



# RIMT

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## UNIVERSITY

**SYLLABUS**

**B.Sc FASHION DESIGN**

**BATCH**

**(2019)**

**PROGRAM CODE: FSD301**

**DEPARTMENT OF FASHION DESIGN**

**SCHOOL OF ART & DESIGN**

**RIMT UNIVERSITY, MANDI GOBINDGARH, PUNJAB**

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**Section 1**

Vision And Mission Of The University

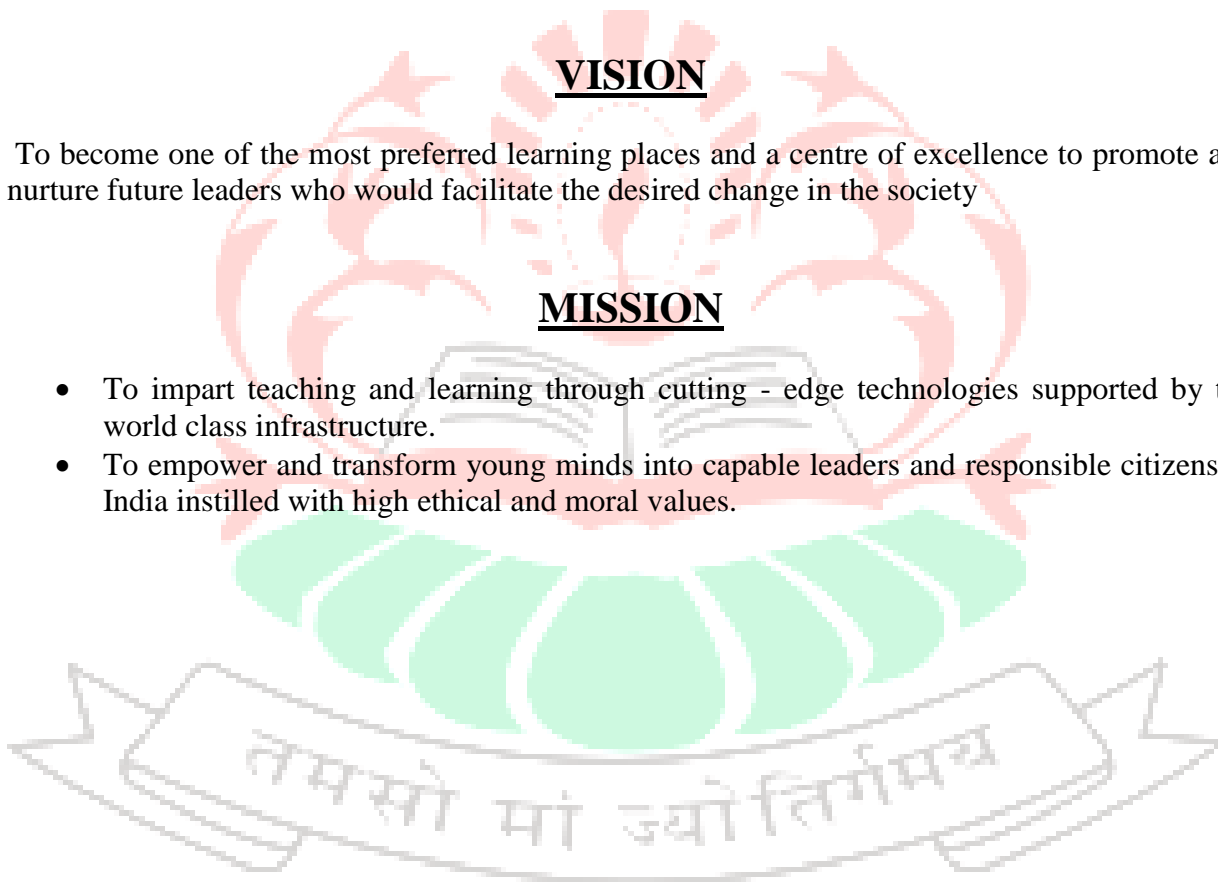
**RIMT UNIVERSITY, MANDI GOBINDGARH, PUNJAB**

**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

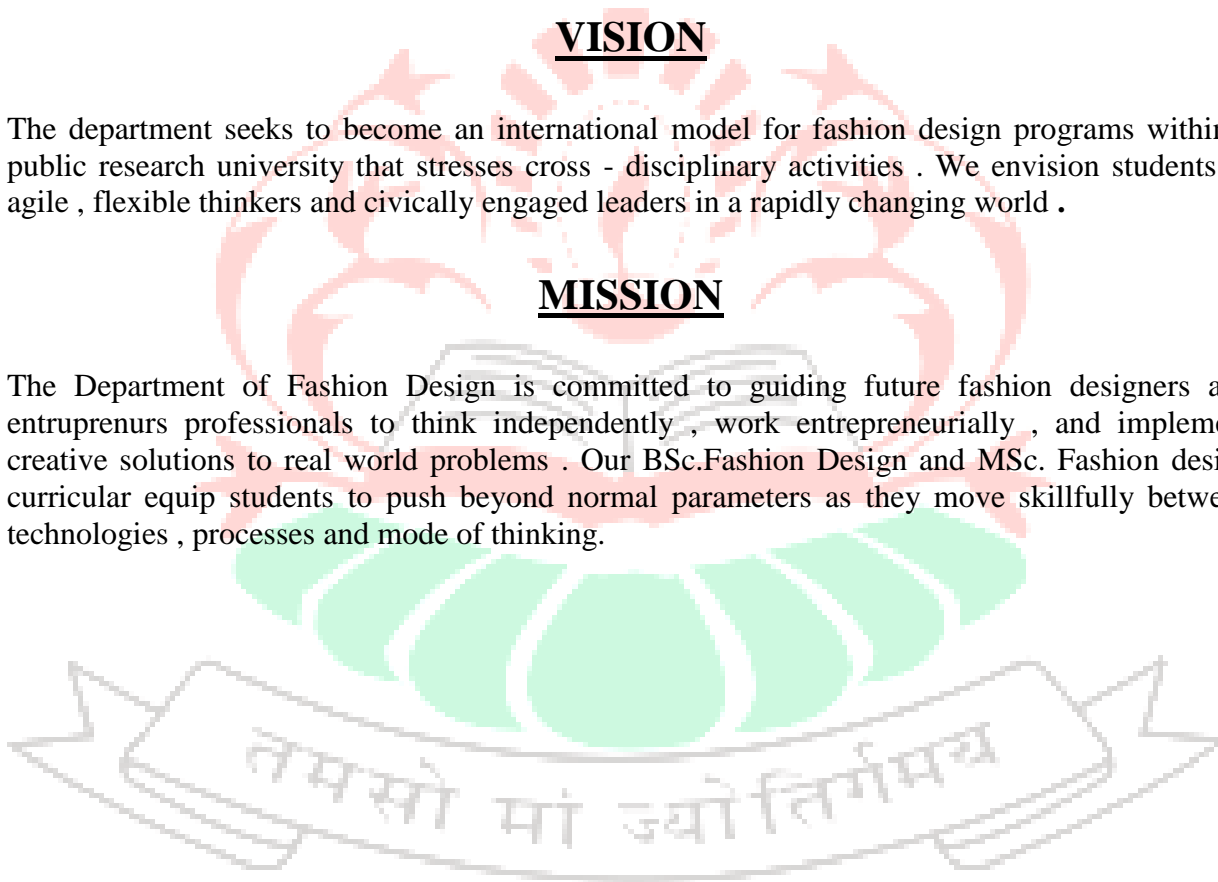
**DEPARTMENT OF BACHELOR OF FASHION DESIGN**

**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:-

<b>PEO1:</b>	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.
<b>PEO2:</b>	To provide hands-on experience using a set of complex technologies found in industry today to build prototypical solutions to solve current needs
<b>PEO3:</b>	To Research and relate fashion design to a broader socio economic, historical, and environmental context and Articulate design ideas verbally, visually, and digitally.
<b>PEO4:</b>	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
<b>PEO5:</b>	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:

<b>PSO1:</b>	To be able to Adapt their artistic abilities to support their future design careers
<b>PSO2</b>	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.
<b>PSO3:</b>	To be able to execute design projects utilizing industry design, development and production equipment.

<b>PSO4:</b>	Understanding in detail, the contents of various areas of Fashion, Art and Design and how the concepts have changed over a period of time
<b>PSO5:</b>	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
<b>PSO6:</b>	Implementing creative thinking and design concepts in the design environment and beyond.
<b>PSO7:</b>	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.
<b>PSO8:</b>	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.
<b>PSO 9:</b>	Graduates will be able to work as a fashion designer, stylist, and accessory designer in film industries and celebrities
<b>PSO 10</b>	Graduates are able to develop the fashion illustration techniques which help them to succeed as a unique professional in the Fashion industry
<b>PSO 11:</b>	Graduates of costume design students will be able to work as merchandiser, pattern maker, Fashion buyer, CAD Designer in Apparel Industries
<b>PSO 12</b>	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:

<b>PO1</b>	<b>Fashion and Fabric Theory Knowledge:</b> 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
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	appreciate trends, predict appropriate market trends and machine knowledge.
PO2	<b>Knowledge of different Fashion Technologies:</b> To develop Knowledge of different textiles, fashion trends, pattern, digital technology, artistic elements and advanced experimentations.
PO3	<b>Environment and Sustainability:</b> To develop understanding of environment impact of businesses and be able to apply management knowledge to develop sustainable solutions for future generations
PO4	<b>Business Analytics Knowledge:</b> 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	<b>Research Fashion Trends:</b> 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	<b>Monitoring of Fashion Trends:</b> To produce items that distributors and consumers purchase and to monitor fashion trends and sales forecasts to create marketable designs.
PO7	<b>Employability:</b> To Offer wide possibilities of employability in the field of fabric designing, stitching, knitwear, textile, printing and marketing.
PO8	<b>Fashion &amp; Society:</b> To Apply reasoning informed by the contextual knowledge to assess socio--cultural & political context and the consequent responsibilities towards the society.
PO9	<b>Historical and contemporary perspectives:</b> Knowledge of varied fashion trends, history of varied fabrics & patterns and techniques from diverse historical and contemporary contexts.
PO 10	<b>Design Process Knowledge:</b> To apply the knowledge of elements of design and principles of design to create new design on paper, graphics, textile and garments.
PO 11	<b>Design / Develop product prototypes:</b> 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	<b>Modern Tool Usage:</b> 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	<b>Visual Communication:</b> To visually communicate ideas in the form of artistic fashion illustrations, graphic illustration, styling, fashion photography and visual display of merchandise.

