



RIMT
UNIVERSITY

SCHOOL OF DESIGN

PROGRAM CODE: FSD301

SYLLABUS

B.Sc Fashion Design

(SESSION 2017-20)

DEPARTMENT OF FASHION DESIGN

SCHOOL OF ART & DESIGN

RIMT UNIVERSITY, MANDI GOBINDGARH, PUNJAB

TABLE OF CONTENTS

S.NO.	CONTENT	PAGE NO.
1	Section 1: Vision And Mission Of The University	3
2	Section 2: Vision And Mission Of The Department	4
3	Section 3: About The Program	5
4	Section 4: Program Educational Objective(PEOs), Program Outcomes(POs) And Program Specific Outcomes(PSOs)	4
5	Section 5: Curriculum/ Scheme With Examination Scheme	8
6	Section 6: Detailed Syllabus With Course Outcomes	22

Section 1

Vision And Mission Of The University

RIMT UNIVERSITY, MANDI GOBINDGARH, PUNJAB

VISION

To become one of the most preferred learning places and a centre of excellence to promote and nurture future leaders who would facilitate the desired change in the society

MISSION

- To impart teaching and learning through cutting - edge technologies supported by the world class infrastructure.
- To empower and transform young minds into capable leaders and responsible citizens of India instilled with high ethical and moral values.

Section 2

Vision And Mission Of The Department

DEPARTMENT OF BACHELOR OF FASHION DESIGN

VISION

The department seeks to become an international model for fashion design programs within a public research university that stresses cross - disciplinary activities . We envision students as agile , flexible thinkers and civically engaged leaders in a rapidly changing world .

MISSION

The Department of Fashion Design is committed to guiding future fashion designers and entrepreneurs professionals to think independently , work entrepreneurially , and implement creative solutions to real world problems . Our BSc.Fashion Design and MSc. Fashion design curricular equip students to push beyond normal parameters as they move skillfully between technologies , processes and mode of thinking.

Section 3

About The Program

ABOUT THE PROGRAM

The program will promote the development of designers skills, the expression of creative and unique designs, and an informed awareness of how garment is produced, how fabric is manufactured, cultural and societal concerns . A BSc. Fashion design course not only educates but reforms the skills of candidates to enable them become designers and entrepreneur in their chosen field .

OBJECTIVES

1. Impart basic knowledge about fiber, their properties and identification. Formation and extraction process of basic fibers and yarns
2. Design Concept helps the students to understand the Elements of Design at more professional level and able to understand the psychology and its impact in designing.
- 3 This module is prescribed in the course to impart knowledge of the computers and its applications in the real world.
4. To impart knowledge of machines and tools used for sewing and drafting and its importance and impart knowledge of different garment components
5. This Module is prescribed in the course to provide the knowlwdge figure analysis, features face and other body parts by manual illustration.

Section 4:**Program Educational Objective(PEOs), program outcomes(Pos) and program specific outcomes(PSOs)**

The **PEOs** are broad statements that describe the career and professional accomplishments that the program is preparing its graduates to achieve in three years subsequent to receiving the degree. The **PEOs** of the ‘**B.Sc Fashion Design**’ program are as follows:-

PEO1:	To be able to explore areas of research, application & innovation and make impact in different types of institutional settings such as corporate entities, Entrepreneurship & start-ups.
PEO2:	To provide hands-on experience using a set of complex technologies found in industry today to build prototypical solutions to solve current needs
PEO3:	To Research and relate fashion design to a broader socio economic, historical, and environmental context and Articulate design ideas verbally, visually, and digitally.
PEO4:	To develop a systematic, critical approach to problem solving at all levels of the design process and Relate the design process to the appropriate manufacturing process
PEO5:	Environmental sustainability and social responsibility are important topics relatively recently introduced into fashion design education at the higher education level, in response to current local and global concerns

Programme Specific Objectives(PSOs): are **specific statements** that describe the professional career accomplishments that the program is designed for. The **PSOs** of the ‘**B.Sc Fashion design**’ are as follows:

PSO1:.	To be able to Adapt their artistic abilities to support their future design careers
PSO2	To Assess, propose, and apply various techniques related to drafting, draping, and constructing of garments and also Develop a systematic, critical approach to problem solving at all levels of the design process.
PSO3:	To be able to execute design projects utilizing industry design, development and production equipment.
PSO4:	Understanding in detail, the contents of various areas of Fashion, Art and Design and how the concepts have changed over a period of time
PSO5:	Take design decisions across various projects. Being able to think out of the box, follow the design process to create aesthetically soothing designs. Display design skills, knowledge and the understanding in the creative sector. Understanding of Art, Design and Creativity in regional and global context. Be sensitized towards aesthetics and fashion
PSO6:	Implementing creative thinking and design concepts in the design environment and beyond.
PSO7:	Develop a design language unique to an individual as a way to visually

	communicate the ideas and thought process. To be able to represent the ideas through different modes as a way of effective visual communication. Research, explore and draw conclusions for a given design or a creative problem.
PSO8:	Identifying the trends and opportunities that are prevalent in the Fashion Industry and molding the acquired skill set in the most effective and sustainable manner.
PSO 9:	Graduates will be able to work as a fashion designer, stylist, and accessory designer in film industries and celebrities
PSO 10	Graduates are able to develop the fashion illustration techniques which help them to succeed as a unique professional in the Fashion industry
PSO 11:	Graduates of costume design students will be able to work as merchandiser, pattern maker, Fashion buyer, CAD Designer in Apparel Industries
PSO 12	Graduates can function independently with their innovative, creative skills and excel as entrepreneurs and fashion consultant

Programme Outcomes(POs): Program Outcomes are statements that describe what students are expected to know or be able to do by the time of their graduation. They must relate to knowledge and skills that the students acquire from the programme. The achievement of all outcomes indicates that the student is well prepared to achieve the program educational objectives down the road. POs designed for 'B.Sc Fashion Design' are as follows:

PO1	Fashion and Fabric Theory Knowledge: Understanding Theories & Principles of behind Fabric Constructions and its Science; History of Art, Textile, Costumes, Fashion theories, Styles, Marketing & Merchandising, of the past and present to appreciate trends, predict appropriate market trends and machine knowledge.
PO2	Knowledge of different Fashion Technologies: To develop Knowledge of different textiles, fashion trends, pattern, digital technology, artistic elements and advanced experimentations.
PO3	Environment and Sustainability: To develop understanding of environment impact of businesses and be able to apply management knowledge to develop sustainable solutions for future generations
PO4	Business Analytics Knowledge: To develop necessary skills and be able to carry out analytical procedures and support an organization by figuring out ways to improve and optimize existing business processes with ease.
PO5	Research Fashion Trends: To Create designs that will appeal to both retailers and customers, accessories designers spend a lot of time researching fashion trends, often by reviewing reports published by fashion trade groups.
PO6	Monitoring of Fashion Trends: To produce items that distributors and consumers purchase and to monitor fashion trends and sales forecasts to create marketable designs.
PO7	Employability: To Offer wide possibilities of employability in the field of fabric designing, stitching, knitwear, textile, printing and marketing.
PO8	Fashion & Society: To Apply reasoning informed by the contextual knowledge to assess socio--cultural & political context and the consequent responsibilities towards the society.

PO9	Historical and contemporary perspectives: Knowledge of varied fashion trends, history of varied fabrics & patterns and techniques from diverse historical and contemporary contexts.
PO 10	Design Process Knowledge: To apply the knowledge of elements of design and principles of design to create new design on paper, graphics, textile and garments.
PO 11	Design / Develop product prototypes: Design a garment or a product by draping or flat pattern making or by using hands on skill or stitching to construct the product to meet desired specification, performance and capabilities: compatible with client need, trend, market analysis, social and environmental considerations.
PO12	Modern Tool Usage: Computer Knowledge and skill to apply appropriate CAD and Computer Graphics knowledge to design and create new and industry ready Surface or Garment or Style on computer
PO13	Visual Communication: To visually communicate ideas in the form of artistic fashion illustrations, graphic illustration, styling, fashion photography and visual display of merchandise.

SELECTION 5

CURRICULUM/ SCHEME WITH EXAMINATION GRADING SCHEME

SEMESTER WISE SUMMARY OF THE PROGRAMME: B.Sc. FASHION DESIGN

S.NO	SEMMERTER	NO. OF CONTACT HOURS	MARKS	CREDITS
1	I	30	1000	28
2	II	28	900	26
3	III	34	800	28
4	IV	30	800	28
5	V	29	700	25
6	VI	22	400	22
	TOTAL	173	4600	157

EXAMINATION GRADING SCHEME

MARKS PERCENTAGE RANGE	GRADE	GRADE POINT	QUALITATIVE MEANING
80-100	O	10	Outstanding
70-79	A+	9	Excellent
60-69	A	8	Very good
55-59	B+	7	Good
50-54	B	6	Above average
45-49	C	5	Average
40-44	P	4	Fail
0-39	F	0	Fail
ABSENT	AB	0	Fail

Percentage Calculation: CGPA*10

Program Code : B.Sc Fashion Design
Department : Department of design **PROGRAM CODE: FSD301**
Year : 1 (Semester1)

Teaching Scheme				Contact			Exam		Relative Weights (%)						
				Hours/Week			Duration								
							(Hrs.)								
S.No	Subject	Course Title	Subjects	L	T	P	Theory	Practical	CW	A	LW	A	MTE	ETE	EPE

	Code													
1.	BFD1101	Communication Skills-1	Theory	2.5	2	1	-	3	-	16	-	24	60	-
2.	BFD1102	Textile Science-1	Theory	3.5	3	1	-	3	-	16	-	24	60	-
3.	BFD1103	Design Concept	Theory	2.5	2	1	-	3	-	16	-	24	60	-
4.	BFD1104	Garments Construction	Theory	2	2	-	-	3	-	16	-	24	60	-
	BFD1105	Fundamentals of Fashion Design	Theory	3.5	3	1	-	3	-	16	-	24	60	-
6.	BFD1106	Communication Skills-1	Practical	1	-	-	2	-	3	-	60	-	-	40
7.	BFD1107	Textile Science-1	Practical	1.5	-	-	3	-	3	-	60	-	-	40
8.	BFD1108	Design Concept	practical	2	-	-	4	-	3	-	60	-	-	40
9.	BFD1109	Garments Construction	Practical	2	-	-	4	-	3	-	60	-	-	40
10.	BFD1110	Fundamentals of Computers	Practical	1.5	-	-	3	-	3	-	60	-	-	40
11.	BFD1111	Fashion Illustration-I	Practical	2.5	-	1	4	-	3	-	60	-	-	40
12.	BFD1112	Integrated Project-I	Generic subject	1.5	-	3	-	-	3	-	60	-	-	40
		Total		26	12	8	20			80	420	120	300	280

1. CWA : Class Work Assessment
2. LWA : Lab Work Assessment
3. MTE : Mid Term Examination
4. ETE : End Term Examination

Teaching Scheme					Contact Hours/Week			Exam Duration (Hrs.)		Relative Weights (%)				
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	Theory	Practical	CWA	LWA	MTE	ETE	EPE
1.	BFD1201	Traditional Indian Textiles	Theory	4	2	4	-	3	-	16	-	24	60	-
2.	BFD1202	Textile Science-II	Theory	3.5	3	1	-	3	-	16	-	24	60	-
3.	BFD1203	Drafting and Pattern Making	Theory	2	2	-	-	3	-	16	-	24	60	-
4.	BFD1204	Fashion Studies	Theory	2.5	2	1	-	3	-	16	-	24	60	-
5.	BFD1205	Traditional Indian Textiles	Practical	1.5	-	-	3	-	3	-	60	-	-	40
6.	BFD1206	Drafting and Pattern Making	practical	2	-	-	4	-	3	-	60	-	-	40
7.	BFD1207	Fashion Communication	Practical	1	-	-	2	-	3	-	60	-	-	40
8.	BFD1208	Fashion Illustration-II	Practical	2.5	-	1	4	-	3	-	60	-	-	40
9.	BFD1209	Sewing Techniques & Equipment	Practical	3	-	2	4	-	3	-	60	-	-	40
10.	BFD1210	Integrated Project –II	Generic subject	1.5	-	3	-	-	3	-	60	-	-	40
11.	BFD1211	Fashion Communication	Theory	1	1	-	-	-	3	-	60	-	-	40
		Total		24.5	10	12	17			64	420	96	240	280

a. CWA : Class Work Assessment
 b. LWA : Lab Work Assessment
 c. MTE : Mid Term Examination
 d. ETE : End Term Examination

Program : B.sc Fashion Design
 Department : Department of design
 Year : 2 (Semester 3)

