ed. Chapter 5&8:
The concept of luxury brands	Kapferer, Jean–Noel. Strategic Brand Management: Creating and Sustaining Brand Equity Long Term–2 nd ed. Chapter 2.	
Branding: an overview Brand Identity	Branding: an overview, Source of value for the customer and source of value to the company	Kapferer, Jean–Noel. Strategic Brand Management: Creating and Sustaining Brand Equity Long Term–2 nd ed. Chapter 1 & 3.

Paper-8 : Fashion Styling (4-day workshop by External Industry/Expert)

Paper Code: BFD/708

Course Credits : 02

Course Objectives:

- Analyze and use of historical and contemporary imagery to develop fashion images that are fresh/innovative reflective of Society and an original vision of future trends.
- Train students to develop a visual eye and to style a total look.
- It would also encompass a wide spectrum of styling assignments – from revamping a celebrity’s tired image/styling and designing of a magazine fashion shoot/ for designers Catwalk collection.
- To learn the fundamentals of beauty products/cosmetics/makeup with further refinements from everyday – daytime makeup to stage/theatrical/occasion and shoot.
- To learn about characteristics of hair and hair styling. To learn about the significance of Accessories.
- To understand the dynamics of image making industry.

Course Content

Introduction to Styling: Concept, nature & scope.	Style; look; stylist	Watson, Linda. Vogue Fashion. Carlton Books. Pg.No.6-393. Stylist, Interpreters of Fashion. Rizzoli. New York J.D. Bingaman’s Mastering Fashion Styling. Sherrill, Marcia and Karmel, Carey Karmel. StyleMakers:InsideFashion.
Types of Styling	Product; People; editorial; newspaper; shows; catalogue; make over; Advertorial	
Elements of Styling	Make up; back drop; posture; dress; attitude; lighting; accessories; props; composition	
Process of Styling	Conceptualization; Sourcing; bookings; location; equipments	

Sources of inspiration	History; clothes / costumes; nature; culture; trend& forecast; current affairs; fashion icons; movies; magazines; events; opera / theatre	Fashion: A history from the 18th to the 20th century: The collection of the Kyoto Costume Institute. V. I & II. Phaidon Press. Tortora, Phyllis G. and Eubank, Keith. Fresh Fruits: A History of the Western Dress, 4 th ed. Fairchild Publications. J.D. Bingemans' Mastering Fashion Styling. Fashion forecast services such as Promostyl, Doneger. Online Services – WGSN, www.fashioncapital.co.uk , www.style.com Trend Stories from Fashion Magazines– Issue of W/Harpers Bazaar/Vogue/Elle/Femina/ Marie Claire/ GQ/ Dazed & Confused
Interpretation of Inspirations	Correlating inspirations with intended style direction Visual imagery (slides, films) and current exhibitions	
Creating Mood Boards & conceptualizing a fashion shoot	Mood Board; Style direction; Look	Bingemans, J.D. Mastering Fashion Styling.
Conceptualizing a shoot	Different face types & figure types; Basic daytime make-up to stage / theatre / occasion / shoot oriented make-up; Hair styling	Industry/ domain expert
Overview of the styling industry structure & Operations	Styling Industry: Structure & Operations	Industry/ domain expert
STYLISTS KIT	Styling Industry: Structure & Operations	Industry/ domain expert
Icons of Contemporary Fashion	Key movements and innovations in fashion through the exploration of the work of the most influential and original contemporary designers. Emphasis will be on crucial shifts in style within their socioeconomic, political and cultural contexts	
Fashion Image consulting	An overview of the Personality analysis Wardrobe and Style Analysis	
Process of Editorial Styling		
Sources of inspiration Interpretation of inspirations Interpretation of inspirations	Creating Specialized Mood Boards & conceptualizing editorial shoot	

Reference Material:

- Visit to market/Fashion shows/Exhibitions Expert Lecture
- from industry or by professionals.

Paper-9 : Fashion Journalism

Paper Code: BFD/709

Course Credits : 02

Course objective

- To understand the growing importance of (writing for) „new media“.
- To build analytical commentators who can create original and insightful ideas for fashion journalism in “new media”.
- To write clear, concise, in-depth and innovative journalism in „new media“ extensions.
- To develop skills in identifying, researching and writing fashion & lifestyle related stories for a range of readership in new media“.
- To equip students with skills to optimize stories with visual components in relation to new media“.

Course structure:

Concept domain:

- Appreciation of „new media“ & its extensions. Writing for „new media“ as a means for enhancement of the fashion & lifestyle industry.

Knowledge domain:

- Writing strategies & techniques for „new media“ in relation to the fashion & lifestyle industry.

Skill domain:

- Researching, writing, presenting and pitching for a wide range of „new media“ extensions.

Course content:

Content	Keyword	Reference Books
Introduction to New Media	-	-
Its History & Definition:	New Media - Origin, Nature, Scope & Structure	The Language of New Media. MIT Press. 2002
Creation, publishing, distribution and consumption of media Content	Traditional Media vs. New Media From “one-to-many” model to “many-to-many” web of communication	Chun, Wendy Hui and Keenan, Thomas. New Media, Old Media: A history and theory reader.
Introduction to Fashion Journalism for New Media		

Nature& Scope of Fashion Journalism in New Media	Webzines; Fashion blogs; Websites; Podcasts	Fashion Magazines - Issue of W/ Harpers Bazaar/ Vogue/ Elle/ Femina/ Marie Claire/ GQ Style.com; asos.com; liberty.co.uk; matchesfashion.com; net-a-porter.com; topshop.com; WWD.com; fashioncapital.co.uk On the Runway – The New York Times blog; Off the Runway – The Washington Post blog; Heard on the Runway – Wall Street Journal blog
Fashion Blogs – Understanding the medium& its impact on the fashion industry	Early fashion blogs & recent developments; Types of blogs	A learning annex of the Coutorture.com Community
Where do „Stories“ come from?	Choosing a Story; Lengths (word limits)	On the Runway – The New York Times blog Off the Runway – The Washington Post blog Heard on the Runway – Wall Street Journal blog Kingdom of Style The Fashion birdcage
Information, Ideas & Angles	Styles; Strategies & Techniques	
Identifying Elements in a Story		
Pull quotes; captions; headlines; sub-headings; slug lines; Blurbs		
Effective Trend Writing	Trend ideas; Trend spotting	
Detailed insight into Fashion Blogging (& other New Media extensions)	Nature; Scope & Structure	Industry expert input

SEMESTER - VIII

Paper Code	Subject Title	Subject Category	Internal Evaluation	External Evaluation		Total Marks	Course Credits
				Theory	Portfolio		
BFD/801	Graduation Collection	Core	240	–	560	800	32
Total			240		560	800	32

CORE subject is mandatory.

Note: Graduation Project guidelines are available with the Department/Concerned teacher.