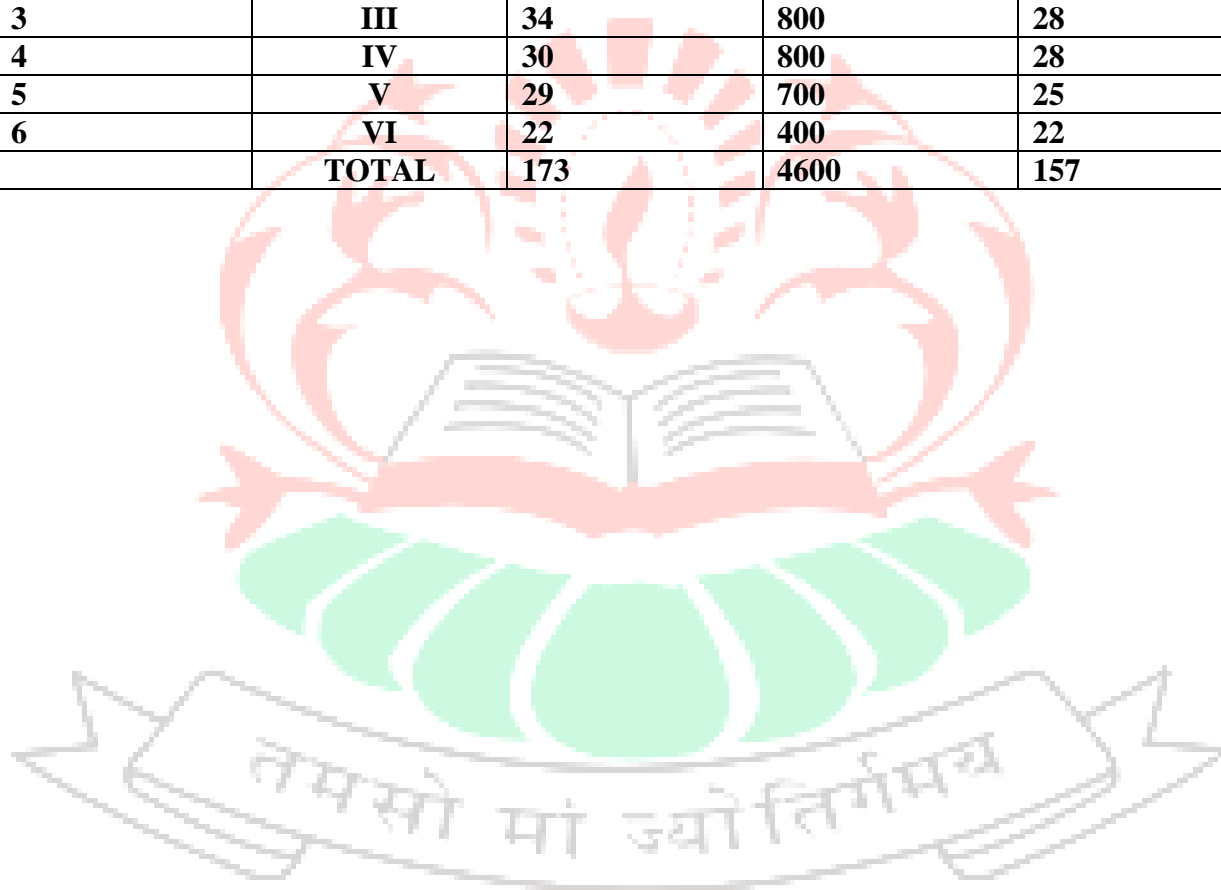


**SELECTION 5**

**CURRICULUM/ SCHEME WITH EXAMINATION  
GRADING SCHEME**

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

S.NO	SEMESTER	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
	<b>TOTAL</b>	<b>173</b>	<b>4600</b>	<b>157</b>



## 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



**B.Sc FASHION DESIGN SYLLABUS 2019 BATCH**

**B.Sc FASHION DESIGN (1st YEAR)**

1 <sup>ST</sup> SEMESTER		Hrs.				Marks			Credits	EXTERNAL EXAM
Subject Code	Subject Name	L	T	P	S	INT	EXT	TOTAL		
BFD 1101	Basic Communication	2				40	60	100	2	3 Hrs
BFD 1102	Visual Study	2				40	60	100	2	3 Hrs
BFD 1103	Material Studies I	2				40	60	100	2	3 Hrs
BFD 1104	Elements of Design -I	2				40	60	100	2	3 Hrs
BFD1105	Visual Representation-I			4		60	40	100	2	No External Exam, only viva voce
BFD1106	Still Life			4		60	40	100	2	
BFD1107	Basic Computer			4		60	40	100	2	
BFD1108	Material Studies I			4		60	40	100	2	
BFD 1109	Elements of Design-I			4		60	40	100	2	
BFD 1110	Integrated Project-I /Generic Subjects			2		60	40	100	1	
<b>TOTAL</b>		<b>8</b>		<b>22</b>		<b>520</b>	<b>480</b>	<b>1000</b>	<b>19</b>	

**B.Sc FASHION DESIGN (1st YEAR)**

2 <sup>ND</sup> SEMESTER		Hrs.				Marks			Credits	EXTERNAL EXAM
Subject Code	Subject Name	L	T	P	S	INT	EXT	TOATL		
BFD 1201	Business Communication	2				40	60	100	2	3 Hrs
BFD1202	Fashion Studies	2				40	60	100	2	3 Hrs
BFD 1203	Material Studies II	2				40	60	100	2	3 Hrs
BFD 1204	Elements of Design-II			4		60	40	100	2	No External Exam, only viva voce
BFD 1205	Visual Representation-II			4		60	40	100	2	
BFD 1206	Needle Magic			4		60	40	100	2	
BFD 1207	Computer Application			4		60	40	100	2	
BFD 1208	Material Studies II			4		60	40	100	2	
BFD 1209	Integrated Project-II /Generic Subjects			2		60	40	100	1	
<b>TOTAL</b>		<b>6</b>		<b>22</b>		<b>480</b>	<b>420</b>	<b>900</b>	<b>17</b>	

**B.Sc FASHION DESIGN SYLLABUS 2019 BATCH**

**B. Sc FASHION DESIGN (2<sup>nd</sup> YEAR)**

3 <sup>rd</sup> SEMESTER		Hrs.				Marks			Credits	EXTERNAL EXAM
Subject Code	Subject Name	L	T	P	S	INT	EXT	TOTAL		
BFD 2301	Elements of Textiles	2				40	60	100	2	3 Hrs
BFD 2302	History of Fashion-1 (India)	2				40	60	100	2	3 Hrs
BFD 2303	Surface Design Techniques I			4		60	40	100	2	No External Exam, only viva voce
BFD2304	Fashion Illustration & Design I			4		60	40	100	2	
BFD2305	Professional Communication			4		60	40	100	2	
BFD 2306	Clothing Techniques-I			8		60	40	100	4	
BFD 2307	Computer aided Design-I			4		60	40	100	2	
BFD 2308	Integrated Project-III /Generic Subjects			2		60	40	100	1	
<b>TOTAL</b>		<b>4</b>		<b>26</b>		<b>440</b>	<b>360</b>	<b>800</b>	<b>17</b>	

**B.Sc FASHION DESIGN (2<sup>nd</sup> YEAR)**

4 <sup>th</sup> SEMESTER		Hrs.				Marks			Credits	EXTERNAL EXAM
Subject Code	Subject Name	L	T	P	S	INT	EXT	TOATL		
BFD 2401	Appreciation of Textiles	2				40	60	100	2	3 Hrs
BFD 2402	History of Fashion-II (Western)	2				40	60	100	2	3 Hrs
BFD 2403	Surface Design techniques II			4		60	40	100	2	No External Exam, only viva voce
BFD 2404	Verbal Communication			4		60	40	100	2	
BFD 2405	Fashion Illustration & Design II			4		60	40	100	2	
BFD 2406	Clothing Techniques-II			8		60	40	100	4	
BFD 2407	Computer aided Design-II			4		60	40	100	2	
BFD 2408	Integrated Project-IV /Generic Subjects			2		60	40	100	1	
<b>TOTAL</b>		<b>4</b>		<b>26</b>		<b>440</b>	<b>360</b>	<b>800</b>	<b>17</b>	

**B.Sc FASHION DESIGN (3<sup>rd</sup> YEAR)**

5 <sup>th</sup> SEMESTER		Hrs.				Marks			Credits	EXTERNAL EXAM
Subject Code	Subject Name	L	T	P	S	INT	EXT	TOTAL		
BFD3501	Fashion Marketing and Merchandising	2				40	60	100	2	3 Hrs      No External Exam, only viva voce
BFD3502	Photography			4		60	40	100	2	
BFD 3503	Fashion Illustration & Design III			4		60	40	100	2	
BFD 3504	Clothing Techniques-III			8		60	40	100	4	
BFD 3505	Computer aided Design-III			4		60	40	100	2	
BFD 3506	Industrial Internship			4		60	40	100	2	
BFD 3507	Integrated Project-V /Generic Subjects			2		60	40	100	1	
<b>TOTAL</b>		<b>2</b>		<b>26</b>		<b>300</b>	<b>300</b>	<b>700</b>	<b>15</b>	

**B.Sc FASHION DESIGN (3<sup>rd</sup> YEAR)**

6 <sup>th</sup> SEMESTER		Hrs.				Marks			Credits	EXTERNAL EXAM
Subject Code	Subject Name	L	T	P	S	INT	EXT	TOATL		
BFD 3601	Fashion Styling			4		60	40	100	2	No External Exam, only viva voce
BFD 3602	Fashion Show			6		60	40	100	3	
BFD 3603	Digital Portfolio			6		60	40	100	3	
BFD 3604	Integrated Project-VI /Generic Subjects			2		60	40	100	1	
	<b>TOTAL</b>			<b>18</b>		<b>240</b>	<b>160</b>	<b>400</b>	<b>9</b>	

**SUBJECT TITLE: Basic Communication**

**B.Sc FASHION DESIGN SYLLABUS 2019 BATCH**

**SUBJECT CODE: BFD 1101**

**SEMESTER: I**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment: 40**

**End Term Exam: 60**

**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 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
<b>UNIT-I</b>	Basic parts of speech: Noun, pronoun, verb, adjective, adverb, preposition, article, idioms, one word substitution. Tenses: introduction, uses of present, past and future tense, Use of prepositions conjunctions and interjections. Use of punctuations. Sentence Formation: simple compound and complex formation, transformation of sentence: active and passive, affirmative and negative interrogative and assertive	8
<b>UNIT-II</b>	Direct and indirect speech. Correct word usage – Homonyms, antonyms and synonyms. Business Communication – its meaning & importance. Barriers to effective Communication. Types of communication – Verbal communication and non- verbal Communication	8
<b>UNIT-III</b>	Basic Model of Communication: History of communication theory, Shannon and Weaver's model of communication, encoding and decoding, feedback, noise. Essentials of effective business communication – 7 Cs of communication.	8
<b>UNIT-IV</b>	Business letter writing: need, functions and kinds, layout of letter writing, types of letter writing Business etiquettes: Email and net etiquettes, etiquette of the written word, etiquettes on the telephone, handling business meetings. Importance of non-verbal communication.	8

**Recommended Books:**

- Wren & Martin, English Grammar and Composition, Sultan Chand & Sons. S Chand (9 July 2018)
- Business Communication: Making Connections in a Digital World, McGraw Hill, UK, 1991
- S C Sharma, Shiv N. Bhardwaj, A Textbook of Grammar and Composition, Jawahar Book centre
- Boove, Thill, Chaturvedi, Business Communication Today, Pearson Education
- Murphy and Hildebrandt, Effective Business Communication, Tata McGraw Hill Education

**Instruction of Question Paper setter**

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

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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: Visual Study**  
**SUBJECT CODE: BFD 1102**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
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## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

**SEMESTER: I**

**CONTACT HOURS/WEEK:**

2	0	0	0	2
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**Internal Assessment:40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** To deepen and broaden the knowledge and skills acquired in basic education.  
The student: Expresses own observations, visual images from one's own imagination, feelings and thoughts through art.