Teaching Scheme					Contact Hours/Week			Exam Duration (Hrs.)		Relative Weights (%)				
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	Theory	Practical	CWA	LWA	MTE	ETE	EPE
1.	BFD2301	History of world costume	Theory	2	2	-	-	3	-	16	-	24	60	-
2.	BFD2302	Knitting Technology	Theory	2	2	-	-	3	-	16	-	24	60	-
3.	BFD2303	Advertising	Theory	4	4	-	-	3	-	16	-	24	60	-
4.	BFD2304	Professional Communication -II	Theory	2	2	-	-	3	-	16	-	24	60	-
5	BFD2305	Fashion Illustration and Design	Practical	2	-	-	4	-	3	-	60	-	-	40
6.	BFD2306	Apparel Computer Aided Design-I	Practical	3	-	-	6	-	3	-	60	-	-	40
7.	BFD2307	Needle Craft	Practical	2	-	-	4	-	3	-	60	-	-	40
	BFS2308	Pattern Making and Garment Construction-I	Practical	2	-	-	4	-	3	-	60	-	-	40
8.	BFD2309	Integrated Project-III	Generic subject	1	-	2	-	-	3	-	60	-	-	40
		Total		20	10	2	18	12	15	64	300	96	240	200
5. CWA : Class Work Assessment 6. LWA : Lab Work Assessment 7. MTE : Mid Term Examination 8. ETE : End Term Examination														

Program : B.sc Fashion Design
Department : Department of design
Year : 2(Semester 4)

Teaching Scheme					Contact Hours/Week			Exam Duration (Hrs.)		Relative Weights (%)				
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	Theory	Practical	CWA	LWA	MTE	ETE	EPE
1.	BFD2401	Organization of fashion Industry	Theory	2	2	-	-	3	-	16	-	24	60	-
2.	BFD2402	Pattern Making and Garment Construction-II	Theory	2	2	-	-	3	-	16	-	24	60	-
3.	BFD2403	Fashion Psychology and Grooming	Theory	2	2	-	-	3	-	16	-	24	60	-
4.	BFD2404	Brand Design and Management	Theory	2	2	-	-	3	-	16	-	24	60	-
5.	BFD2405	Pattern Making and Garments Construction-II	Practical	2	-	-	4	-	3	-	60	-	-	40
5.	BFD2406	Inspirational Fashion	practical	2	-	-	4	-	3	-	60	-	-	40
7.	BFD2407	Textile Wet Processing	Practical	3	-	-	6	-	3	-	60	-	-	40
8.	BFD2408	Apparel Computer Aided Design-II	Practical	2	-	-	4	-	3	-	60	-	-	40
9.	BFD2409	Communication Skills-II	Practical	2	-	-	4	-	3	-	60	-	-	40
10	BFD2410	Integrated Project –IV	Generic subject	1	-	2	-	-	3	-	60	-	-	40
Total				20	8	2	22	-	-	64	360	96	240	240

9. CWA : Class Work Assessment
10. LWA : Lab Work Assessment
11. MTE : Mid Term Examination
12. ETE : End Term Examination

Program : B.sc Fashion Design
Department : Department of design
Year : 3 (Semester 5)

Teaching Scheme					Contact Hours/Week			Exam Duration (Hrs.)		Relative Weights (%)				
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	Theory	Practical	CWA	LWA	MTE	ETE	EPE
1.	BFD3501	Fundamentals of Visual Merchandising	Theory	2	2	-	-	3	-	16	-	24	60	-
2.	BFD3502	Garment Surface Ornamentation	Theory	2	2	-	-	3	-	16	-	24	60	-
3.	BFD3503	Garment Surface Ornamentation	Practical	2	-	-	4	-	3	-	60	-	-	40
4.	BFD3504	Communication to different media	Practical	2	-	-	4	-	3	-	60	-	-	40
5.	BFD3505	Photography	Practical	2	-	-	4	-	3	-	60	-	-	40
5.	BFD3506	Apparel Computer Aided Design-III	practical	2	-	-	4	-	3	-	60	-	-	40
7.	BFD3507	Visualization and representation	Practical	2	-	-	4	-	3	-	60	-	-	40
8.	BFD3508	Apparel Production and Draping Techniques	Practical	2	-	-	4	-	3	-	60	-	-	40
10	BFD3509	Integrated Project-V	Generic subject	1	-	-	2	-	3	-	60	-	-	40
Total				17	4	-	26	6	21	32	42	48	120	280
13. CWA : Class Work Assessment 14. LWA : Lab Work Assessment 15. MTE : Mid Term Examination 16. ETE : End Term Examination														

Program : B.sc Fashion Design
 Department : Department of design
 Year : 3 (Semester 6)

Teaching Scheme					Contact Hours/Week			Exam Duration (Hrs.)		Relative Weights (%)				
S.No	Subject Code	Course Title	Subject Area	Credits	L	T	P	Theory	Practical	CWA	LWA	MTE	ETE	EPE
1.	BFD3601	Accessory Designing	Practical	2	-	-	4	-	3	-	60	-	-	40
2.	BFD3602	Fashion Design construction	Practical	4	-	-	8	-	3	-	60	-	-	40
3.	BFD3603	Internship	Practical	1	-	-	2	-	3	-	60	-	-	40
4.	BFD3604	Integrated Project-VI	Generic subject	1	-	2	-	-	3	-	60	-	-	40
Total				8	-	2	14			-	240	-	-	160
17. CWA : Class Work Assessment 18. LWA : Lab Work Assessment 19. MTE : Mid Term Examination 20. ETE : End Term Examination														

SUBJECT TITLE: Communication Skills -1 (Th/pr)**SUBJECT CODE: BFD1101,BFD1106****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	1	2	3.5

(Th)Internal Assessment: 40**End Term Exam: 60****(pr)Internal Assessment: 60****End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of communications. This course is designed to make student conversant with the basic forms, formats and techniques of business communications.

CO1: To equip the students with English language skills needed in academic and professional world and to inculcate in them.

CO2: To make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

CO3: On completion of this course, the students will be able to Understand the basic concept of phonetics & Use appropriate communication skills in specific contexts like Group discussions, Presentations and Interviews.

CO4: Interact skillfully and ethically. Communication theories and critical thinking skills are developed throughout the curriculum

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	English Grammar: Proper use of Verb, Noun, Adverb, Adjective, Punctuation, Para Phrasing in business Communication, understanding Direct and Indirect Narration, Skills of essay writing and precise writing, significance of knowledge of grammar in business communication	10
UNIT-II	Basic forms of communication, communication models, communication process, barriers in communication, corporate communication: formal and informal, communication networks, grapevine, non-verbal communication. Importance of communication in business world.	10

UNIT-III	Business correspondence: Essentials of effective correspondence, different type of letters, sale letters, goodwill letters, greetings, notices, circulars and orders. Application for employment, modern office techniques used in business communication. Oral Communication: Public speaking, body language, presentation before the group, factors affecting presentation, effective listening, interviewing skills, arranging and participating in group discussions, seminars and conferences.	10
UNIT-IV	Report writing: Writing skills, planning, drafting, writing, re-writing, editing, different types of business reports, structure, steps towards writing of different types of business reports, style of report writings. English reading, speaking, pronunciation and listening.	10

Reference Books.

1. fluency in English- Part II, Oxford University, 2006
2. Business English, Pearson, 2008
3. Language, Literature and Creativity, Orient Blackswan, 2013
4. Language through Literature(forthcoming) ed. Dr. Gauri Mishra, DrRanjanaKaul, DrBratiBiswas

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.

Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate Sessional work.

SUBJECT TITLE: Textile Science -1 (Theory)**SUBJECT CODE: BFD1102****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	1	0	3.5

Internal Assessment: 40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course:Impart basic knowledge about fiber, their properties and identification. Formation and extraction process of basic fibers and yarns.

CO1-To be familiar with the terminology of fibers.

CO2-To understand the performance characteristics of different fibers, yarns and fabrics.

CO3- To be familiar to production of fabric.

CO4- To understand the weaving and knitting process.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Introduction to fibers • Classification of fibers on their source and origin. • Primary and Secondary properties of fibers • Manufacturing and properties of Natural fibers • Manufacturing and properties of Man-made fibers 	10

UNIT-II	<ul style="list-style-type: none"> • Introduction to Yarn • Classification of yarns – (ply, novelty, slob, spiral, loop, boucle, Knot, Chenille, grindelia, Flock, blended). • Yarn Properties • Yarn Spinning (mechanical and chemical spinning) • Weaving, parts of loom 	10
UNIT-III	<ul style="list-style-type: none"> • Different methods of fabric formation – weaving, knitting, non-woven, etc Comparison and differences between woven, knitted and non-woven <ul style="list-style-type: none"> • Representation of weaves and knitted structures • Types of looms and its parts Types of knitting machines & it's working	10
UNIT-IV	<ul style="list-style-type: none"> • Identification and properties of Woven (plain, matt, twill, broken twill, dobby, Jacquard, etc) and • Knitted (warp-knit fabrics such as tricot, Raschel knit and weft-knit fabrics- Plain Purl & Ribbed) Jacquard knitting, terry, pile & velour knit techniques/structures. • Terminology on weave (like - EPI, PPI, Yarn count and GSM/oz calculation) and knit [like - adjacent columns ("wales") and row ("course")] 	10

Reference Books.

Corbmann, B.P Textiles :Fibre to fabric, Mcgraw Hill Inc. Singapore 1986

Grosicki, Z.J. Watson's Textile Design & Colour, 7th edition, Wood head Publication.

Murphy, W.S., Handbook of weaving, Abhishek publication.

Murphy, W.S. Textile weaving & Design, Abhishek publication, 2003

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.

SUBJECT TITLE: Design Concept (Theory)

SUBJECT CODE: BFD1103

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	1	0	2.5

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: Design Concept helps the students to understand the Elements of Design at more professional level and able to understand the psychology and its impact in designing.

CO1: To study various aspects of designs

CO2: To study the principles of designs

CO3: To study the fabric texture, motifs and patterns related to designing of garment.

CO4: Research on exploration and conceptualization of design

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Design concept- Definition and understanding aspects of design • Classification of design • Elements of Design – <ol style="list-style-type: none"> 1. Lines, application of lines in designing (effect of length and thickness to create illusion) 2. Form, Shape/Space, silhouette, 3. Texture 4. Color – meaning of color and its significance and uses, Hue, value, intensity, saturation, color theory – primary, secondary and tertiary colors, color wheel 3. Design development 	8
UNIT-II	<ul style="list-style-type: none"> • Various types of figures, selecting and designing clothing according to figure types. • Principles of Design- Balance, Rhythm, Proportion, Emphasis and Harmony 	8
UNIT-III	<ul style="list-style-type: none"> • Designs in Fabric- Motifs and patterns Types of motifs Understanding layouts and repeats of patterns in garment • Designing clothes for different age group and occasions, personality and seasons 	8
UNIT-IV	<ul style="list-style-type: none"> • Concept of design process- <ol style="list-style-type: none"> 1. Research 2. Exploration and conceptualization of design 	8

Reference Books.

- . Stockton and James, " Designers Guide to Colour, Chronicle Books, San Francisco, 1984
- . Stanyer, Peter, —The Complete Book of Drawing Techniques, – Arcturus Publishing Limited for Book Mart Limited 2003
- Piper, David, —The Joy of Art, Mitchell Beazley Publishers, 1984
- Chijiwa, Hideaki, " Colour Harmony, Rockfort publishers, USA, 10111 edition, I 1992
- Bride M Whelan, " Colour Harmony, Rockfort Publishers, 1992

Instruction of Question Paper setter

- The examiner will evaluate the work of examinee on the last day of the examination and if the examiner did not turn up on the last day, the art work will be kept in sealed lock custody and as and when the examiner comes as his/her convenient date can evaluate the practical paper.
- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work

SUBJECT TITLE: Garment Construction (Theory)
SUBJECT CODE: BFD1104

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
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SEMESTER: I

2	0	0	2
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CONTACT HOURS/WEEK:

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: To impart knowledge of machines and tools used for sewing .To impart knowledge of drafting and its importance and impart knowledge of different garment components.

CO1: Define Sewing Equipment and Seams, Fullness and Skirts, Necklines, Plackets and Fastness, Sleeves and Collars, Pockets, Yokes and Trimming.

CO2: To impart knowledge about various tools of garment construction.

CO3: To impart knowledge about various sewing machines.

CO4: understanding various aspects of drafting and pattern making.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> .Anthropometric measurements- definition, instruments and landmarks Standardization and size charts. 	8
UNIT-II	<ul style="list-style-type: none"> Types of sewing machines Sewing machine parts, maintenance, common problems and their remedies. 	8
UNIT-III	<ul style="list-style-type: none"> Tools and equipments used for clothing construction. Knowledge of size of needles, threads and stitches according to the fabric. 	8
UNIT-IV	<ul style="list-style-type: none"> Fabric preparation Handling special fabrics 	8

Reference Books.

Patric Taylor et.al., Grading for the fashion industry, StanelyThomes Ltd., 1990

Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hal

Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994

Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991

Bane Allyne, Flat pattern design, McGrawHill pub... USA

Instruction of Question Paper setter

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SUBJECT TITLE: Fundamentals of Computers. (Theory)
SUBJECT CODE: BFD1105
SEMESTER: I
CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	1	0	3.5

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: This module is prescribed in the course to impart knowledge of the computers and its applications in the real world.