**CO1:** Students will demonstrate an effective knowledge of visual vocabulary appropriate for careers in the visual arts, visual studies, and the media.

**CO2:** Students will be able to locate, interpret and analyze primary and secondary sources relevant to research questions.

**CO3:** Students will construct a portfolio of works that demonstrates their writing, and presentation skills through verbal, written, and constructive exercises.

**CO4:** Students will focus how visual languages be changes.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Introduction to visual environment  Understanding the visual language as expressing the inherent ethos/ philosophy / aesthetic of a culture	<b>8</b>
<b>UNIT-II</b>	Visual arts, artists and patrons -The changing equation through the ages.	<b>8</b>
<b>UNIT-III</b>	Moving Focus- the changing semiotics and semantics of the visual language	<b>8</b>
<b>UNIT-IV</b>	Introduction to Postmodernism- the emerging visual environment	<b>8</b>

**Recommended Books:**

- LadislavSutnar: Visual Design in Action- RetoCaduff, Steven Heller
- Dealing with the Visual: Art History, Aesthetics and Visual Culture- Edward Winters, 29 Nov 2017

**Instruction of Question Paper setter**

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

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**SUBJECT TITLE: Material Studies-I**  
**SUBJECT CODE: BFD 1103 (Th), BFD 1108 (Pr)**

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

**SEMESTER: I**

**CONTACT HOURS/WEEK:**

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

**(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:** They acquire knowledge of the fundamentals of art and design, gain experience with the required tools, materials and techniques for making art and design, and master specific concepts and skills.

**CO1:** Students will gain knowledge of the fundamentals of art and design, experience with the required tools & Materials and Techniques and also learn Master specific concepts and skills.

**CO2:** Demonstrate expertise and understanding of the core physical science and engineering fields;

**CO3:** To inspire your own adoption of Material Theming and components.

**CO4:** These studies explore real-world design and product limitations through the examination of a set of fictional apps, each designed with unique properties and use cases.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>• Introduction, relevance &amp; importance of Material Studies in design</li> <li>• Classification of materials and their characteristics.</li> </ul>	<b>12</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>• Exposure to different material samples</li> <li>• Introduction to hand tools and their classification</li> </ul>	<b>12</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Introduction to classification of forms of raw material used by designer</li> </ul>	<b>12</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>• Introduction to stress and strain, mechanical, physical and other properties of different materials</li> <li>• Hands-on experience and exploration of : Category 1 material- Clay/P.O.P/Paper/Wood/Stone/Bamboo; Category 2 material- Aluminum/Brass/Copper/Mild Steel (sheet or wire form); and Category 3 material- Yarn/Fabric/Leather</li> </ul>	<b>12</b>

**Recommended Books:**

- Design Communication: Developing Promotional Material for Design Professionals- Ernest Burden , 1 Jan 1987.
- Solid Wood: Case Studies in Mass Timber Architecture, Technology and Design- Joseph Mayo, 16 Apr 2015
- Manufacturing of Automotive Interior Components with Renewable Raw Materials (Textiltechnik/textile Technology)-SangeethaRamaswamy, 22 Mar 2017

**Instruction of Question Paper setter**

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

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**SUBJECT TITLE: Elements of Design-I**  
**SUBJECT CODE: BFD 1104 (Th), BFD 1109 (Pr)**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
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## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

**SEMESTER: I**

2	0	4	0	4
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**CONTACT HOURS/WEEK:**

**(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:** To develop the Understanding of Basic Elements ,principals and there uses to create effective designing.

**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
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>• Develop understanding of Elements of Design (Point, Line, Plane, Shape, Texture, Color, Pattern, Form &amp; Space)</li> </ul>	<b>12</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>• Develop understanding of Principles of Design (Balance, Rhythm, Harmony, Proportion, Emphasis, Variety)</li> <li>• Develop sense of composition.</li> </ul>	<b>12</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Develop understanding of tangible &amp; non-tangible aspects of Elements of Design. (Physical characteristic such as material, position, orientation etc., emotive qualities &amp; symbolism)</li> </ul>	<b>12</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>• Develop skills of visualization &amp; communication.</li> <li>• Application of skills &amp; processes in different media.</li> </ul>	<b>12</b>

**Recommended Books:**

- Fashion Sketch Book by Beena Abling , Bloomsbury Publishing India Private Limited; 6th Revised edition edition (2012)
- Model Drawing by Beena Abling, 30-06-2003
- Elements of Fashion and Apparel Design Paperback – 2002
- by G J Sumathi (Author), New Age International Pub; First edition (2002)

**Instruction of Question Paper setter**

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**B.Sc FASHION DESIGN SYLLABUS 2019 BATCH**

**SUBJECT TITLE: Visual Representation-I**

**SUBJECT CODE: BFD 1105**

**SEMESTER: I**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	4	0	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 draw Develop new ways of thinking, seeing, and creating. These exercises will include blind contour drawing, gesture.

**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 audial 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
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>• Drawing as an extension of seeing:                             <ul style="list-style-type: none"> <li>a) Enhancing eye- hand coordination</li> <li>b) Blind drawing- focus on object while drawing on paper. c) Gesture Drawing- focus on movement of wrist and upper arm.</li> <li>d) Image making through recall, observation and imagination.</li> </ul> </li> </ul>	<b>10</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>• Introduction to visual elements and its application:                             <ul style="list-style-type: none"> <li>a) Introduction to different tools</li> <li>b) Exploration of visual elements – line, shape, form, space, light and shade, texture and tones.</li> <li>c) Object &amp; environment drawing- natural and manmade.</li> </ul> </li> </ul>	<b>10</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Introduction to intangible aspects of drawing:                             <ul style="list-style-type: none"> <li>a) Visual experience of elements/objects through contextualization or displacement of (out of context/ different context) elements</li> <li>b) Enhancing sensorial perceptions.</li> </ul> </li> </ul> <p>Enhancing and expanding the skill of drawing for expression and communication:</p>	<b>10</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>• Introduction to Isometric drawings.</li> <li>• Principles of perspective drawing.(One point, two point and three point) Theory</li> </ul>	<b>10</b>

**Recommended Books:**

- Design Representation- Gabriela Goldschmidt , William L. Porter, 15 Jan 2004
- The Design of Everyday Things- Don Norman, 5 Nov 2013
- Design Basics- David A Lauer, Stephen Pentak, 1 Nov 2007
- Unflattening- Nick Sousanis, 28 Apr 2015
- Design Basics (Mindtap Course List)-Stephen Pentak, David Lauer, 1 Oct 2014

**Instruction of Question Paper setter**

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

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**SUBJECT TITLE: Still Life**  
**SUBJECT CODE: BFD 1106**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
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## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

**SEMESTER: I**

**CONTACT HOURS/WEEK:**

0	0	4	0	2
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**(Pr)Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course :** Teaches the skills of drawing and painting. It teaches you how to look at objects and see them like an artist - with a perceptive awareness of their outline, shape, proportions, tone, color, texture, form and composition.

**CO1:** Understanding the skills of drawing and painting that how to see them with a perceptive awareness of their outline, shape, proportions, tone, color, texture, form and composition.

**CO2:** Ability to explore the expressive possibilities of various media, and the diverse conceptual modes available to the painter.

**CO3:** Understanding with direct painting from nature or with alternative approaches to the making of traditional or innovative two- and, at times, three-dimensional images.

**CO4:** Knowledge and skills in the use of basic tools, techniques, and processes sufficient to work from concept to finished product, including knowledge of paints and surfaces

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>• Study of various types of forms, textures and light effects in different nonliving objects using line drawing with light and shade effects according to fundamentals and principles</li> </ul>	<b>10</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>• Arrangement of different objects (Geometrical and organic objects) from composition point of view.</li> </ul>	<b>10</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Study of basic geometrical objects. Drawing from cubes, cones, cylindrical objects, casts, drapery etc. observed and studied in various rendering media (such as pencils, crayons, pastels, charcoal).</li> </ul>	<b>10</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>• Observed and studied in various rendering media (such as pencils, crayons, pastels, charcoal).</li> </ul>	<b>10</b>

**Recommended Books:**

- DRAWING STILL LIFE-PROSENJIT SAHA, ARUNDHATI SAHA, 1 Jan 2009
- Painting Still Lifes Step by Step- Mary McLean, 26 Mar 2004
- Smart Sketch Book 2: Oogie Art's Step-By-Step Guide to Drawing Still Life Objects in Charcoal- Wook Choi , 1 Dec 2015
- Smart Sketch Book 3: Oogie Art's Step-By-Step Guide to Drawing Still Life Objects with Charcoal and Soft Pastels- Wook Choi , 1 Dec 2015 Smart Sketch Book 4: Oogie Art's Step-By-Step- Guide to Painting Still Life Objects in Acrylic- Wook Choi, 1 Dec 2015

**Instruction of Question Paper setter**



## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

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**SUBJECT TITLE: Basic Computer**  
**SUBJECT CODE: BFD 1107**  
**SEMESTER: I**  
**CONTACT HOURS/WEEK:**

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

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

**Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course: :** Learning Objectives for Computer Science and Information Systems Degree. Students will demonstrate the ability to extend current knowledge and/or skills to a computing environment or problem currently unknown to the student. Students will demonstrate the ability to solve problems in the discipline.

**CO1:** Demonstrate the ability to extend current knowledge and/or skills to a computing environment or problem currently unknown to the students & also solve problems in the discipline.

**CO2:** Demonstrate basic understanding of network principles

**CO3:** Demonstrate to Present conclusions effectively, orally, and in writing.

**CO4:** Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline

### Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>• Introduction to computers</li><li>• To understand and appreciate the functionality of computer hardware, peripherals and software; inculcate required skills to work in the Windows environment; understand browser basics, search engine basics</li></ul>	10
UNIT-II	<ul style="list-style-type: none"><li>• Free hand on Internet surfing; acquire required knowledge of word processing, spreadsheets and presentation software effectively; and, acquire basic understanding &amp; skills of vector graphics software.</li></ul>	10
UNIT-III	<ul style="list-style-type: none"><li>• Computer hardware</li><li>• Computer software</li></ul>	8
UNIT-IV	<ul style="list-style-type: none"><li>• Operating system and basic utilities</li></ul>	8

### Recommended Books:

- Computer Fundamentals- P. K. Sinha, 30 Nov 2004
- Computer Basics in easy steps: Windows 7 Edition- Michael Price, 15 Feb 2011
- Blockchain - From Concept to Execution- DebajaniMohanty , 12 Mar 2018
- Computer & Internet Basics Step-By-Step- Etc End the Clutter, 17 Sep 2004

### Instruction of Question Paper setter

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**SUBJECT TITLE: Integrated Project-I (generic Subject)**

**SUBJECT CODE: BFD 1110**

**SEMESTER: I**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	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: Business Communication**

**SUBJECT CODE: BFD/BDFD 1201**

**SEMESTER: II**

**CONTACT HOURS/WEEK:**

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

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

**Internal Assessment:40**

**End Term Exam: 60**

**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.

**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"><li>Developing Reading Skills: identify the purpose of reading, factors effecting reading, learning how to think and read, developing effective reading habits, reading tactics and strategies: training eye and training mind, Recognizing a broad range of thought patterns in reading selections, reading and interpreting visuals, making inferences, recognizing facts and opinions. Developing Listening Skills: importance, purpose of listening, art of listening, factors affecting listening, components of effective listening, process of listening, principles and barriers to listening, activities to improve listening.</li></ul>	8
UNIT-II	<ul style="list-style-type: none"><li>Developing Writing skills: planning, drafting, revision, editing, paragraph writing, precis making. Letter Writing: Inter-office memorandums, notice, advertisement, faxes, e-mails, sales letters, request letters, order letters, good news and bad news letters. Resume Writing: planning, organinsing contents, layout, guidelines for good resume Report Writing: structure, types, formats, drafting of various types of report.</li></ul>	8
UNIT-III	<ul style="list-style-type: none"><li>Developing speaking skills advantages and disadvantages, Conversation as communication, extempore, speaking, art of public speaking, Meetings preparations , Group communication through committees, conference and other formal communication with public at large, seminar, symposia and conferences, Ambiguity avoidance.</li></ul>	8
UNIT-IV	<ul style="list-style-type: none"><li>Group Discussion- Nature, uses and importance, guidelines for GD. Presentations: Four P's of presentation, structuring, rehearsing, and delivery methods, effective Presentations. Interviews: Preparation techniques, frequently asked questions, projecting a positive image</li></ul>	8

### Recommended Books:

- Lesikar, Petit, Business Communication, All India Traveler bookseller
- Pal, Rajendra & Korlahalli, Essentials of Business Communication, Sultan Chand & Sons
- Bovee, Thill and Chaturvedi, Business Communication, Pearson Education

### Instruction of Question Paper setter

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

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**SUBJECT TITLE: Fashion Studies**  
**SUBJECT CODE: BFD 1202**  
**SEMESTER: II**  
**CONTACT HOURS/WEEK:**

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

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

**Internal Assessment:40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** The objective of the course is give the knowledge about fashion adoption

**CO1:** Students will gain knowledge of the fundamentals of art and design, experience with the required tools & Materials and Techniques and also learn Master specific concepts and skills.

**CO2:** Demonstrate expertise and understanding of the core physical science and engineering fields;

**CO3:** To inspire your own adoption of Material Theming and components.

**CO4:** Students studies explore real-world design and product limitations through the examination of a set of fictional apps, each designed with unique properties and use cases.

### Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>• Fashion terminology: fashion, style, fad, classic, boutique, trends, designer, silhouette, Hi fashion, Fashion/selling seasons and knock-offs.</li><li>• Principles of fashion.</li><li>• Fashion origin and evolution. Fashion cycle and differentiation on the basis of length of fashion cycle.</li></ul>	8
UNIT-II	<ul style="list-style-type: none"><li>• Types of fashion: haute couture, Prêt-a-porter and Mass Fashion.</li><li>• Levels of Fashion Acceptance-Fashion leader, fashion role model, fashion follower, Fashion victims.</li></ul>	8
UNIT-III	<ul style="list-style-type: none"><li>• Fashion theories- trickle down, trickle across and bottom up theory.</li><li>• Factors affecting fashion</li><li>• Inspiration of Fashion</li></ul>	8
UNIT-IV	<ul style="list-style-type: none"><li>• Fashion Forecasting</li><li>• business reports, styk8le of report writings.<ul style="list-style-type: none"><li>• English reading, speaking, pronunciation and listening</li></ul></li></ul>	8

### Recommended 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: Material Studies-II**  
**SUBJECT CODE: BFD 1203 (Th), BFD 1208 (Pr)**  
**SEMESTER: II**  
**CONTACT HOURS/WEEK:**

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

**(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 objective of the course is to understand the material, objects and machinery

**CO1:** Students will gain knowledge of the fundamentals of art and design, experience with the required tools & Materials and Techniques and also learn Master specific concepts and skills.

**CO2:** Demonstrate expertise and understanding of the core physical science and engineering fields;

**CO3:** To inspire your own adoption of Material Theming and components.

**CO4:** Students studies explore real-world design and product limitations through the examination of a set of fictional apps, each designed with unique properties and use cases

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Develop understanding of various materials (Solids, Plainer, and Linear & Granular) in raw, processed & finished forms and their uses.	12
<b>UNIT-II</b>	Develop understanding of primary and secondary shaping, finishing and joining processes	12
<b>UNIT-III</b>	Develop understanding of basic processes to enhance physical characteristic of materials through surface finish & surface treatment. Develop understanding of equipment & machinery and their limitations.	12
<b>UNIT-IV</b>	Develop understanding of the basic principles of manufacturing processes and their applications.	12

**Recommended Books:**

- Color A Course in Mastering the Art of Mixing Colors, (Betty Edwards)
- Solid Wood: Case Studies in Mass Timber Architecture, Technology and Design, Joseph Mayo
- The Secret Lives of Color, Kassia St Clair
- The Colour Scheme Bible: Inspirational Palettes for Designing Home Interiors-Anna Starmer
- Playing with Color: 50 Graphic Experiments for Exploring Color Design Principles-Richard Mehl

**Instruction of Question Paper setter**

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**SUBJECT TITLE: Elements of Design- II**

**SUBJECT CODE: BFD 1204**

**SEMESTER: II**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

**Objective and outcome of course:** The objective of the course is give the knowledge of elements and principles of fashion

**CO1:** Sound understanding of lines, shapes, colors, patterns, motifs, texture.

**CO2:** Enhanced understanding of visual balance

**CO3:** Unique designing aptitude supported by innovative concepts

**CO4:** Visual translation of designs represented through elaborate medium exploration skills

### Contents of Syllabus:

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	To develop an understanding of attributes of 3D forms.(Volume, Proportion, Surface Quality & Characteristic of curves & planes, Form & Space)	10
<b>UNIT-II</b>	To develop understanding Design Principles in relation to 3D Form.(Visual order & movement, Placement, Size, Alignment & Orientation)	10
<b>UNIT-III</b>	To develop understanding of tangible & non-tangible aspects of 3D forms.(Physical characteristics, Emotive qualities & symbolism, Visual hierarchy) To understand change & transition in 3D forms.(Simplification, Manipulation & Stylization)	10
<b>UNIT-IV</b>	To develop skills of visualization & communication. Application of skills & processes in different media.	10

### Recommended Books:

- Fashion Sketch Book by Beena Abling , Bloomsbury Publishing India Private Limited; 6th Revised edition edition (2012)
- Model Drawing by Beena Abling, 30-06-2003
- Elements of Fashion and Apparel Design Paperback – 2002
- by G J Sumathi (Author), New Age International Pub; First edition (2002)

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**SUBJECT TITLE: Visual Representation-II**

**SUBJECT CODE: BFD 1205**

**SEMESTER: II**

**CONTACT HOURS/WEEK:**

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

**(Pr)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 draw Develop new ways of thinking, seeing, and creating. These exercises will include blind contour drawing, gesture

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

**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 audial material as mediums of representation.

**CO4:** To show a practical and technical command of materials and methods in one or more media of the visual arts.

### Contents of Syllabus:

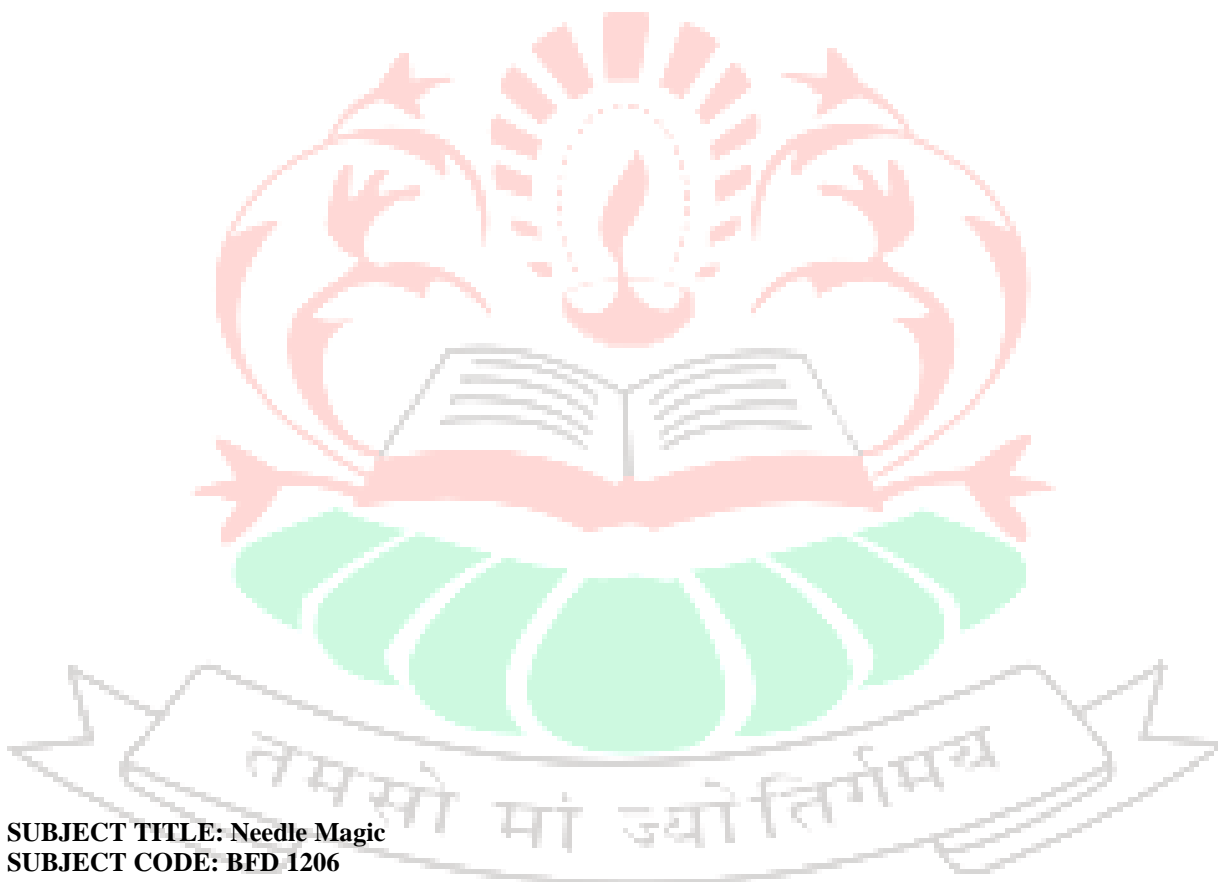
Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>To understand basic principles of free hand drawing and Rendering in color media - a) Introduction to color application based on colour theory (Pigment theory) b) Introduction to various color media Dry colour media – colour pencils, pens, crayons, oil pastels, dry pastels</li> </ul>	<b>10</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>Wet colour media- water colors, poster colours, photo colour inks etc.</li> <li>To understand the advantages of each medium c) Focusing on colour mixing and achieving different nuances of colour. To understand how colors react and combine to give an intended effect/experience.</li> </ul>	<b>10</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>Introduction to principles of composition as an extension of basics from ‘elements of design’ - a) Real objects as visual elements and its relationship (Composition) / proportion / scale / ratio. b) Exploration of visual elements – line, shape, form, space, light and shade, texture and tones in real arrangements. Visual composition as interpreting non tangible feel or emotion.</li> </ul>	<b>10</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>Introduction to basics of representation of human body - a) Understanding and effective representation of body proportions. b) Understanding (in terms of representation of body parts in their cohesive relationship) of the human anatomy, form and movement. c) Representation of physical characteristics of Male and Female figure in comparison. d) Representation of human figure in drape/ clothes in dry media.</li> </ul>	<b>10</b>