CO1: To impart the basic knowledge of computer devices.

CO2: To have a knowledge of computer communication.

CO3: To make students acquire their skills in the appropriate use of various features of computer system.

CO4: To have knowledge of role of industry in fashion.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Introduction to computers <ul style="list-style-type: none"> • Computer Definition, • Computer vs. Human brain, • Role of computers in our life, • Types & Characteristics of computers and its limitations, Introduction to Data and Data Types.	8
UNIT-II	Computer and its Architecture <ul style="list-style-type: none"> • Anatomy of computers, • Hardware and its types- Input Devices, Output devices and storage devices, • CPU, • Types of memory, Security issues in Computing	8
UNIT-III	Computer Software Software, Types of software	8
UNIT-IV	Communication with a computer <ul style="list-style-type: none"> • What is Internet? Its advantages and disadvantages, • Email, • E-commerce, Role of internet in Fashion Industry	8

Reference Books.

- Introduction to Computer Fundamentals” By Bright
- Fundamentals of Computer Graphics” By Peter Shirley.
- . Introduction to Computer Fundamentals” By Bright.
- . Introduction to Computers” By Norton, Peter.

Instruction of Question Paper setter

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SUBJECT TITLE: Textile Science-1**SUBJECT CODE: BFD1107****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	3	1.5

Internal Assessment: 40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: Impart basic knowledge about fiber, their properties and identification. Formation and extraction process of basic fibers and yarns.

CO1: Identify and discuss concepts related to the historical background of textiles.

CO2: Identify and discuss concepts related to the design, production and evaluation of textiles.

CO 3: Identify and discuss concepts related to the cultural, social, and psychological aspects of textiles and textile crafts.

CO4: Identify and discuss concepts related to the manufacturing of textiles.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> .Fiber Identification – physical, burning, chemical and microscopic. Identification of weave 	8
UNIT-II	<ul style="list-style-type: none"> Identification of types of yarn Fabric count 	8
UNIT-III	<ul style="list-style-type: none"> Color Fastness Visit to spinning Mill – students to prepare notes on the same. 	8
UNIT-IV	<ul style="list-style-type: none"> Create a swatch file of all the commonly available fabrics in the Indian market. Preview to industrial level swatch presentation. 	8

Reference Books.

Corbmann, B.P Textiles :Fibre to fabric, Mcgraw Hill Inc. Singapore 1986

Grosicki, Z.J. Watson's Textile Design & Colour, 7th edition, Wood head Publication.

Murphy, W.S., Handbook of weaving, Abhishek publication.

Murphy, W.S. Textile weaving & Design, Abhishek publication, 2003

Instruction of Question Paper setter

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SUBJECT TITLE: Design Concept (practical)

SUBJECT CODE: BFD1108

SEMESTER: I

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: Design concept helps students to use Elements of Design at more professional level and able to understand the psychology and its impact in Designing.

CO1: To study various aspects of designs

CO2: To study the principles of designs

CO3: To study the fabric texture, motifs and patterns related to designing of garment.

CO4: Research on exploration and conceptualization of design

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Lines and its psychological effects • Draw compositions of lines using at least ten lines in a 8"x8" block 	10
UNIT-II	<ul style="list-style-type: none"> • Draw Color wheel & mention Primary, secondary & tertiary colors. • Color schemes <ol style="list-style-type: none"> 1. Achromatic 2. Monochromatic 3. Complimentary 4. Split Complimentary 5. Analogous 6. Triad 	10
UNIT-III	<ul style="list-style-type: none"> • Tints & Shades-Make a geometric pattern in a 8"x8", using tints & shades • Neutral color.-Make a design out of dots & strips in a 8"x8" using neutral color. • Warm & Cool color -Make a 6"x6"- 2 Block and create a check prints each using warm & cool color. 	10
UNIT-IV	<ul style="list-style-type: none"> • Textures – thread pulling, paper folding, thread rolling, thread crumple, paper crush, stencil, wax drop, crayon rubbing, smoke, blade, leaf/flower print, thumb impression, salt/sugar sprinkle, onion, lady finger, ink blow, etc. • Rendering Techniques 	10

Reference Books.

Bride M Whelan, " Colour Harmony, Rockfort Publishers, 1992

Chijiwa, Hideaki, " Colour Harmony", Rockfort publishers, USA, 10111 edition, I1992

Piper, David, —The Joy of Art, Mitchell Beazley Publishers, 1984

Stanyer, Peter, —The Complete Book of Drawing Techniques, Arcturus Publishing Limited for Book Mart Limited
2003

Stockton and James, " Designers Guide to Colour, Chronicle Books, San Francisco,1984

Instruction of Question Paper setter

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SUBJECT TITLE: Garment Construction (Practical)**SUBJECT CODE: BFD1109****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: To impart knowledge of machines and tools used for sewing and drafting and its importance and impart knowledge of different garment components.

CO1: Define Sewing Equipment and Seams, Fullness and Skirts, Necklines, Plackets and Fastness, Sleeves and Collars, Pockets, Yokes and Trimming.

CO2: To impart knowledge about various tools of garment construction.

CO3: To impart knowledge about various sewing machines.

CO4: understanding various aspects of drafting and pattern making.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Basic hand stitches- running, basting, back stitch, hemming visible/invisible, etc. Types of seams- plain, run and fell, French, lapped. Types of seam finishes- hand overcast, turned and stitched, binding. 	8
UNIT-II	<ul style="list-style-type: none"> Darts-single point, double point, fish, slash dart. Tucks- Pin tucks, blind, diamond, released, corded, shell. Pleats- Knife, Accordion, box, inverted, kick, pleat variations. 	8
UNIT-III	<ul style="list-style-type: none"> Ruffles, frills and gathers. Neckline finishes- binding and facing, on round, square and 'V'-neck Types of plackets (even hem, extended mock, diamond kurta, continuous wrap) Types of pockets (patch, flap, bello, welt, bound, in seam) 	8
UNIT-IV	<ul style="list-style-type: none"> Snap button and fastener attachment Taking measurements directly from body. Drafting of Child's bodice block 	8

Reference Books.

Bane Allyne, Flat pattern design, McGrawHill pub... USA

Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991

Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994

Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hal

Patric Taylor et.al., Grading for the fashion industry, StanelyThomes ltd., 1990

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SUBJECT TITLE: Fundamentals of Computers (Practical)**SUBJECT CODE: BFD1110****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	3	1.5

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: This Module is prescribed in the course to impart knowledge of the computers and its application in the real world .

CO1: To impart the basic knowledge of computer devices.

CO2: To have a knowledge of computer communication.

CO3: To make students acquire their skills in the appropriate use of various features of computer system.

CO4: To have knowledge of role of industry in fashion

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> MS Office (practical use for industry) Ms Word – Creating a document editing, formatting, saving opening, creating tables 	8
UNIT-II	<ul style="list-style-type: none"> Ms Excel- Creating sheets, function in Ms Excel 	8
UNIT-III	<ul style="list-style-type: none"> MS PowerPoint – Creating presentations 	8
UNIT-IV	<ul style="list-style-type: none"> Spreadsheets, word processors. 	8

Reference Books.

Introduction to Computers” By Norton, Peter.

Introduction to Computer Fundamentals” By Bright

Fundamentals of Computer Graphics” By Peter Shirley

Introduction to Computer Fundamentals” By Bright

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SUBJECT TITLE: Fashion Illustration-I (Practical)**SUBJECT CODE: BFD1111****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	1	4	2.5

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: This Module is prescribed in the course to provide the knowledge figure analysis, features face and other body parts by manual illustration

CO1: To make the students understand fashion detailing.

CO2: To teach the students line development process.

CO3: To make the students understanding various facial features.

CO4: To style draping of garments.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Use of mediums & Shading techniques (Pencil + pencil color, water color, poster paint, pastels.) • Basic block figure- kids. • Flesh figure- kids • Toddlers • Figure proportions 	8
UNIT-II	<ul style="list-style-type: none"> • Figure Analysis • Face analysis. 	8
UNIT-III	<ul style="list-style-type: none"> • Features – Eyes, Nose, lips, arms, hands, legs, feet. • Hairstyles of kids 	8
UNIT-IV	<ul style="list-style-type: none"> • Draping of kids garments 1. Boys- T-Shirts, dungarees, Jackets. 2. Girls- Skirts, Tops, Dress- one piece/ two piece. 	8

Reference Books.

Seamm, Julian, "Professional Fashion Illustration". B. T. Batsford, London, 1995
 Nicholas, "Fashion illustrations, Thames and Hudson. London, J 994
 Drake and Ireland, Patrick *John*, "Fashion Design Drawing and Presentation, B. T, Batsford, London, 1996
 Allen and Seaman, "Fashion drawing- The Basic Principles, B. T Batsford, London, 1994

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SUBJECT TITLE: Integrated Project-I (generic Subject)**SUBJECT CODE: BFD1112****SEMESTER: I****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	3	0	1.5

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students are able to contribute to innovative thinking and to innovation processes.

CO3: The student have extended their experience in prioritising needs when integrating projects with competing objectives.

CO4: the students visit the exhibition spots and get inspired for their own creativity

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:**Instruction of Question Paper setter**

(i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.

(ii) Review about art exhibitions.

SUBJECT TITLE: Traditional Indian Textiles (Theory)

SUBJECT CODE: BFD1201

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	4	0	4

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course:Textile industry is the largest and oldest industry in India. Textile industry in India is a self- reliant and independent industry and has great diversifications and versatility. The goal is to familiarize student with the rich heritage of Indian textile and its traditional designs and motifs.

CO1: To foster appreciation of traditional Indian Textiles.

CO2: To introduce students to the traditional embroidery as surface embellishment techniques of various states.

CO3: To introduce students to the traditional printing and painting textiles

CO4: To introduce students to the traditional textiles of different states.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Traditional Textiles of India Resist dyed textiles- bandhani, batik, patola, ikat, pochampalli. 	10
UNIT-II	<ul style="list-style-type: none"> Printed Textiles- Sangneri Painted textiles- Kalamkari 	10
UNIT-III	<ul style="list-style-type: none"> Woven textiles- brocade, jamavar, jamdani, chanderi, maheshwari, kanjivaram, paithni, baluchari. Kashmir Shawls- Kashmir carpet, Namda, Gaba.. 	10
UNIT-IV	<ul style="list-style-type: none"> Traditional embroideries of different regions of India- history, motifs, stitches, threads and colours of the following: Kantha of Bengal 	10

	<ul style="list-style-type: none">• Chambarumal of Himachal Pradesh• Phulkari of Punjab• Kashida of Kashmir• Chickankari of Uttar Pradesh• Kasuti of Karnataka• zardosi of Uttar Pradesh• Applique of Orrisa	
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Reference Books.

- Creative Art of Embroidery” By Snoop Barbara, Publisher Numbliy.
- Techniques of Indian Embroidery” By Marel A, Publisher Batsford
- The Sari” By Thames Hudsan
- Indian Crafts” By Saraf D.N., Publisher Vikas
- Indian Costumes” By Gurey G. S, Publisher Popular Book
- Ancient Indian Costumes” By Roshan Alkazi
- Periods of Centralization and Development of Dressing in India” By Wlex A

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SUBJECT TITLE: Textile Science -II (Theory)**SUBJECT CODE: BFD1202****SEMESTER: II****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
3	1	0	3.5

Internal Assessment: 40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course:Impart knowledge to students on fabric formation, its properties and classification on fabric formation and machines used in the industry for the same

CO1-To be familiar with the terminology of fibers.

CO2-To understand the performance characteristics of different fibers, yarns and fabrics.

CO3- To be familiar to production of fabric.

CO4- To understand the weaving and knitting process.\

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Preliminary treatments to fabric- Scouring, Bleaching, Singeing, Desizing and 	8

	<p>Degumming</p> <ul style="list-style-type: none"> • Introduction to dyes and printing • Classification of dyes- Natural and Synthetic dyes • Methods of dyeing and printing- direct, resist and discharge 	
UNIT-II	<ul style="list-style-type: none"> • Fabric finishes, objectives of finishes • Mechanical finishes- Shearing, Calendering, Tentering, Embossing, Napping, Weighting, Sizing. • Chemical finish- Mercerizing, Crease resistant, water proof and water repellent, flame proof. 	8
UNIT-III	<ul style="list-style-type: none"> • Fabric Defects and identification (Woven & Knitted) • Quality parameters – (Defects found in yarns, grey fabric, dyeing, printing, bleaching, shearing, mercerization) 	8
UNIT-IV	<ul style="list-style-type: none"> • Introduction to Apparel testing and quality control:- Apparel testing equipments- GSM, Tensile tester, Bursting strength tester, Tear strength tester, fabric stiffness tester, crock meter, color matching cabinet. • Terminologies- C.M.T, Defect, Minor Defect, Major Defect, Critical Defect, AQL, 4 points system, DIA, G.S.M, Shrinkage, Breaking strength, Color bleeding, Puckering, Pilling. Pilling resistance, Grain seam, batching up, Color smear, patches 	8

Reference Books.