### Recommended Books:

- Design Representation- Gabriela Goldschmidt , William L. Porter, 15 Jan 2004
- The Design of Everyday Things- Don Norman, 5 Nov 2013

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**SUBJECT TITLE: Needle Magic**

**SUBJECT CODE: BFD 1206**

**SEMESTER: II**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** Enable the student to make creative designs in embroidery & prepare dresses by using these embroidery stitches. Capable of identifying new opportunities in craft, textile art and fashion and design markets. Produce student capable of designing embroidery by different stitches.

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

**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:

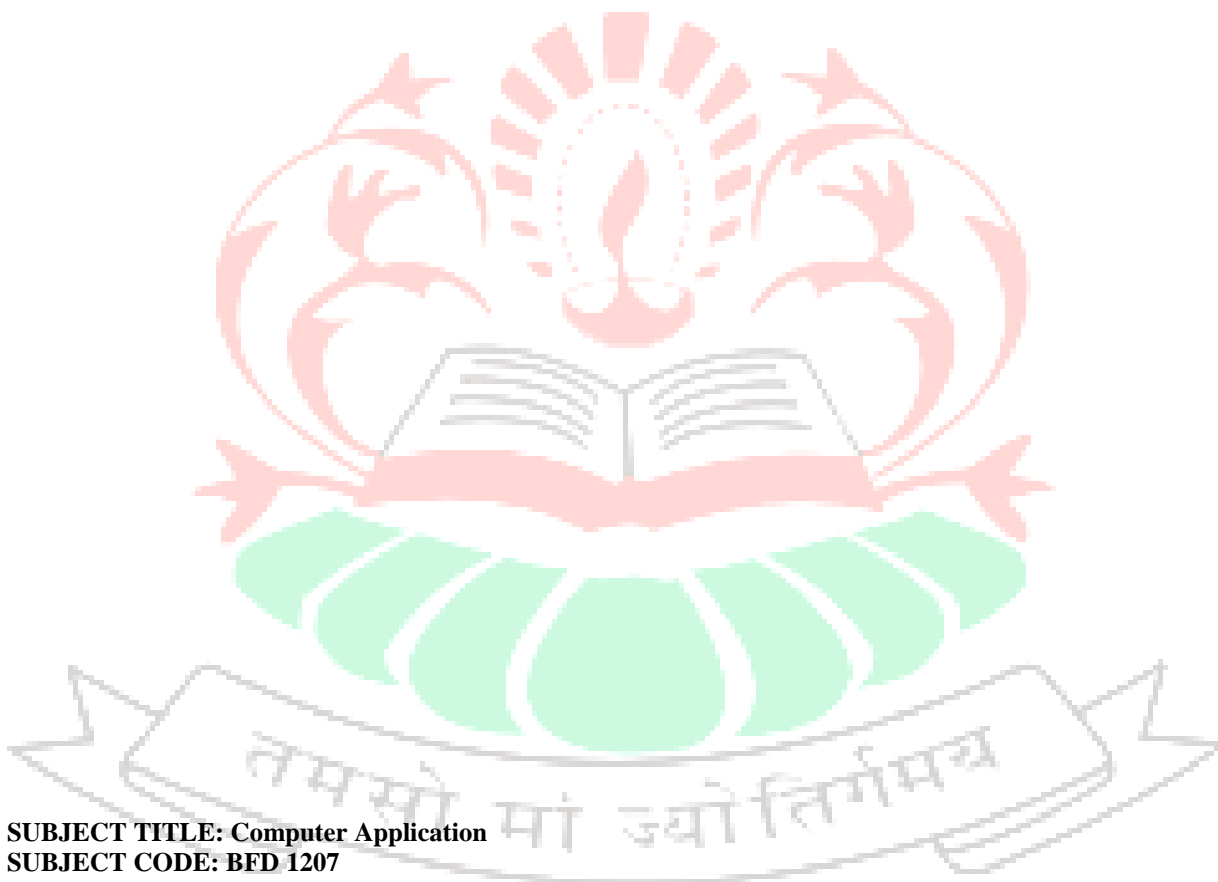
Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<ul style="list-style-type: none"><li>Assignment on Introduction to Needle craft, tools and equipments used in needle craft</li></ul>	<b>4</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"><li>Illustrate different embroidery patterns on sheets by using different Basic Stitches.</li></ul>	<b>6</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"><li>Prepare a Sampler by using basic stitches</li><li>Stem stitch</li><li>Chain</li><li>Satin</li><li>Herringbone</li><li>Button hole</li><li>French knot</li><li>Ribbon embroidery</li><li>Decorative embroidery</li><li>Etc</li></ul> <p>Prepare Articles by using by using all the embroideries using at least 2 embroidery stitches in one article.</p>	<b>20</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"><li>Prepare samples by machine with basic sewing techniques by collaboration patch work and decorative embroidery Stitches.</li></ul>	<b>8</b>

### 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:** Computer Application

**SUBJECT CODE:** BFD 1207

**SEMESTER:** II

**CONTACT HOURS/WEEK:**

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

**(Pr)Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** Student will get the basic knowledge of editing software like Photoshop.

**CO1:** Demonstrate the ability to extend current knowledge and/or skills to a computing environment or problem currently unknown to the students & also solve problems in the discipline.

**CO2:** Demonstrate basic understanding of network principles



## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

**CO3:** Demonstrate to Present conclusions effectively, orally, and in writing.

**CO4:** Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline

### Contents of Syllabus:

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>To represent and create visuals using image editing and object creation/ manipulation capabilities of Adobe Photoshop.</li></ul>	10
UNIT-II	<ul style="list-style-type: none"><li>Principles of bitmap graphics and file formats</li><li>Image size &amp; resolutions</li></ul>	10
UNIT-III	<ul style="list-style-type: none"><li>Tools and Palettes: (a) Selections and Channels (b) Saving, Importing and Exporting and (c) Image Editing</li><li>Using Layers, Transforming Images, Using Type, Painting and Colouring, Paths and Vector shapes</li></ul>	10
UNIT-IV	<ul style="list-style-type: none"><li>Applying Filters, Colour Tone Adjustments &amp; Management, Automation, Preparing Graphic for the Web</li><li>Printing from Photoshop</li></ul>	10

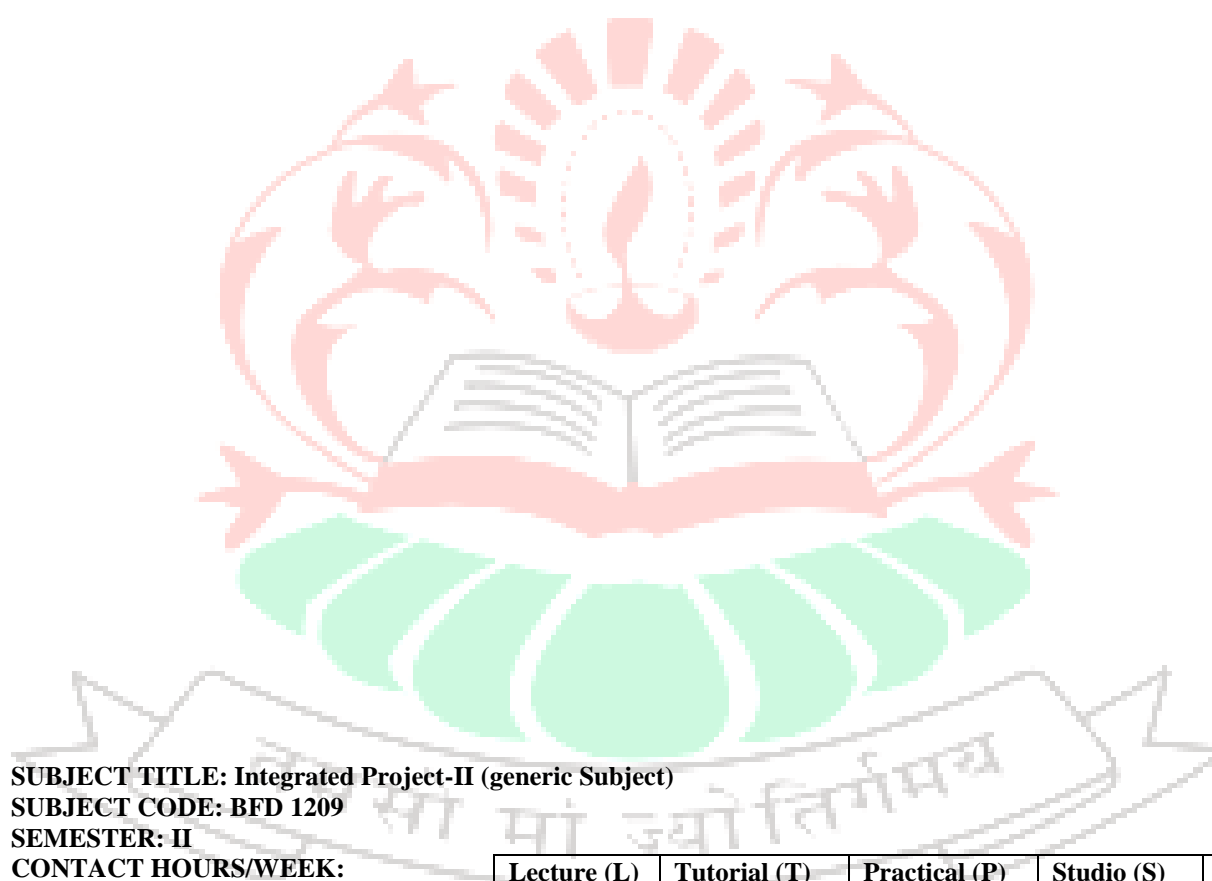
### Recommended Books:

Adobe Photoshop CS6 Bible -(Brad Dayley,

Adobe Photoshop CC Classroom in a Book (2018 release)- Andrew Faulkner, Conrad Chavez

### 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:** Integrated Project-II (generic Subject)

**SUBJECT CODE:** BFD 1209

**SEMESTER:** II

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	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: Elements of Textiles**

**SUBJECT CODE: BFD 2301**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment:40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** The objective of the course is to introduce fiber to fabric process.

**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

**B.Sc FASHION DESIGN SYLLABUS 2019 BATCH**

**Contents of Syllabus:**

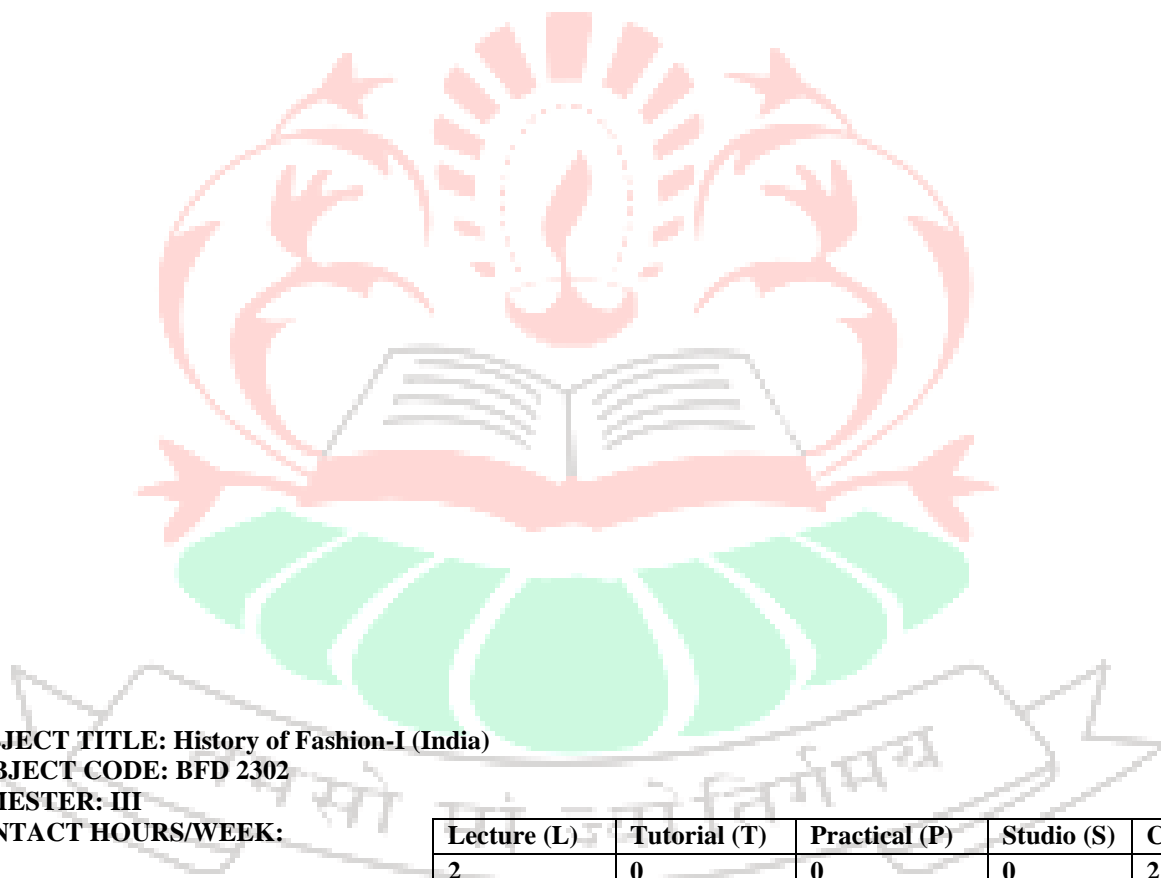
Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>Introduction to fibers, Classification of fibers on their source and origin. Primary and Secondary properties of fibers, Manufacturing and properties of Natural fibers, Manufacturing and properties of Man-made fibers</li> </ul>	<b>8</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>Introduction to Yarn</li> <li>Classification of yarns – (ply, novelty, slob, spiral, loop, boucle, Knot, Chenille, grindelia, Flock, blended).</li> <li>Yarn Properties, Yarn Spinning (mechanical and chemical spinning) Weaving, parts of loom</li> </ul>	<b>8</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>Different methods of fabric formation – weaving, knitting, non-woven, etc Comparison and differences between woven, knitted and non-woven, Representation on different types of weaves, Types of looms and its parts, Difference b/w Woven &amp; Knit fabrics, Weft Knitting- Plain Knit/single jersey (Tuck, Pile, Float, Drop), purl stitch, Rib stitch</li> </ul>	<b>8</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>Identification and properties of Woven (plain, matt, twill, broken twill, dobby, Jacquard, etc) and</li> <li>Terminology on weave (like - EPI, PPI, Yarn count and GSM/oz calculation) and knit [like - adjacent columns ("wales") and row ("course")]. Warp knitting- Tricot, Raschel, Simplex, Milanese, Crotchet, Weft insertion warp knit,</li> <li>Warp knitted fabrics- Single jersey, Double Jersey, Wale Deflection, Lace, Rib, jacquard types.</li> </ul>	<b>8</b>

**Recommended Books:**

- Corbmann, B.P Textiles : Fibre to fabric, Mcgraw Hill Inc. Singapore 1986
- Grosicki, Z.J. — Watson's Textile Design & Colourl, 7th edition, Wood head Publication.
- Murphy, W.S. — Handbook of weaving, Abhishek publication.

**Instruction of Question Paper setter**

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**SUBJECT TITLE: History of Fashion-I (India)**  
**SUBJECT CODE: BFD 2302**  
**SEMESTER: III**  
**CONTACT HOURS/WEEK:**

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

**Internal Assessment:40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** The subject views the study of Indian costumes of various periods and states along with its textiles

**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:**

**B.Sc FASHION DESIGN SYLLABUS 2019 BATCH**

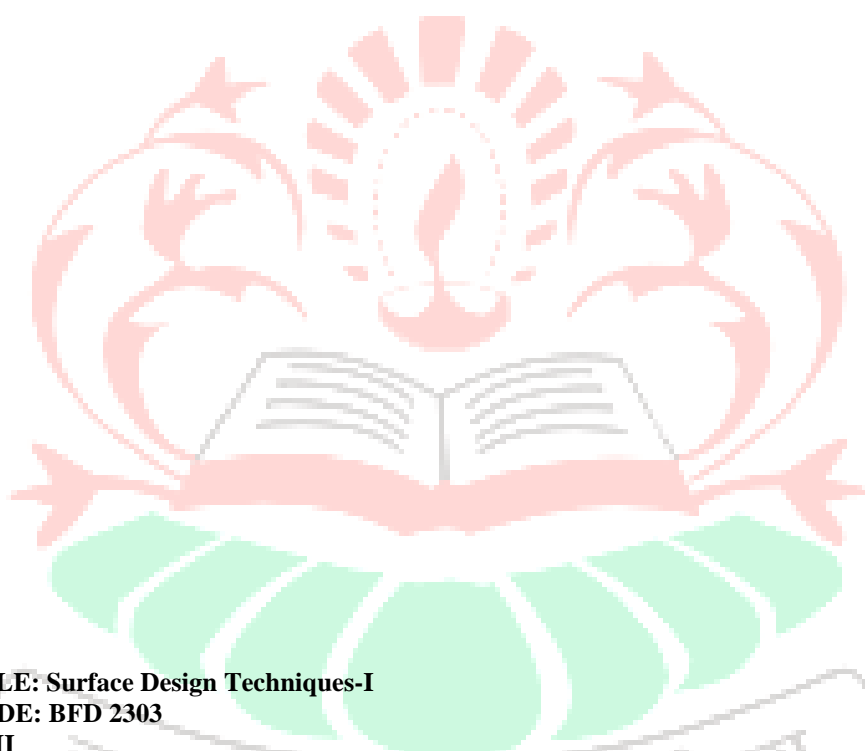
<b>Sr. No</b>	<b>Contents</b>	<b>Contact Hours</b>
<b>UNIT-I</b>	Costume in Indus Valley civilization (2300 BCE – 1700 BCE) Vedic Costumes (1200 BCE – 600 BCE) Post Vedic Period (600 BC-323BC) Costumes of Maurya (322 BCE – 180 BCE) and Sunga periods (180 – 72 BCE) Kushan Period (130BCE – 185 CE) Satvahana (Andhra) Period (200 BCE – 250 CE)	<b>8</b>
<b>UNIT-II</b>	Costume in Gupta Period (320 CE – 750 CE) Costume during Medieval Indian History – Mughals Costume during Medieval Indian History – Rajputs Costume during British Raj / Colonial rule	<b>8</b>
<b>UNIT-III</b>	<b>Traditional Textiles of different sates-</b> Textiles of Southern region- Ikats, Kalamkari, Kancheepuram silk, fabrics of Kerala, Karnataka, Brocades of Varanasi, Dacca sarees, Baluchar buttedar, ,carpet & shawl weaving	<b>8</b>
<b>UNIT-IV</b>	<b>Traditional Embroideries of Different States-</b> Phulkari of Punjab, Kashida of Kashmir, Chickenkari of Lukhnow, Kantha of Bengal, Chamba Rumal of Himachal Pradesh, Kasuti of Karnatka, Kutch work,	<b>8</b>

**Recommended Books:**

- Konemann A history of Fashion in the 20th Century, 1974
- Phyllis Tortora, Keith Eubank Survey of historical costumes, A History of western dress, Fairchild Publication, 2009
- Parul Bhatnagar, Traditional Indian costumes & textiles, Abhishek Publication
- .2004
- Indian Costume, Coiffure And Ornament., Sachidhanand Sahay, Coronet Books, Munshiram Manoharlal Publishers Pvt Ltd (1975)
- Fashion Styles of Ancient India, R O Mohapatra, BR Publishing Corporation (15 January 2003)

**Instruction of Question Paper setter**

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**SUBJECT TITLE: Surface Design Techniques-I**

**SUBJECT CODE: BFD 2303**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** The subject helps to understand various traditional handcrafted techniques, materials, processes and context. It encourages experimentation exploration and application of different fibers/yarns and other unconventional materials while harnessing indigenous and available resources, skill, materials and techniques for contemporary adaptations and applications.