Fiber to Fabric” By P. Corbman

“Textile Science” By Vilensky Publisher CBS

Quality assurance for Textile and Apparel, Sara J.Kadolf, Fairchild publication.

Introduction to clothing Manufacture, Gerry Cooklin. Blackwell science

Elementary Textiles” By P. Bhatnagar, Abhishek.

Quality control in apparel manufacturing, Dr.Bharadwaj.

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SUBJECT TITLE: Drafting and Pattern Making (Theory)

SUBJECT CODE: BFD1203

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: Impart knowledge to students on pattern and drafts before garment construction

CO1: Define Sewing Equipment and Seams, Fullness and Skirts, Necklines, Plackets and Fastness, Sleeves and Collars, Pockets, Yokes and Trimming.

CO2: To impart knowledge about various tools of garment construction.

CO3: To impart knowledge about various sewing machines.

CO4: understanding various aspects of drafting and pattern making

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Terminology used in Pattern making: • Pattern drafting, flat pattern making, template working pattern, production pattern, design specification sheet, pattern chart, cost-sheet, grain, dart, dart legs, dart intake, truing and blending, plumb line, vertical lines, horizontal lines, perpendicular lines, symmetric and asymmetric lines, style number, pattern size. Pivotal point and pattern manipulation, style reading, pattern making tools. 	10
UNIT-II	<ul style="list-style-type: none"> • Fitting: • Principles of good fit, various fitting problems and its remedies • Methods of Pattern Development • Drafting • Flat Pattern Method, Slash and Spread, Pivot Method • Fabric estimation and its importance • Introduction to Style Interpretation 	10
UNIT-III	<ul style="list-style-type: none"> • Fullness- Darts, pleats, tucks, gathers, Sleeves- Definition, terms, classification, types-basic sleeve, gathered, bell, kimono, raglan, leg of mutton & construction • Dart Manipulation- conversion of darts to tucks, pleats, gathers, seam lines etc. 	10
UNIT-IV	<ul style="list-style-type: none"> • Collars - Definition, terms, classification, and types –Peter pan, sailor, Turtle collar, shawl, formal shirt collar, Mandarin, collar with stand & its variations& construction • Yokes-Definitions, purpose, types-with fullness & without fullness, Shapes &construction • Pockets- Definitions, purpose, Patch pockets, Patch pockets with flap, Seam pockets, welt pockets& variations • Neck line Finishes- piping, facing (bias facing, shaped facing). • Plackets- definition, types Self, front placket, continues bound placket, two piece sleeve placket and shirt placket • Sleeves – definition, terminologies, types- Sleeves along with bodice and set in sleeves. • Skirts – Basic-flared, circular, gathered, pleated, basic waist band application • Dress categories: with waistline without waist line, silhouettes, torso dress, princes, panel & drafting • Fasteners- press buttons, hook & eye, shirt button, button holes, concealed zippers & zips 	10

Reference Books.

Bane Allyne, Flat pattern design, McGrawHill pub... USA

Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK,

1991

Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994

Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hal

Patric Taylor et.al., Grading for the fashion industry, StanelyThomes ltd., 1990

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SUBJECT TITLE: Fashion Studies (Theory)

SUBJECT CODE: BFD1204

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	1	0	2.5

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: Impart knowledge to students on fashion along with its theories, cycle and fashion forecasting

CO1: Develop the Understanding of Basic Elements ,principals and there uses to create effective designing.

CO2: Understanding and compose representational graphic reductions that effectively apply the principles and elements of design as appropriate for the content to be communicated in an art or design piece.

CO3:Analyze a visual design problem.

CO4: Develop a concept, and create a well designed and technically accurate design solution that incorporates the principles and elements of design

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Fashion terminology: fashion, style, fad, classic, boutique, trends, designer, silhouette, Hi fashion, Fashion/selling seasons and knock-offs. Principles of fashion. Fashion origin and evolution. Fashion cycle and differentiation on the basis of length of fashion cycle. 	8
UNIT-II	<ul style="list-style-type: none"> Types of fashion: haute couture, Prêt-a-porter and Mass Fashion. Levels of Fashion Acceptance-Fashion leader, fashion role model, fashion follower, Fashion victims. 	8
UNIT-III	<ul style="list-style-type: none"> Fashion theories- trickle down, trickle across and bottom up theory. Factors affecting fashion Inspiration of Fashion 	8
UNIT-IV	<ul style="list-style-type: none"> Fashion Forecasting business reports, style of report writings. <ul style="list-style-type: none"> English reading, speaking, pronunciation and listening 	8

Reference Books.

Fashion Concept to Consumer” By Gini Stephens Frings, Publisher Pearson.

Fashion Marketing” By Essay, Mike.-

Dynamics of Fashion” By Elaine Ellen, Publisher Fairchild

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SUBJECT TITLE: Traditional Indian Textile (practical)

SUBJECT CODE: BFD1205

SEMESTER: II**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	3	1.5

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: To learn basic embroidery stitches and application of traditional motifs and designs on various textiles

CO1: To foster appreciation of traditional Indian Textiles.

CO2: To introduce students to the traditional embroidery as surface embellishment techniques of various states.

CO3: To introduce students to the traditional printing and painting textiles

CO4: To introduce students to the traditional textiles of different states.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Basic embroidery stitches- Running, stem, chain, back, open chain, blanket, feather, herring bone, couching, lazy daisy, French knot, satin, long and short and Romanian. 	8
UNIT-II	<ul style="list-style-type: none"> Sample making of following traditional embroideries Kantha Phulkari Kashida Chikankari Kasuti 	8
UNIT-III	<ul style="list-style-type: none"> Preparation of an article using any one traditional embroidery. Sample making of following Bandhani / Tie & Dye Batik Block print Screen print 	8
UNIT-IV	<ul style="list-style-type: none"> Preparation of an article using any one traditional printing technique, blade, leaf/flower print, thumb impression, salt/sugar sprinkle, onion, lady finger, ink blow, etc. 	8

Reference Books.

Creative Art of Embroidery” By Snoop Barbara, Publisher Numbliy

Techniques of Indian Embroidery” By Marel A, Publisher Batsford

The Sari” By Thames Hudsan

Indian Crafts” By Saraf D.N, Publisher Vikas

Indian Costumes” By Gurey G. S, Publisher Popular Book

Ancient Indian Costumes” By Roshan Alkazi

Periods of Centralization and Development of Dressing in India” By Wlex A

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SUBJECT TITLE: Drafting and Pattern Making (Practical)

SUBJECT CODE: BFD1206

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: To learn basic drafting and pattern making of sleeves, collars and baby's garments
CO1: Define Sewing Equipment and Seams, Fullness and Skirts, Necklines, Plackets and Fastness, Sleeves and Collars, Pockets, Yokes and Trimming.

CO2: To impart knowledge about various tools of garment construction.

CO3: To impart knowledge about various sewing machines.

CO4: understanding various aspects of drafting and pattern making

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> ○ Drafting of: ○ Child's sleeve block ○ Child's skirt block 	8
UNIT-II	<ul style="list-style-type: none"> ○ Adaptation of child's bodice to: ○ Bodice length ○ Body yokes 	8
UNIT-III	<ul style="list-style-type: none"> ○ Developing of patterns for ○ Adaption of basic sleeve ○ Puff Sleeve ○ Cap sleeve ○ Flared Sleeve ○ Magyar Sleeve ○ Balloon Sleeve ○ Petal Sleeve ○ Leg-o- mutton sleeve 	8
UNIT-IV	<ul style="list-style-type: none"> ○ Drafting and adaptation of various collars ○ Baby Collar ○ Peter Pan Collar – Flat and raised ○ Cape collar ○ Sailor's collar ○ Convertible collar 	8

Reference Books.

Pattern Cutting Making Up" By Martin Shoben and Janet Ward

Pattern Making for Fashion Designing" By Helen Joseph Armstrong, Publisher Prentice Hall

Instruction of Question Paper setter

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SUBJECT TITLE: Fashion Communication (Pr/Th)**SUBJECT CODE: BFD1207/BFD1211****SEMESTER: II****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
1	0	2	2

(Th)Internal Assessment: 40**End Term Exam: 60****(pr)Internal Assessment: 60****End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: Empower students with effective communication solutions for the fashion and Lifestyle industry. As a communications person, you will either be involved in running the event by liaising with people like contractors, models and media.

CO1: To equip the students with English language skills needed in academic and professional world and to inculcate human/ethical values in them.

CO2: To make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

CO3: On completion of this course, the students will be able to Understand the basic concept of phonetics.

CO4: Use appropriate communication skills in specific contexts like Group discussions, Presentations and Interviews

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Introduction to Fashion communication. An in-depth understanding of promotional activities, corporate journalism and publications, events planning, international public relations, communication plans. 	8
UNIT-II	<ul style="list-style-type: none"> Understanding of web and multimedia design, computer graphics, illustration, product design, exhibition design, visualizing and art direction, typography and photography as communication tools. Styling and its introduction, Introduction to Fashion Journalism, Display and Exhibit design, Fashion Communicative devices in commercial publicity: letter styles, designs, pictorial presentation, slogans, color variation 	8
UNIT-III	<ul style="list-style-type: none"> Public relations, Creative writing. Principles and methods of modern group discussions, press conferences, interviews, seminars. Branding Corporate Communication: Business letter, emails, report writing, Agenda and minutes of the meeting, Job application, CV, Resume 	8

UNIT-IV	<ul style="list-style-type: none"> • Research an apparel brand and give a presentation on its key garment categories, fabric, price points, target customer, market segmentation, branding and its significance, use of color and in Store experience. • Group Discussions • Personality development – mannerism, etiquettes, body language, etc 	8
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Reference Books.

Oxford Guide to Effective Writing and Speaking by John Seely.

Communicating Effectively for Dummies” By Marty Brunstoin, Publisher Wrlly

Enriching Oral and Written Communication in English” By Ashok Thorat, Munira, Lokhandwala, Publisher OrientLongman

A Simple course of English Grammar and Composition” By Wren and Martin, Publisher S. Chand

The hand Book of Communication Skills” BY Owen Hargie, Routledge.

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SUBJECT TITLE: Fashion Illustration-II (practical)**SUBJECT CODE: BFD1208****SEMESTER: II****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	1	4	2.5

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: Give students the idea and training on Female figure drawing and drawing with added knowledge of fabric interpretation and enhance their own personal style.

CO1: To make the students understand fashion detailing.

CO2: To teach the students line development process.

CO3: To make the students understanding various facial features.

CO4: To style draping of garments.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Female Block Figure (10 heads, 12 heads) • Female Flesh Figure (10 heads, 12 heads) • Stick Figures • Figure Proportion. 	8
UNIT-II	<ul style="list-style-type: none"> • Face analysis • Features – eyes, nose, lips, ears and hair • Hands and feet 	8
UNIT-III	<ul style="list-style-type: none"> • Rendering techniques – skin, Notions, Prints and embroideries in a garment. • Textural rendering of garments – lace, leather, silk, wool, fur, feather, latex, denim, knitted, etc • Silhouette- Design dress with different Silhouette. • drawing From Photograph 	8

	<ul style="list-style-type: none"> • (Practical- On 12 1/2 “ croqui drape a garment using the textural rendering- separate sheets to be made 	
UNIT-IV	<ul style="list-style-type: none"> • Basic of Design • Embroidery Placement • Single Drop, Half Drop, Full Drop, Vertical , Horizontal, Diagonal, Double, Fold, Four Fold, Single Fold • Note- Take any 4-5 Textures and Design Atleast 3 Garments. Drape it on 12 1/2" • croquie • Forshortning of Figure, Grouping Of Figure, Thematic Figure Composition. 	8

Reference Books.

Abling Bina, “ Fashion Sketch Book

Stan Smith, “The Illustration handbook”, 1984 by Macdonld Co

Julian Seaman, “Professional Fashion Illustration, by B.T. Batsford Ltd

Kathryn McKelvey “Illustrating Fashion” by Blackwell Science

Ireland Patrick John, “Fashion Design Drawing Presentation”, 1996 B.T. Batsford Ltd

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SUBJECT TITLE: Sewing Techniques and Equipment (Practical)

SUBJECT CODE: BFD1209

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	2	4	3

Internal Assessment:60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course:The fashion design students are supposed to prepare various components of garments such as plackets, neckline variations, sleeves, pocket, so it is very essential that they should be able to fabricate various components of fashion. Hence this subject is included in the curriculum to develop such competencies in the students. The subject deals with basics of garment construction

CO1: Define Sewing Equipment and Seams, Fullness and Skirts, Necklines, Plackets and Fastness, Sleeves and Collars, Pockets, Yokes and Trimming.