**CO1:** The subject helps to understand various traditional handcrafted techniques, materials, processes and context.

**CO2:**It encourages experimentation exploration and application of different fibers/yarns.

**CO3:** To encourage students on other unconventional materials.

**CO4:**Harnessing indigenous and available resources, skill, materials and techniques for contemporary adaptations and applications.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	Create Articles of using the all the traditional embroidery Techniques. <b>Traditional Embroideries of Different States-</b> Phulkari of Punjab, Kashida of Kashmir, Chickenkari of Lukhnow, Kantha of Bengal, Chamba Rumal of Himachal Pradesh, Kasuti of Karnatka, Kutch work,	<b>12</b>
<b>UNIT-II</b>	create the articles by using traditional textile techniques <b>Traditional Textiles of different sates-</b> Ikats, Kalamkari, Kancheepuram silk, fabrics of Kerala, Karnataka, Brocades of Varanasi, Dacca sarees, Baluchar buttedar, ,carpet & shawl weaving	<b>12</b>
<b>UNIT-III</b>	Present trend embroideries – Aari work, Zardhosi, cutwork etc	<b>12</b>
<b>UNIT-IV</b>	Create articles by combining the traditional embroideries and textile together,	<b>12</b>

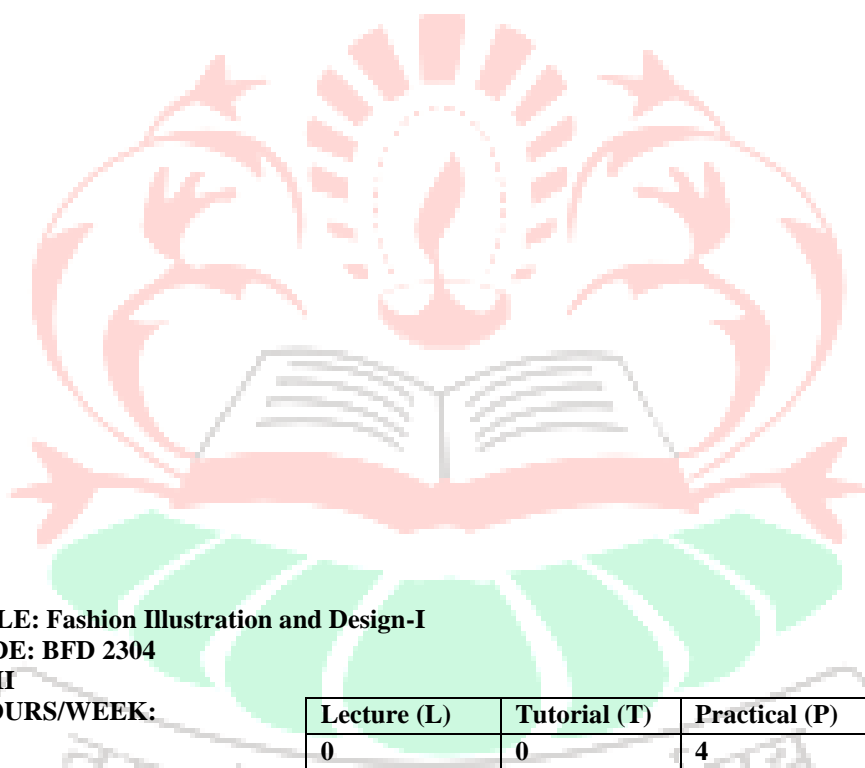
**Recommended Books:**

- Indian Tie-Dyed Fabrics., Volume IV of Historic Textiles Of India., Merchant: Celunion Shop, 1981
- Traditional Indian Textiles., John Gillow/Nocholas Barnard, Thames & Hudson. 15 Mar 1993
- Indian Costume, Coiffure And Ornament., Sachidhanand Sahay, Coronet Books, Munshiram Manoharlal Publishers Pvt Ltd (1975)

**Instruction of Question Paper setter**

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**SUBJECT TITLE: Fashion Illustration and Design-I**

**SUBJECT CODE: BFD 2304**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** The subject initiates the understanding of the importance of Anatomical Studies as the basis of fashion illustration and to realize the need for understanding, clarity and confidence in drawing of the human body as a mode of visual communication in fashion.

**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:**

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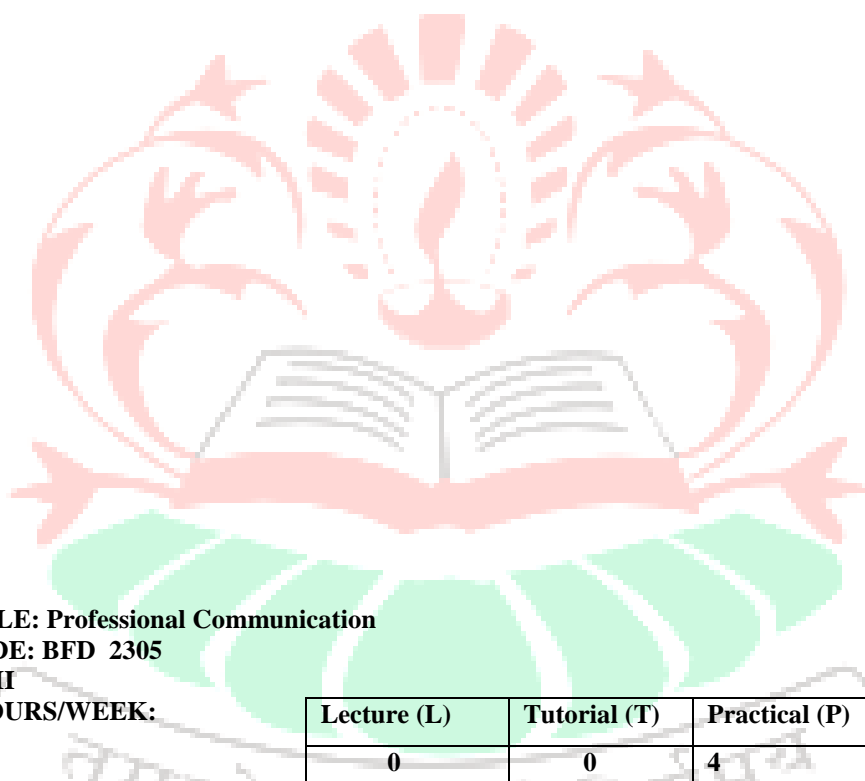
Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>To initiates the understanding of the importance of Anatomical Studies as the basis of fashion illustration and to realize the need for understanding, clarity and confidence in drawing of the human body as a mode of visual communication in fashion.</li><li>To understand the importance of Anatomical Studies as the basis of fashion illustration.</li><li>To develop skills in drawing the human body as a 3D form</li></ul>	10
UNIT-II	<ul style="list-style-type: none"><li>To realize the need for understanding ,clarity and confidence in drawing of the human body as a mode of visual communication in fashion</li><li>To understand the relative differences between normal proportion and the fashion figure (croqui)</li></ul>	10
UNIT-III	<ul style="list-style-type: none"><li>To understand the principles of balance and movement of the figure.</li><li>To analyze and choose relevant postures to enhance the co-relation between garment and mood/attitude of the croqui</li></ul>	10
UNIT-IV	<ul style="list-style-type: none"><li>To develop both a free distinctive style of drawing combined with analytical skills of visual assessment</li><li>To introduce students to various dry art media e.g soft lead pencils, color pencils, charcoal, sketch pens, markers, pens, crayons</li></ul>	10

### Recommended Books:

- Fashion Illustration: Inspiration and Technique , Anna Kiper
- Essential Fashion Illustration: Poses (Essential Fashion Illustrations), Maite Lafuente
- Figure Poses for Fashion Illustrators , Sha Tahmasebi

### Instruction of Question Paper setter

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**SUBJECT TITLE: Professional Communication**

**SUBJECT CODE: BFD 2305**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	4	0	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:**

**B.Sc FASHION DESIGN SYLLABUS 2019 BATCH**

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

**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: Clothing Techniques-I**

**SUBJECT CODE: BFD 2306**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** The subject familiarizes the students with the basic concepts of Patternmaking as an integral input for design development. It familiarizes them with the tools and terminology of Patternmaking while developing the ability to create designs through the flat pattern method.

**CO1:** The subject familiarizes the students with the basic concepts of Patternmaking as an integral input for design development.

**CO2:** It familiarizes them with the tools and terminology of Patternmaking.

**CO3:** It helps in ability to create designs through the flat pattern method.

**CO4:** Introduction about custom fitted, basic pattern to prepare many different styles

**Contents of Syllabus:**

**Contents of Syllabus:**

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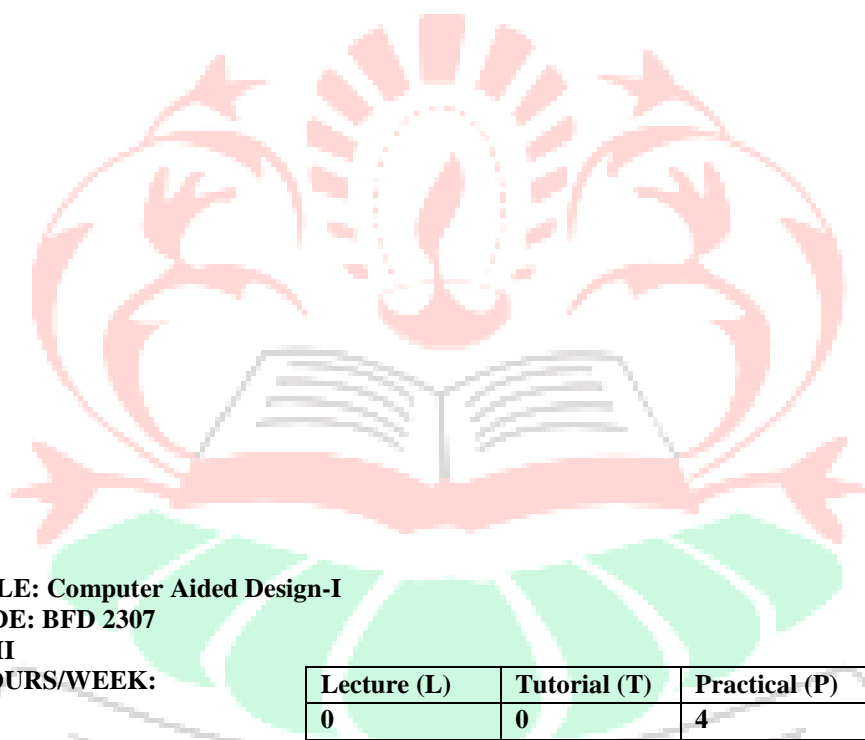
Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>• Introduction to Sewing Machine Parts</li><li>• Sewing Machine Handling</li></ul>	8
UNIT-II	<ul style="list-style-type: none"><li>• Develop accurate slopers for bodice, sleeve and skirt</li><li>• Collar variations.</li><li>• Sleeve Variation</li><li>• Garment analysis from a sketch/photograph</li></ul>	10
UNIT-III	<ul style="list-style-type: none"><li>• To handle fabrics and materials</li><li>• To create three – dimensional patterns on the dress form</li><li>• To learn specific ways of cutting fabrics</li><li>• To accurately assess the fabric consumption for a specific design option.</li><li>• To learn the techniques of accurate pinning &amp; marking</li><li>• To translate the drape into a paper pattern for production</li><li>• To analyze the choice of fabric for specific application.</li></ul>	30
UNIT-IV	<ul style="list-style-type: none"><li>• Basic construction techniques -</li><li>• Seams, Seam finishes, Hem finishes, Darts, Pleats variations, Tucks variations, Gathers , Ruffles , Basic Placket and Garment Openings, Assembly</li></ul>	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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- Board of internal Examiner (Chairman, Internal and nominee of chairman) will evaluate the Sessional work.