CO2: To impart knowledge about various tools of garment construction.

CO3: To impart knowledge about various sewing machines.

CO4: understanding various aspects of drafting and pattern making.

Contents of Syllabus:

Sr. No	Contents	Contact Hours

UNIT-I	<ul style="list-style-type: none"> • Prepare various types of sleeves & collar are to be created in construction of garments • • 	8
UNIT-II	<ul style="list-style-type: none"> • zippers- application lapped zipper, centered zipper, concealed zip, fly zip 	8
UNIT-III	<ul style="list-style-type: none"> • Construction of the following Garments for kids • Panty & Bloomer • 	8
UNIT-IV	<ul style="list-style-type: none"> • Frock(A- line, Long body, baby frock, fancy frock) • Romper 	8

Reference Books.

Basic Process and Clothing Construction” By Shree Doongaji and RoshaniDeshPande, Publisher Unique Education Books, Raj Parkashan, New Delhi.

Garment Construction Skills” ByMullickPremlata.

Instruction of Question Paper setter

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SUBJECT TITLE: Integrated Project-II (generic Subject)

SUBJECT CODE: BDFD1210

SEMESTER: II

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	3	0	1.5

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2:The students are able to contribute to innovative thinking and to innovation processes.

CO3:The student have extended their experience in prioritizing needs when integrating projects with competing objectives.

CO4: the students visit the exhibition spots and get inspired for their own creativity.

Contents of Syllabus:

Sr. No	Contents	Contact
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		Hours
UNIT-I	Attend Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:**Instruction of Question Paper setter**

- (i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.
- (ii) Review about art exhibitions.

SUBJECT TITLE: History of World Costume**SUBJECT CODE: BFD2301****SEMESTER: III****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: To study about history of costumes through out the world along with its ancient periods

CO1: The subject views the study of Indian costumes of various periods and states along with its textiles.

CO2: To understand varied techniques.

CO3: Utilizing the knowledge gained on art and Culture to make models.

CO4: To study the historic textiles.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Introduction to world textiles and costumes- History, Types, Motifs & Symbols Pre-historic textiles & costumes- Indus Valley, Egyptian, Mesopotamian, French, Greek, Roman, Japanese & Byzantine 	8
UNIT-II	<ul style="list-style-type: none"> Ancient Indian textiles & costumes- Vedic, Mauryan, Kushans, Satavahanas, Gupta & Mughal French revolution, French costumes- from Renaissance to 20th century 	8
UNIT-III	<ul style="list-style-type: none"> Textiles & costumes of Colonial, Victorian, Edwardian Era, WW I & WW II, factors influencing Costume Change- style, religious, location, climatic period & world affairs 	8
UNIT-IV	<ul style="list-style-type: none"> A study of regional textiles & costumes of India- north, east, west & south 	8

Recommended Books:

- Konemann A history of Fashion in the 20th Century
- Phyllis Tortora, Keith Eubank Survey of historical costumes, A History of western dressl, Fairchild Publication,2009
- ParulBhatnagar, Traditional Indian costumes & textilesl, Abhishek Publication.2004

Instruction of Question Paper setter

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SUBJECT TITLE: Knitting Technology

SUBJECT CODE: BFD2302

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course:To provide knowledge about knitting process along with its defects and quality control

CO1: Identify and discuss concepts related to the historical background of textiles.

CO2: Identify and discuss concepts related to the design, production and evaluation of textiles.

CO 3: Identify and discuss concepts related to the cultural, social, and psychological aspects of textiles and textile crafts.

CO4: Identify and discuss concepts related to the manufacturing of textiles.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Knitting technology- • Different types of knits-Weft and Warp knitting • Difference b/w Woven & Knit fabrics • Weft Knitting- Plain Knit/single jersey (Tuck, Pile, Float, Drop), purl stitch, Rib stitch 	8
UNIT-II	<ul style="list-style-type: none"> • Warp knitting- Tricot, Raschel, Simplex, Milanese, Crotchet, Weft insertion warp knit, • Warp knitted fabrics- Single jersey, Double Jersey, Wale Deflection, Lace, Rib, jacquard types. 	8
UNIT-III	<ul style="list-style-type: none"> • Different types of knitted garments and quality control- • Garments with circular knits • Fully cut • Stitched shape cut • Fully fashioned garments • Integral garments 	8
UNIT-IV	• Common defects in knitted fabrics	8

Recommended Books:

- Knitting Technology Book by David J Spencer
- The Principles of Knitting Book by June Hiatt
- Knitter's Handbook Book by Montse Stanle

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SUBJECT TITLE: Advertising
SUBJECT CODE: BFD2303

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
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SEMESTER: III
CONTACT HOURS/WEEK:

4	0	0	4
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Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: Objective is to understand how product differentiation works in competitive industries and how firms use advertising to differentiate their products, understanding impact on elasticity

CO1: To have knowledge about advertisement.

CO2: To have knowledge about various factors of advertising and printing.

CO3: To know the mediums of advertising platforms

CO4: To know the history of advertising and work format.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	History of Advertising: Early Printed Advertising, The Industrial Revolution, Development in the 20th Century, Development of the Concept and Practice of Advertising, Emergence of the Factory System, Role of the Trademark in early periods, Trademark in modern Business, Consumer Psychology of Brand Preference, Manufacture's Desire for Brand Control.	10
UNIT-II	History of Writing: The historical development of writing calligraphy - Indian & European script, Gothic & Roman writing, introduction of movable type and birth of typography, Basic principles of typography -Study of type families, design suitability, legibility and readability, typographic measurement, and specifications	10
UNIT-III	Printing Technique: Layout, sequence in creativity, the printing processes, the letterpress, offset Lithography, gravure, line reproduction, Halftone reproduction, setting the types, production and designing Paper, varieties of Paper, ream, basic size, basic weight, gram-age, thickness, making artwork, Processing, Planning, Plate making, Printing, Post Print. process Cutting, Creasing, Folding, lamination, varnishing, gumming, dye cutting, embossing Costing/Estimation	10
UNIT-IV	Common defects in knitted fabrics Printing Technique: Layout, sequence in creativity, the printing processes, the letterpress, offset Lithography, gravure, line reproduction, Halftone reproduction, setting the types, production and designing Paper, varieties of Paper, ream, basic size, basic weight, gram-age, thickness, making artwork, Processing, Planning, Plate making, Printing, Post Print. process Cutting, Creasing, Folding, lamination, varnishing, gumming, dye cutting, embossing Costing/Estimation	4

Recommended Books:

- Innovation in marketing- T. Levitt
- Advertising Handbook- Barton-Roger Boviton
- Modern Advertising- Hepnar
- Advertising- John S. Wright, Daniel S. Marner, Wills L. Winter Jr. And S.K. Zeigler
- Confessions of an Advertising Man-David Ogilvy
- Ogilvy on Advertising- David Ogilvy

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SUBJECT TITLE: Professional Communication-II**SUBJECT CODE: BFD2304****SEMESTER: III****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	4	2

Internal Assessment: 60**End Term Exam: 40****Duration of Exam: 3 Hrs**

Objective and outcome of course: At the end of this course, the students will be able to Communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing.

CO1: To equip the students with English language skills needed in academic and professional world and to inculcate human/ethical values in them.

CO2: To make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

CO3: On completion of this course, the students will be able to Understand the basic concept of phonetics.

CO4: Use appropriate communication skills in specific contexts like Group discussions, Presentations and Interviews

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Basics of Communication: Meaning, Objectives Importance and Role of Communication; The Communication Process; Types of Communication: Oral & Written, Internal & External, Verbal & Non verbal, Upward & Downward, Body Language & Gestures Facial Expression, Eye contact, Gestures, Postures, Appearance, Touch, Space, Time, color, Vocalization. 	10
UNIT-II	<ul style="list-style-type: none"> Barriers and Gateways to Communication: Overcoming Barriers. Group communication, Tenses in a Nutshell –Structures of Present, Past & Future Tenses, Uses of Tenses in English, Punctuation: Commas, Semi-colons, colons, Hyphens & Dashes, Apostrophes, Vocabulary Building - Antonyms and Synonyms; Prefixes and Suffixes, Tactful Use of Language: Asking for action, talking about errors, Techniques of Emphasis. 	10
UNIT-III	<ul style="list-style-type: none"> Routine Business Letters: Importance & Essentials of Business Letters Types of letter-, formal/informal letters, Application Letter, Complaint Letter, Inquiry Letter, Order Placing Letters. 	10
UNIT-IV	<ul style="list-style-type: none"> Email & Other Organizational Communication- Email etiquette, Advantages & Characteristics of Emails, E-mail–Format, Drafting, Sending, Forwarding E-mails and reply to the E-mails, Internal communication: Notice, Circular, Memo, External Communication – Asking for Quotations, Correspondence with Banks & Financial Institutions Reports, Essay Writing. 	10

Recommended Books:

- Soft Skills- Know You and Know the World, Author-Dr.K.Alex

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SUBJECT TITLE: Fashion Illustration and Design**SUBJECT CODE: BFD2305****SEMESTER: III****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs****Objective and outcome of course: to develop the manual illustration of male figure along with costumes**

CO1: The subject initiates the understanding of the importance of Anatomical Studies as the basis of fashion illustration.

CO2: To realize the need for understanding, clarity and confidence in drawing of the human body as a mode of visual communication in fashion.

CO3: To analyze and choose relevant postures to enhance the co-relation between garment and mood/attitude of the croqui.

CO4: To Relate the design process to the appropriate manufacturing process.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Male Block Figure (10 heads and 12 heads) • Male Flesh Figure (10 heads and 12 heads) • Stick Figures • Different Figure Proportions 	10
UNIT-II	<ul style="list-style-type: none"> • Face Analysis • Figure Analysis • Drawing from Photographs 	10
UNIT-III	<ul style="list-style-type: none"> • Design 5 different styles of coats with suitable pant styles • Design 5 male shirts with different styles of detailing like collars,plackets etc. 	10
UNIT-IV	<ul style="list-style-type: none"> • Foreshortening of figures, grouping of figures. – Thematic figure composition • Preparation of portfolio of two designs each inspired by one Indian and one international Designer. 	10

Recommended Books:

- Allen and Seaman, "Fashion drawing- The Basic Principles", B. T Batsford, London, 1994
- Drake and Ireland, Patrick *John*, "Fashion Design Drawing and Presentation", B. T, Batsford, London, 1996
- Nicholas, "Fashion illustrations, Thames and Hudson. London, J 994
- Seamn, Julian, "Professional Fashion Illustration" B. T. Batsford, London, 1995

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SUBJECT TITLE: Apparel Computer Aided Design-I**SUBJECT CODE: BFD2306****SEMESTER: III****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: To provide the knowledge of illustration using various software i.e. Corel, Photoshop etc

CO1: The subject initiates the understanding of the importance of Anatomical Studies as the basis of fashion illustration.

CO2: To realize the need for understanding, clarity and confidence in drawing of the human body as a mode of visual communication in fashion.

CO3: To analyze and choose relevant postures to enhance the co-relation between garment and mood/attitude of the croqui.

CO4: To Relate the design process to the appropriate manufacturing process

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Introduction to Photoshop - Photoshop tools in detail, enhancing images, Masking, transforms, working with layers. Merging & blending layers, text effects. 	10
UNIT-II	<ul style="list-style-type: none"> Creating an advertising brochure. Painting & rendering in Photoshop, creating & manipulating Fashion Model drawings, gradient's use for 	10

	<ul style="list-style-type: none"> rendering & 3D effects, making collage in Photoshop, Applying filters Texture creation and mapping using application of Special effects and filters. 	
UNIT-III	<ul style="list-style-type: none"> Create Mood / Inspiration, client / customer, color and Texture board using Photoshop. 	10
UNIT-IV	<ul style="list-style-type: none"> Create attractive grayscale, partial grayscale, and duotone images. 	10

Recommended Books:

- Photoshop Retouching Techniques, Eismann, Katrin, Simmon, Steve Publisher
- Teach Yourself Access for Windows 95, Version 7.0”, 1999, BPB Publications, New Delhi Siegel, Charles

Instruction of Question Paper setter

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SUBJECT TITLE: Needle Craft

SUBJECT CODE: BFD2307

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: To introduce hand various embroideries, appliqué work and other needle work with the help of practical

CO1: Enable the student to make creative designs in embroidery & prepare dresses by using these embroidery stitches.

CO2: Capable of identifying new opportunities in craft, textile art and fashion and design markets.

CO3: Classify flowering and ornamental plants

CO4: classify the floral arrangements based on principles and elements of design.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I		4
	<ul style="list-style-type: none"> Introduction to Needle craft, tools and equipment used in needle craft. 	
UNIT-II		12
	<ul style="list-style-type: none"> Embroidery – Basic embroidery stitch – Straight stitch-Stem, Back, fly stitch; Flat stitch- 	

	Satin, Cross; Loop stitch – Herring Bone, Feather stitch; Knotted stitch- French knot, Bullion Knot, pearl stitch, weaving – spider web, any one basic machine embroidery.	
UNIT-III	<ul style="list-style-type: none"> • Applique -Hand & machine, • Quilting - Hand & machine, • Patch work - Hand & machine, • Smocking-Basic & Honey Comb , Macrame -any two, Braiding, Hooking, Lace and Ribbon work). 	12
UNIT-IV	Present trend embroideries – Aari work, Zardhosi, cutwork etc	12

Recommended Books:

- NaikShailaja, “Traditional Embroideries of India, APH Publication, NewDelhi, 1999
- Snook Barbara, “Creative Art of Embroidery”, Numbly, Pub. Group Ltd.,London 1972.
- Mathew Anne, “Vogue Dictionary of Crochet Stitches”, David and Charles, London, 1989
- S. Pandit, “Embroideries of India

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SUBJECT TITLE: Pattern Making and Garment Construction-I

SUBJECT CODE: BFD2308

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course:To provide the knowledge of patterns and drafting concept before construction

CO1: Define Sewing Equipment and Seams, Fullness and Skirts, Necklines, Plackets and Fastness, Sleeves and Collars, Pockets, Yokes and Trimming.

CO2: To impart knowledge about various tools of garment construction.

CO3: To impart knowledge about various sewing machines.

CO4: understanding various aspects of drafting and pattern making.

Contents of Syllabus:

Sr. No	Contents	Contact
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		Hours
UNIT-I	<ul style="list-style-type: none"> • Child's sloppers • Adult's Bodice block • Adult's Sleeve • Adult basic skirt • Ladies Shirt and Salwaar • Ladies Blouse 	10
UNIT-II	<ul style="list-style-type: none"> • Fullness – gathers, pleats, ruffles, tucks godets etc. • Dart Manipulation- conversion of darts to tucks, pleats, gathers, seam lines etc. 	10
UNIT-III	<ul style="list-style-type: none"> • Yokes- With and without Fullness Style Lines. • Skirts- Basic Flared, circular, Gathered, pleated, Basic waist Band Application. 	10
UNIT-IV	<ul style="list-style-type: none"> • Dress categories- With waist line, Without Waistline, Silhouettes, Princess , Panels 	10

Recommended Books:

- Bane Allyne, Flat pattern design, McGrawHill, pub... USA
- Gerry Cooklin, Introduction to Clothing Manufacture, Blackwell Science, UK, 1991
- Harold Carr & Barbara Latham, The Technology of Clothing Manufacture, Oxford Pub., USA, 1994
- Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall

Instruction of Question Paper setter

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SUBJECT TITLE: Integrated Project-III (generic Subject)

SUBJECT CODE: BFD2309

SEMESTER: III

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	2	0	1

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students are able to contribute to innovative thinking and to innovation processes.

CO3: The student have extended their experience in prioritizing needs when integrating projects with competing objectives.

CO4: the students visit the exhibition spots and get inspired for their own creativity.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:

Instruction of Question Paper setter

(i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.

(ii) Review about art exhibitions.

SUBJECT TITLE: Organization of Fashion Industry (Theory)

SUBJECT CODE: BFD2401

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60
Duration of Exam; 3 Hrs

Objective and outcome of course: To give the student a detailed knowledge about the different segments and technical terms of Fashion industry.

CO1: The subject Introduce Students with the product production, promotion and marketing strategies.

CO2: Comprehend the concepts of consumer behavior, marketing research and sales forecasting.

CO3: Knowledge regarding the process of new product development and Branding and Pricing strategies.

CO4: Knowledge about the industrial work pattern

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Describe basic fashion industry terms like retail, buyer, merchandise, merchant etc. • Work flow in a fashion industry through different departments. 	8
UNIT-II	<ul style="list-style-type: none"> • Segments of fashion industry Apparel: Women's Men's and Children's. • Women's wear markets, history and growth, classifications, price points, size specialization - selling seasons - promoting women's wear. • Men's wear markets, classifications, size specialization - selling men's wear. • Children's wear-classifications, size classifications, price lines - promoting children's wear. • Fashion accessories and intimate apparel 	8
UNIT-III	<ul style="list-style-type: none"> • Various production processes – fabric, spreading and cutting, sewing and finishing. 	8
UNIT-IV	<ul style="list-style-type: none"> • Introduction to work study • Method study • Work measurement • Introduction to ergonomics 	8

Recommended Books:

- The Business of Fashion” By Michael A. Stevens
 - Design Cloths Culture and Organization” By Veronica Manlow
- Apparel Production terms and Processes ByJaaceBubonia

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SUBJECT TITLE: Pattern Making and Garment Construction-II (Theory)

SUBJECT CODE: BFD2402

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40

End Term Exam: 60

Duration of Exam; 3 Hrs

Objective and outcome of course: To familiarize students with clothing construction for different sizes & categories.

CO1: Define Sewing Equipment and Seams, Fullness and Skirts, Necklines, Plackets and Fastness, Sleeves and Collars, Pockets, Yokes and Trimming.

CO2: To impact knowledge about various tools of garment construction.

CO3: To impact knowledge about various sewing machines.

CO4: understanding various aspects of drafting and pattern making.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Definition layout, importance, principles, types of layout, importance of fabric estimation, advantages, methods of estimating material requirement for garment- easy method & formula method of estimation. Introduction to manual and computerized pattern development, mini marker. Software used for pattern development. Introduction to Digitizer plotter and scanner. 	8
UNIT-II	<ul style="list-style-type: none"> Handling special fabric-factors for consideration while making patterns & garment construction using special fabrics-stretch fabrics, knit, checks, plaids, velvet, leather, fur & lace. Interlining- interfacing- materials, types, properties, applications & machinery. Bifurcated garments: Introduction of culottes, trouser & its variations 	8
UNIT-III	<ul style="list-style-type: none"> Foundation garments- Introduction, materials used & types of fitting for men's innerwear briefs & trunk., swimwear Women's innerwear brassier, panties and swim wear. Fitting- principles of fitting, standards for a good fit, e-fitting, body scanner, 3D simulators 	8
UNIT-IV	<ul style="list-style-type: none"> Pattern alteration techniques- pivot, slash & seam method-length- width-front-back-sleeve shirt-Skirt-trousers Grading- definition, sizes, principles, types, grading points, & importance of manual and computerized grading and software's used for grading. 	8

Recommended Books:

- Complete Guide to Sewing Readers Digest, The reader's digest association, 1976.
- The Sewing Book Alison Smith, Dorling Kindersley, 2009

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SUBJECT TITLE: Fashion Psychology and Grooming (Theory)**SUBJECT CODE: BFD2403****SEMESTER: IV****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course:To introduce the student about psychological and grooming aspects in his/her life style

CO1: to understand the relationship between personality and clothing

CO2: to apply the knowledge of right clothing practices.

CO3: to apply its sociological and psychological implimentations.

CO4: to know the importance of clothing to personal and professional life.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Introduction to Clothing • Understanding clothing, Purpose of clothing:- protection, modesty, attraction etc. • Clothing Values, Clothing Culture, men and women clothing and ornamentation, groups, Role and status of clothing. • Clothing according to climatic conditions,- Arctic region- African, Asia and Arabs etc. 	8
UNIT-II	<ul style="list-style-type: none"> • Modern Clothing-Youth style and fashion, Teddy boy, skins modes, hippies, punks, taste of youth and their life style. • Ancient to modern clothing, minis maxis, unisex, fit women, glamorous woman. Casual and formal clothing. Fashion for all, ready to wear fashion, mass marketing of fashion. 	8
UNIT-III	<ul style="list-style-type: none"> • Selection of clothes:-Clothes for children, middle age, adults, Types of clothes according to human figure, Different materials for different clothes. Colors suitable for different garments. Kids to teenage clothing • Wardrobe Planning. 	8

UNIT-IV	<ul style="list-style-type: none">• Planning for clothing needs, Clothes for school, Clothes for parties, Clothes for sports, Clothes for resting• Social and Psychological Aspects of Fashion	8
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Recommended Books:

- Black A.J. (1985), 'A History of Fashion, USA Orbits Publishing Ltd.
- Rouse E. (1989), 'Understanding Fashion', UK, Blackwell Science.

Instruction of Question Paper setter

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SUBJECT TITLE: Brand Design and Management (Theory)**SUBJECT CODE: BFD2404****SEMESTER: IV****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: To make students understand an in depth study of the “Stylist role” in Fashion market.

CO1:Brand Management provides the basic skills needed to enter the fashion system as a **Brand Manager**

CO2:Evaluate the performance and situation of a brand for the purpose of recommending future strategies.

CO3:Measure the value of a brand to an organization using industry standard methods.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Brand definition, layers of brand ,product and service brands, branding options, branding and buying process 	8
UNIT-II	<ul style="list-style-type: none"> Fashion Marketing and buying at Industry Trade shows. Fashion marketing Strategies 	8
UNIT-III	<ul style="list-style-type: none"> Fundamentals in Brand management- Designer as Brand. Developing Brand image, Advertising and Promotion in the Fashion industry. Brand management- Focus on Public Relation, Event and Media planning. 	8
UNIT-IV	<ul style="list-style-type: none"> The Fashion System and its most important Brands- Designs, 	8

	<p>Consumers and Quality</p> <ul style="list-style-type: none"> • Presentation and Research on 3 different Brands as Case studied for Target, Customers, Style and Quality. • Collection & Presentation of a design collection for a Brand. 	
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Recommended Books:

- Apparel Production Terms and Process” By JanaceBubonia
- Apparel manufacturing-Sewn Product Analysis” By Ruth E. Glock and Grace
- Guide to Apparel Manufacturing” By Peyton B, Hudson,
- Apparel manufacturing-Sewn Product Analysis” By Ruth E. Glock and Grace

Instruction of Question Paper setter

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SUBJECT TITLE: Pattern Making and Garments Construction-II (Practical)

SUBJECT CODE: BFD2405

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: To familiarize students with clothing construction for different sizes & categories.

CO1: Define Sewing Equipment and Seams, Fullness and Skirts, Necklines, Plackets and Fastness, Sleeves and Collars, Pockets, Yokes and Trimming.

CO2: To impact knowledge about various tools of garment construction.

CO3: To impact knowledge about various sewing machines.

CO4: understanding various aspects of drafting and pattern making.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Designing & construction of garments with style features, men’s shirt/ women’s top 	10
UNIT-II	<ul style="list-style-type: none"> • Designing with style features and constructing men’s and women’s trouser 	10
UNIT-III	<ul style="list-style-type: none"> • Designing & construction of a waist coat, Nehru Jacket, Blazer and Coat Sleeve. 	10
UNIT-IV	<ul style="list-style-type: none"> • . Grading of patterns. 	10

Recommended Books:

- Complete Guide to Sewing Readers Digest, The reader's digest association, 1976.
- The Sewing Book Alison Smith, Dorling Kindersley, 2009

Instruction of Question Paper setter

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SUBJECT TITLE: Inspirational Fashion (Practical)**SUBJECT CODE: BFD2406****SEMESTER: IV****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: To give the training for working on theme for designing different types of apparels and accessories.

CO1: The student will know from where inspiration be taken for the theme work of designing the apparels and accessories.

CO2: The students get knowledge about how to deal with client and complete client's demand so that it will be permanent client.

CO3: To knowledge about how to mold their inspiration in systematic pattern with illustration.

CO4: to knowledge about how to stylized the current client.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Different Presentation Techniques- its forms and purpose. • Collage work- collage on the dress, collage in the background, its effective use. • Swatch board- and the use of swatches on the surface texture of the dresses 	10

	<ul style="list-style-type: none"> illustrated Front and back illustration- the use and different illusion effect. 	
UNIT-II	<ul style="list-style-type: none"> Client board and its effective use in designing dresses for a particular client. Survey board, mood board and theme board. 	10
UNIT-III	<ul style="list-style-type: none"> Stylization of Fashion Figures Of Male and Female according to theme used in unit II 	10
UNIT-IV	<ul style="list-style-type: none"> Illustrate Thematic Compositions by taking minimum 5 Themes along with their: Mood Board, Theme Board, Client Board, color Board and Swatch Board 	10

Recommended Books:

- Illustrating Fashion by Kathryn Mckelvey Blackwell Series, USA Orbits Publishing Ltd
- Fashion Kaleidoscope by MeherCastelinoRupa and company
- Indian Fashion by HindolSengupta Pearson Education

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SUBJECT TITLE: Textile wet processing (practical)**SUBJECT CODE: BFD2407****SEMESTER: IV****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	6	3

Internal Assessment: 40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: To develop the knowledge about fabric bleaching, dyeing, printing with the help of practical.

CO1- To be familiar with the terminology of fibers finishes.

CO2- To understand the performance characteristics of different fibers, yarns and fabrics finishes.

CO3- To be familiar to production of fabric surface ornamentation.

CO4- To understand the finishing process.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Scouring, Bleaching and Mercerization of Cotton yarn/Fabric 	10
UNIT-II	<ul style="list-style-type: none"> Degumming and Bleaching of silk yarns 	10

UNIT-III	<ul style="list-style-type: none"> • Dyeing of cotton yarn/Fabric by Direct and Reactive dyes. • Dyeing of silk yarn/ Fabric by acid and reactive dyes. • Dyeing of polyester yarn/fabric using Disperse dyes. • Tie and dye of cotton or silk fabric using reactive colors 	10
UNIT-IV	<ul style="list-style-type: none"> • Printing of fabric using screen and Block using pigment, reactive and direct dyes • Batik printing of cotton and silk fabric 	10

Recommended Books:

- Fiber to Fabric” ByP. Corbman.
- Textiles” by Hollen and Saddler.
- Textile Science” By Vilen Sky, Publisher CBS.
- Elementary Textiles” By P. Bhatnagar, Abhishek.
- Textile Science” By Vilen Sky, Publisher C

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SUBJECT TITLE: Apparel Computer Aided Design-II (Practical)**SUBJECT CODE: BFD2408****SEMESTER: IV****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: To give the students Advance training of designing software to design different merchandise on computer

CO1:The subject focuses on creating awareness of the various tools used for the purpose of making advanced presentations in design and graphics, using Illustrator and Indesign software.

CO2: The subject develops competence in design oriented software like Corel, Adobe Photoshop for digital illustrations through the competent usage of natural media tools as required in the fashion industry.

CO3: Helps to enhance creative thinking and ideas implementation.

CO4: it helps in using graphic program features and its limits.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Introduction to Photoshop - Photoshop tools in detail, enhancing images, Masking, transforms, working with layers. Merging & blending layers, text effects. 	10
UNIT-II	<ul style="list-style-type: none"> Creating an advertising brochure. Painting & rendering in Photoshop, creating & manipulating Fashion Model drawings, gradient's use for rendering & 3D effects, making collage in Photoshop, Applying filters Texture creation and mapping using application of Special effects and filters. 	10
UNIT-III	<ul style="list-style-type: none"> Create Mood / Inspiration, client / customer, color and Texture board using Photoshop. 	10
UNIT-IV	<ul style="list-style-type: none"> Create attractive grayscale, partial grayscale, and duotone images. 	10

Recommended Books:

- Photoshop Retouching Techniques, Eismann, Katrin, Simmon, Steve Publisher
- Teach Yourself Access for Windows 95, Version 7.0", 1999, BPB Publications, New Delhi Siegel, Charles

Instruction of Question Paper setter

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SUBJECT TITLE: Communication Skills-III

SUBJECT CODE: BFD2409

SEMESTER: IV

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	4	2

Internal Assessment:60

End Term Exam: 40

Objective and outcome of course: At the end of this course, the students will be able to Communicate fluently and develop all the four skills in communication namely listening, speaking, reading and writing.

CO1: To equip the students with English language skills needed in academic and professional world and to inculcate human/ethical values in them.

CO2: To make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

CO3: On completion of this course, the students will be able to Understand the basic concept of phonetics.

CO4: Use appropriate communication skills in specific contexts like Group discussions, Presentations and Interviews

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Theory of Communication: Nature, Importance and Role of Communication; The Communication Process; Barriers and Gateways to Communication. 	8
UNIT-II	<ul style="list-style-type: none"> Group communication- Features of an effective, fluent speech through regular practice- role-play, extempore-situational conversations Greetings, requests, demands, instructions and enquiries 	8
UNIT-III	<ul style="list-style-type: none"> Reading Comprehension-Poems, passages- conversations, short messages, e-mails, formal/informal letters, Phonics, Reading comprehension strategies. 	8
UNIT-IV	<ul style="list-style-type: none"> Letter Writing- Formats and language- Types-Personal, Business, Applications, Thanks, Invitation, Condolence, Requests, Complaints-Email etiquette. Reports, Essay Writing. 	8

Recommended Books:

Soft Skills- Know You and Know the World, Author-Dr.K.Alex

Instruction of Question Paper setter

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SUBJECT TITLE: Integrated Project-IV (generic Subject)

SUBJECT CODE: BFD2410

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
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SEMESTER: IV
CONTACT HOURS/WEEK:

0	2	0	1
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Internal Assessment: 60
End Term Exam: 40
Duration of Exam; 3 Hrs

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students are able to contribute to innovative thinking and to innovation processes.

CO3: The student have extended their experience in prioritizing needs when integrating projects with competing objectives.

CO4: the students visit the exhibition spots and get inspired for their own creativity.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:

Instruction of Question Paper setter

(i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.

(ii) Review about art exhibitions.

SUBJECT TITLE: Fundamentals of visual Merchandising**SUBJECT CODE: BFD3501****SEMESTER: V****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course:The subject Introduce Students with the product production, promotion and marketing strategies. Through visual merchandising

CO1:The subject Introduce Students with the product production, promotion and marketing strategies.

CO2: Comprehend the concepts of consumer behavior, marketing research and sales forecasting.

CO3: Knowledge regarding the process of new product development and Branding and Pricing strategies.

CO4: Knowledge about the industrial work pattern

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Visual Merchandising: meaning, scope and purpose Store design layout: selling space, merchandising space, personnel space, customer space. Signage and display: Signage- exterior signage, window signage, interior signage Merchandise presentation: self service presentation, full service presentation 	8
UNIT-II	<ul style="list-style-type: none"> Types of display: one item display, related merchandise display, variety or assortment displays, promotional display, institutional display, seasonal display, holiday display, creative display Lightings: primary and secondary settings Light source: fluorescent lighting, incandescent, fiber optic lighting, high intensity lighting, neon and halogen Lighting Fixtures: recessed lighting, track lighting, open back spot lights, studio lights, close ups, wire forms Lighting accessories: dimmers, flashers, framing, projectors, strobes, swivel, sockets, gel Various kinds of contrast harmony created using lights 	8
UNIT-III	<ul style="list-style-type: none"> Mannequins and props: realistic, semi realistic, abstract, headless Types of alternatives to mannequins: 3 quarter forms, soft sculpted figures, articulated artistic figures, hangers, dress and suit forms Props 	8
UNIT-IV	<ul style="list-style-type: none"> Fixtures: Hanging Fixtures, T-stands, Quadra racks or four ways, six ways, round racks, multi feature fixture, vitrines and straight racks. Non Hanging Fixtures: tables, counters, bins and shelves, transparent display units, gondolas, modular lines Problems faced in Visual Merchandising 	8

Recommended Books:

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

Instruction of Question Paper setter

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SUBJECT TITLE: Garment Surface Ornamentation**SUBJECT CODE: BFD3502****SEMESTER: V****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
2	0	0	2

Internal Assessment: 40**End Term Exam: 60****Duration of Exam; 3 Hrs**

Objective and outcome of course: The subject introduces surface design as an significant design component for value addition to Indian design. Inputs range from tools, equipment & technology used in traditional embroideries, western embroideries

CO1: Define Sewing Equipment and Seams, Fullness and Skirts, Necklines, Plackets and Fastness, Sleeves and Collars, Pockets, Yokes and Trimming.

CO2: To impart knowledge about various tools of garment construction.

CO3: To impart knowledge about various sewing machines.

CO4: understanding various aspects of drafting and pattern making.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> To impart knowledge on various traditional embroideries of India 	8
UNIT-II	<ul style="list-style-type: none"> Traditional Indian embroidery- History, types, Symbolism of embroidery of different states of India –Kutch, Kathiawar, Sindh, Phulkari, - Material, motifs, symbolism, color, stitches, technique, relevance. 	8
UNIT-III	<ul style="list-style-type: none"> Tribal Embroideries- Introduction, Types: Nagaland, Manipuri, Lambadi, Thoda with their Traditional Influence, Symbolism, Techniques, Fabric, Stitches & color. 	8
UNIT-IV	<ul style="list-style-type: none"> Western Embroideries-Introduction, Types- Bargello and Persian Embroidery aesthetics. 	8

Recommended Books:

- Satheesan, Innova: Indian ethnic designs, Honesty, Mumbai,2009
- SavithriPandit: Indian Embroidery, 1999

- Shailaja. D. Naik: Traditional Embroideries of India, APH Corp, New Delhi 1996
- Shrikant, Usha, Designs for a lifetime, Honesty publishers and Distributors, Mumbai.2010
- Sheila Paine: Embroidered Textile, Thames & Hudson Ltd.1990

Instruction of Question Paper setter

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SUBJECT TITLE: Garment Surface Ornamentation**SUBJECT CODE: BFD3503****SEMESTER: V****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course:The subject introduces surface design as an significant design component for value addition to Indian design. Inputs range from tools, equipment & technology used in traditional embroideries, western embroideries

CO1:To Introduce Students with Traditional Hand Craft and to trained them to create design by taking inspirations from them.

CO2:Ability to create masterpieces in Art by moderating & blending traditional as well as modern art concepts.

CO3: Development of aesthetic sensibility.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Introduction to traditional Indian Embroideries 	8
UNIT-II	Traditional Indian embroidery –Kutch, Kathiwar, Sindh, chambarumal.	8
UNIT-III	<ul style="list-style-type: none"> • Tribal Embroidery- Introduction, Types- Nagaland, Manipuri, Lambadi, Thoda 	8
UNIT-IV	<ul style="list-style-type: none"> • Western Embroidery- Bargello Work 	8

Recommended Books:

Satheesan, Innova: Indian ethnic designs, Honesty, Mumbai,2009
 SavithriPandit: Indian Embroidery, 1999
 Shailaja. D. Naik: Traditional Embroideries of India, APH Corp, New Delhi 1996
 Shrikant, Usha, Designs for a lifetime, Honesty publishers and Distributors, Mumbai.2010
 Sheila Paine: Embroidered Textile, Thames & Hudson Ltd.1990

Instruction of Question Paper setter

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SUBJECT TITLE: Communication To Different Media**SUBJECT CODE: BFD3504****SEMESTER: V****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: To enhance the communication skills of the students and make them confident. To groom their overall personality by improving their verbal and non verbal communication both.

CO1:To equip the students with English language skills needed in academic and professional world and to inculcate human/ethical values in them.

CO2:To make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

CO3: On completion of this course, the students will be able to Understand the basic concept of phonetics.

CO4:Use appropriate communication skills in specific contexts like Group discussions, Presentations and Interviews

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Language and society,importance of language, social groups & language, factors responsible for language variation, Brief history, evolution and the development of communication in the world with special reference to India. Communication Through print media- Pamphlets,books, magazines, newspapers,	15
UNIT-II	Traditional forms of communication media- Drama- tamasha, nautanki, khayal,	15

	Street theater & play, puppetry <ul style="list-style-type: none"> • Music & Dance- Bhajans, Folk songs, Ghazals, Qawwali, Paintings, storytelling, motifs & symbols 	
UNIT-III	Electronic media- Radio- types of radio broadcasting, Communication through different radio programme, new techniques & trends in radio broadcasting <ul style="list-style-type: none"> • TV- Types of different TV Programmes, Communication through different programme, Free to air, direct broadcast satellite, cable television, IPTV(internet protocol television). 	15
UNIT-IV	Cinema- ancient to modern era, Cinema as a communication toll, New trends in Indian Cinema, Still photographs, moving pictures	15

Recommended Books:

- 1 Theories of Mass Communication: De Fleur and B. Rokeach
2 Mass Communication Theory : Denis McQuail
3 Mass Communication : Whitney, Wartella and Windohl
4 Issues in Mass Communication : YS Yadav & Pradeep Mathur
5 Communication and the Traditional: IIMC Media

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SUBJECT TITLE: Photography**SUBJECT CODE: BFD 3505****SEMESTER: V****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
-	-	4	2

Internal Assessment:60**End Term Exam: 40****Duration of Exam; 3 Hrs****Objective and outcome of course:** Developing a working concept of what it means to capture the beauty on fashion**CO1:** Discuss the history of Photography, moving images and Photo Journalism.**CO 2:** Demonstrate a brief understanding of news values, photo journalism and sources.**CO 3:** Explain various types of cameras, its components and accessories.**CO4:** Discuss the interior and exterior photo shoot places.**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
UNIT-I	Basics of photography and its impact on contemporary life.	6
UNIT-II	Students will have to choose their own photographic subjects with specific emphasis on a single image. The image can be a portrait of a person or full figure or images of plants and animals individually	10

UNIT-III	Advanced use of Lighting Modifiers and Accessories, Lighting gear and studio lighting kits, Equipment setups- Studio lights and umbrellas, Remote Flash and Radio Wave, - Standing Light and soft boxes	8
UNIT-IV	Individual practice based explorations of expressive studio and or outdoor photography.	8

Recommended Books:

- The Beginner's Photography Guide (English, Paperback, Gatum Chris), DK Publishing (Dorling Kindersley)
- On Photography (English, Paperback, Susan Sontag), Penguin

Instruction of Question Paper setter

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SUBJECT TITLE: Apparel Computer Aided Design-III**SUBJECT CODE: BFD3506****SEMESTER: V****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course:The subject focuses on creating awareness of the various tools used for the purpose of making advanced presentations in design and graphics, using Illustrator and Indesign software.

CO1:The subject focuses on creating awareness of the various tools used for the purpose of making advanced presentations in design and graphics, using Illustrator and Indesign software.

CO2: The subject develops competence in design oriented software like Corel, Adobe Photoshop for digital illustrations through the competent usage of natural media tools as required in the fashion industry.

CO3: Helps to enhance creative thinking and ideas implementation.

CO4: it helps in using graphic program features and its limits

Contents of Syllabus:

Sr. No	Contents	Contact Hours

UNIT-I	<ul style="list-style-type: none"> Developing Croqui figures for men, women and children using Photoshop/ Corel Draw. Draping of garments on men's, women's & children casual, party, night, sports, office/formal wears using Fashion Studio software / Photoshop / Corel Draw. 	8
UNIT-II	<ul style="list-style-type: none"> Design flat sketches along with stitch specification for the following: <ul style="list-style-type: none"> Children – Girls (A-line & yoke frock), Boys (shirt & shorts) Adults – Women's (Top, Skirt, gown), Men's (Shirt, Kurtha, Trouser). For the above create spec sheets, cost sheets for each garment using Fashion Studio software / Photoshop /Corel Draw. 	8
UNIT-III	<ul style="list-style-type: none"> PDS – Introduction, pattern for digitizing, Getting started in Pattern Design – Introduction to PDS (pattern design screen), File menu, Opening and saving, Managing Pieces on the screen, measure, Edit and View functions. Point & Notch Functions, line functions, Piece functions. 	8
UNIT-IV	<ul style="list-style-type: none"> Prepare Patterns - A-Line Frock, Skirt, Shirt, Dress / Top, Shorts and Trousers Introduction to grading. Grade the above patterns. Marker Making. Make marker plan for women's Top/Skirt/ Men's Shirt/Trouser/Kurta. 	8

Recommended Books:

CAD for Fashion Design by Renee Weiss Chase, Prentice hall Pub.
 CAD/CAM Computer Aided Design & Manufacturing by Mikell P Groover&Mory W Zimmers. Jr, Pearson Education, Pub.2000
 CAD/CAM/CIM by R.Radhakrishnan, S.subramanyan, V.Raju, New Age International Pub
 Fashion Design on Computers By M.kathleenColursy, Prentice Hall.2004.
 Winfred Aldrich, CAD in Clothing & Textiles, Blackwell Science, 1994

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SUBJECT TITLE: Visualization and Representation

SUBJECT CODE: BFD3507

SEMESTER: V

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course:To provide the knowledge about visualizing the market and increase the sales or business by visual representation

CO1: Develop new ways of thinking, seeing, and creating. These exercises will include blind contour drawing& Gesture.

CO2: Develop the ability to use critical, analytical, and reflective thinking and reasoning.

CO3: Develop knowledge of representational processes using visual as well as aural material as mediums of representation & also Show a practical and technical command of materials and methods in one or more media of the visual arts.

CO4: Develop the isometric drawings or illustration style that makes two- dimensional figures appear in three dimension.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Introduction to color application based on color theory. • Introduction to various color media and understand their advantage: Dry color media- color pencils, pens, crayons, oil pastels, dry pastels Wet color media- water colors, poster colors, photo color inks • Focusing on color mixing and achieving different nuances of color. • To understand how colors react and combine to give an intended effect/ experience. 	8
UNIT-II	<ul style="list-style-type: none"> • Real objects as visual elements and its relationship/ proportion/scale/ratio. • Exploration of visual elements- line, shape, form, space, light and shade, texture and tones in real arrangements. 	8
UNIT-III	<ul style="list-style-type: none"> • Understanding and effective representation of body proportions. • Understanding (in terms of representation of body parts in their cohesive relationship) of the human anatomy, form and movement. • Representation of physical characteristics of male and female figure in comparison. • Representation of human figure in drape/ clothes in dry media 	8
UNIT-IV	Presentation techniques	8

Recommended Books:

- Francis D.K. Ching John Wiley& P. Juroszek, "Design drawing, StevenSons.Inc
- James R. Turner Van, "Drawing with Confidence" No strand Reinhold Co
- M.C. Escher Harry N. "Exploring the infinite, Abrahams Inc. Publishe

Instruction of Question Paper setter

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SUBJECT TITLE: Apparel Production and Draping Techniques

SUBJECT CODE: BFD3508

SEMESTER: V

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course:The subject uses advanced and complex concepts in pattern making to produce master patterns. Combination of different patterns components into one piece patterns and development of bifurcated garments as well as analysis of existing garment patterns are emphasized

CO1:To trained students in Drafting pattern making and constructing the different types of garments .

CO2:The focus is on patterns for outerwear with a focus on contoured garments and two piece sleeve.

CO3: To explore the creative skills of candidate up to fullest potential and guide them to sketch their ideas related to apparels.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Prepare a file for garments to be construct by developing illustration, flat sketches, technical drawing, spec sheet, component drawing, consumption & calculation of fabric, trims and supporting materials, Costing of the product. 	12
UNIT-II	<ul style="list-style-type: none"> Drafting and pattern making of shirt for men/women. <ul style="list-style-type: none"> Drafting and pattern making of trouser for men/ women. Drafting and pattern making of jacket for men/women. Drafting and pattern making of waist coat for men/ women. 	12
UNIT-III	<ul style="list-style-type: none"> Introduction to draping and dress forms. Preparation of fabrics. Basic bodice – marking and truing Bodice variations- surplice front halter Princess Bodice and variation. Dart manipulation – underarm dart, French dart, double French dart and variations Cowls – basic front and back cowl, butterfly twist. Yokes and midriffs- bodices yoke, hip yoke, fitted midriff. . Basic skirt and variations – flared skirt, peg skirt. Princess dresses – joining skirt to the bodice. <p>Design and construct a final garment applying draping method.</p>	12
UNIT-IV	<ul style="list-style-type: none"> Construction of Designer shirt Men’s / Women’s using block including illustration, flat sketches, technical drawing, spec sheet, component drawing, consumption & calculation of fabric, trims and supporting materials, costing of the product Construction of Designer trouser Men’s / Women’s using block including illustration, flat sketches, technical drawing, spec sheet, component drawing, consumption & calculation of fabric, trims and supporting materials, costing of the product Construction of Designer jackets for Men’s / Women’s using block including illustration, flat sketches, technical drawing, spec sheet, component drawing, consumption & calculation of fabric, trims and supporting materials, costing of the product Construction of Designer Waist coat for Men’s / Women’s using block including illustration, flat sketches, technical drawing, spec sheet, component drawing, consumption & calculation of fabric, trims and supporting materials, costing of the product 	12

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Recommended Books:

Draping for fashion Design, Nurie Relis/Hilde jaffe, Reston publishing conurie

Chutler A J, Introduction to clothing Production Management, Blackwell Science, 1998

Harold Carr & Barbara Latham, the Technology of Clothing Manufacture, Oxford Pub. USA, 1994

Rajesh Bheda, Managing productivity in the Apparel Industry, CBS pub., New Delhi. 2003

Ruth E G, Grace I Kunz Apparel Manufacturing Sewn Product analysis, UK, 2005

Instruction of Question Paper setter

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SUBJECT TITLE: Integrated Project-V(generic Subject)**SUBJECT CODE: BFD3509****SEMESTER: V****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	2	1

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1: Develop their own style and technique and learn how to express their views about their own style.

CO2: The students are able to contribute to innovative thinking and to innovation processes.

CO3: The student have extended their experience in prioritising needs when integrating projects with competing objectives.

CO4: To increase the creativity of students.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:**Instruction of Question Paper setter**

(i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.

(ii) Review about art exhibitions.

SUBJECT TITLE: Accessory Designing**SUBJECT CODE: BFD3601****SEMESTER: VI****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	4	2

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: To teach the students the art of accessory designing so that they can complement their garment designs with appropriate accessories.

CO1: To enable the students to apply different techniques to develop various products.

CO2: Understanding the trends and history of fashion accessories.

CO3: To acquire the capacity to create unconventional material into products.

CO4: To construct the jewelry with theme or inspirational board.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> An introduction to jewellery making:- Various types of jewellery, materials used for making jewellery, metals and stones, Types of jewellery-neck lace, earrings, rings, hair ornaments. 	8
UNIT-II	<ul style="list-style-type: none"> History of jewellery:- from Egypt, Sumerians, Greek, Rome and Indian jewellery till present. 	8
UNIT-III	<ul style="list-style-type: none"> Material exploration- Develop a set of jewellery with any material and a set of eco friendly material. Accessories: - Designing of accessories- hats, belts, bags, footwear's and hair accessories. 	8
UNIT-IV	<ul style="list-style-type: none"> Designing of jewellery on the basis of a selective theme:- 	8

Recommended Books:

History of Jewellery 1100-1870, Joan Evans, Faber

Ancient Jewellery (Interpreting the Past series), Jack Ogden, University of California Press.

Accessories, Kim Johnson Gross, Jeff Stone, Thames & Hudson, Jewelry from Antiquity to the Present, Clare Philips, Thames and Hudson.

Instruction of Question Paper setter

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SUBJECT TITLE: Fashion Design Construction (Fashion Show)

SUBJECT CODE: BFD3602

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	8	4

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course: To prepare a collection for fashion show based on a particular theme.

CO1: To trained the students to prepare theme based collection for ramp show by collecting all designing process .

CO2: To Incorporate reflection and self-assessment in learning outcomes.

CO3: To increase student visual and digital literacy

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> Selection of theme Preparation of them board, Mood Board , Inspiration Sheet, 	12
UNIT-II	<ul style="list-style-type: none"> Designing the Garments according to the theme. 	12
UNIT-III	<ul style="list-style-type: none"> Preparing Patterns of the Garments. Fabric Estimations Selection of Fabric 	12
UNIT-IV	<ul style="list-style-type: none"> Construction of the garments according to theme for the Fashion show. Preparing Cost sheet for all the Designs 	12

Recommended Books:

Dress Design: Draping and Flat PATTERN Making, M.S. Hillhouse, E.A. Manfield, Publisher Houghton Mifflin College Division

New Complete Guide to Sewing” By Reader Digest, Publisher Reader Digest New York.

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SUBJECT TITLE: INTERNSHIP (Practical)

SUBJECT CODE: BFD3603

SEMESTER: VI

CONTACT HOURS/WEEK:

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	2	1

Internal Assessment: 60

End Term Exam: 40

Duration of Exam; 3 Hrs

Objective and outcome of course:To provide the knowledge of work at domestic level.

CO1:Develop their own style and technique and learn how to express their views about their own style.

CO2:The students are able to contribute to innovative thinking and to innovation processes.

CO3:The student have extended their experience in prioritising needs when integrating projects with competing objectives.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> • Introduction to Entrepreneurship. • Study of various essential aspects of Entrepreneurship. • Identification and development of essential entrepreneurial skills. 	8
UNIT-II	<ul style="list-style-type: none"> • Entrepreneurship Development. • 1 month internship in the Garment Industry, Working on Designing and Finally Forming a survey report on the industry, its type, its working, its departments and personnel, jobs undertaken, references, Observations, Precautions, etc. 	8
UNIT-III	<ul style="list-style-type: none"> • The report should have a detailed information about the industry the student joined for entrepreneurship, the type of industry(public sector/ private/ partnership), the names of directors, the departments of the industry, its personnel, their working, the jobs being undertaken at the 	8

	industry, the products being manufactured, the marketing of the products, the raw material being used, the clients, etc.	
UNIT-IV	<ul style="list-style-type: none"> • The report should also include the work done by the student during his/ her training, specifying what all new was learned during this period. • The report should be accompanied by the training certificate from the industry. • It should be signed by the student. 	8

Instruction of Question Paper setter

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SUBJECT TITLE: Integrated Project-VI (generic Subject)**SUBJECT CODE: BFD3604****SEMESTER: VI****CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
0	0	2	1

Internal Assessment: 60**End Term Exam: 40****Duration of Exam; 3 Hrs**

Objective and outcome of course: Develop their own style and technique and learn how to express their views about their own style.

CO1:Develop their own style and technique and learn how to express their views about their own style.

CO2:The students are able to contribute to innovative thinking and to innovation processes.

CO3:The student have extended their experience in prioritising needs when integrating projects with competing objectives.

CO4: To increase the creativity of students.

Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	Attend Exhibitions	
UNIT-II	Attend workshops and Industrial visit	
UNIT-III	Submit Portfolio of session work	
UNIT-IV	Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	

Recommended Books:**Instruction of Question Paper setter**

(i) Exhibition of his/her own art work done during 1st and 2nd Semester. Exhibition will be conducted at the end of semester.

(ii) Review about art exhibitions.