**SUBJECT TITLE: Computer Aided Design-I**  
**SUBJECT CODE: BFD 2307**  
**SEMESTER: III**  
**CONTACT HOURS/WEEK:**

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

**Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** 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.

**CO1:** 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.

**CO2:** Helps in understanding and applying basic graphic software for designing fabric prints and fashion garment.

**CO3:** Helps to enhance creative thinking and ideas implementation, using graphic program features and its limits.

**CO4:** It helps students to update with the graphic design field.

**Contents of Syllabus:**

**B.Sc FASHION DESIGN SYLLABUS 2019 BATCH**

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<b>Sr. No</b>	<b>Contents</b>	<b>Contact Hours</b>
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>• Introduction to designing software- Corel draw</li> </ul>	<b>10</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>• Introduction to Corel Draw. Learning basic tools of Corel Draw. Using Basic Shapes, Transformations, Duplicate, Cloning. Applying fill, outlines, special effects, shaping objects, creating custom Shapes using basic shapes and other drawing tool, working with the text, Effects, Shaping object with envelope tool, Power Clip objects, splitting and erasing portion of objects..</li> </ul>	<b>10</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Logo Designing, Visiting Cards &amp; Labels using Corel Draw</li> <li>• Print development- nursery, geometrical, abstract, etc</li> <li>• Motifs development – Symmetrical/Asymmetrical, Balanced/Unbalanced, Repeat – ½ drop, ¼ drop, ¾ drop – H/V. Drop reverse, Design placements on borders, pallu &amp; allover.</li> </ul>	<b>10</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>• Fashion details- necklines, collars, sleeves, trousers, skirts, etc</li> <li>• Developing Croqui figures for women and children using Corel Draw</li> </ul>	<b>10</b>

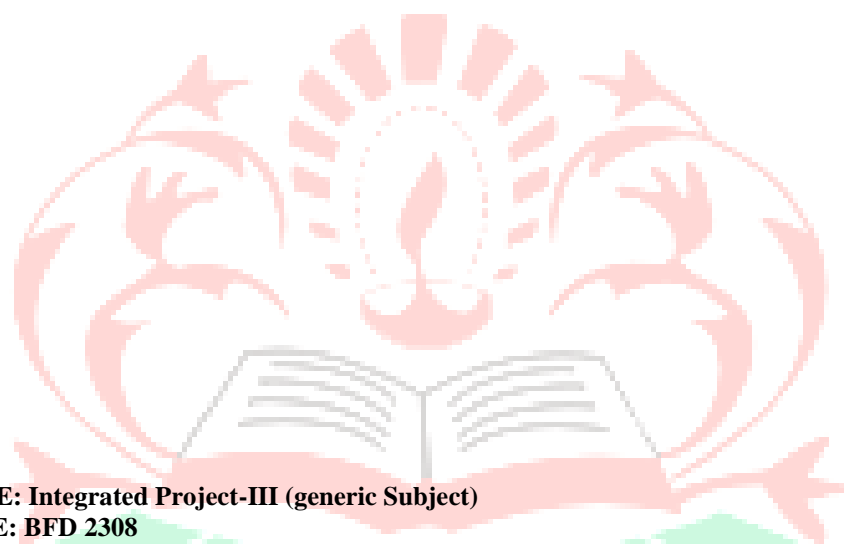
**Recommended Books:**

- 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

**Instruction of Question Paper setter**

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**SUBJECT TITLE: Integrated Project-III (generic Subject)**

**SUBJECT CODE: BFD 2308**

**SEMESTER: III**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	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 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
<b>UNIT-I</b>	Attend Exhibitions	
<b>UNIT-II</b>	Attend workshops and Industrial visit	
<b>UNIT-III</b>	Submit Portfolio of session work	

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

<b>UNIT-IV</b>	Report will be submitted on given subjects on month prior to the end of the session on pervious paintings.	
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### 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: Appreciation of Textile**  
**SUBJECT CODE: BFD 2401**  
**SEMESTER: IV**  
**CONTACT HOURS/WEEK:**

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

**Internal Assessment:40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** The subject inculcates the understanding fabric and its properties.

**CO1:** The subject inculcates the understanding fabric and its properties.

**CO 2** 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:** Relate the Process of Weaving

**Contents of Syllabus:**

**B.Sc FASHION DESIGN SYLLABUS 2019 BATCH**

<b>Sr. No</b>	<b>Contents</b>	<b>Contact Hours</b>
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>• Preliminary treatments to fabric- Scouring, Bleaching, Singeing, Desizing and Degumming</li> <li>• Introduction to dyes and printing</li> <li>• Classification of dyes- Natural and Synthetic dyes</li> <li>• Methods of dyeing and printing- direct, resist and discharge</li> </ul>	<b>8</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>• Fabric finishes, objectives of finishes, Mechanical finishes- Shearing, Calendering, Tentering, Embossing, Napping, Weighting, Sizing.</li> <li>• Chemical finish- Mercerizing, Crease resistant, water proof and water repellent, flame proof.</li> <li>• Fabric Defects and identification (Woven &amp; Knitted)</li> <li>• Quality parameters – (Defects found in yarns, grey fabric, dyeing, printing, bleaching, shearing, mercerization)</li> </ul>	<b>8</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• 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</li> </ul>	<b>8</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>• Introduction to different types of traditional printing and dying techniques are being used from years.</li> </ul>	<b>8</b>

**Recommended Books:**

- Corbmann, B.P Textiles : Fibre to fabric, Mcgraw Hill Inc. Singapore 1986
- Grosicki, Z.J. —Watson’s Textile Design & Colourl, 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: History of Fashion -II (Western)**

**SUBJECT CODE: BFD 2402**

**SEMESTER: IV**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment:40**

**End Term Exam: 60**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** The subject initiates the students into the contextual basis of study of costume history in western civilizations. Understanding of the reasons of costume evolution from necessity – driven basics to flamboyant styles, critically analyze salient features of costumes and to interpret them in the contemporary context.

**CO1:** The subject initiates the students into the contextual basis of study of costume history in western civilizations.

**CO2:** The Understanding of the reasons of costume evolution from necessity – driven basics to flamboyant styles,

**CO3:**Critically analyze salient features of costume.

**CO4:** To interpret them in the contemporary context.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>• Ancient near East and Mesopotamia</li> <li>• Assyrian, Sumerian, Babylonian cultures – strong aspects and parallels of religion (Old Testament)</li> </ul>	<b>8</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>• Etruscan, Roman</li> <li>• Egyptian</li> <li>• Byzantine and Roman Catholic church</li> </ul>	<b>8</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Medieval</li> <li>• Renaissance</li> </ul>	<b>8</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>• 17th, 18th &amp; 19th Century</li> <li>• 1900 to pre - World War II</li> <li>• World War II to 1970</li> <li>• 1970 – 2000.</li> </ul>	<b>8</b>

### Recommended Books:

- Konemann A history of Fashion in the 20th Century, 1974
- Phyllis Tortora, Keith Eubank Survey of historical costumes, A History of western dress, Fairchild Publication, 2009.
- ParulBhatnagar, Traditional Indian costumes & textiles, Abhishek Publication,,2004

### Instruction of Question Paper setter

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### SUBJECT TITLE: Surface Design Techniques-II

**SUBJECT CODE: BFD 2403**

**SEMESTER: IV**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
<b>0</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>2</b>

**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 dyeing, printing & processing for creation of innovative textile surfaces and finishes. (e.g. Tie & Dye, batik, stencil, block & screen printing)

**CO1:** The subject helps to understand various traditional handcrafted techniques, materials, processes and context.

**CO2:**It encourages experimentation exploration and application of different fibers/yarns and texture.

**CO3:** To encourage students on other unconventional materials.

**CO4:**Harnessing indigenous and available resources, skill, materials and techniques for contemporary adaptations and applications

### Contents of Syllabus:

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>• Sample making of following</li><li>• Bandhani / Tie &amp; Dye</li><li>• Batik</li><li>• Block print</li><li>• Screen print</li></ul>	10
UNIT-II	<ul style="list-style-type: none"><li>• Folk and Tribal Art – Warli, Madhubani, Saura</li></ul>	10
UNIT-III	<ul style="list-style-type: none"><li>• Create articles by combining the bandhani and printings together along with using different types of hand stitches.</li></ul>	10
UNIT-IV	<ul style="list-style-type: none"><li>• 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.</li><li>• smear, patches</li></ul>	10

### Recommended 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: Verbal Communication**

**SUBJECT CODE: BFD 2404**

**SEMESTER: IV**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	4	0	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:**

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

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

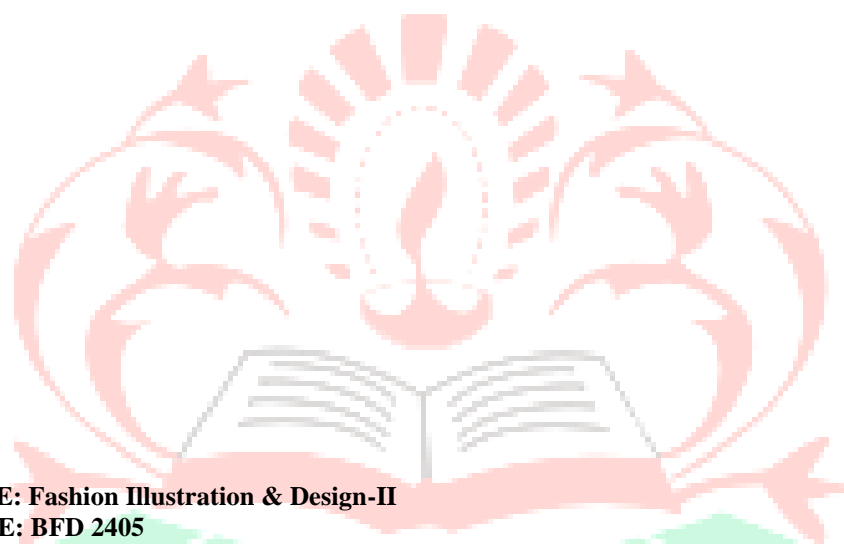
### Recommended Books:

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

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**SUBJECT TITLE: Fashion Illustration & Design-II**

**SUBJECT CODE: BFD 2405**

**SEMESTER: IV**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** The subject builds upon the learning of the previous semester to develop a individual signature style of illustration integrating conceptualization, exploration and final ideation of design.

**CO1:**The subject builds upon the learning of the previous semester to develop a individual signature style of illustration integrating conceptualization, exploration and final ideation of design.

**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:** Relate the design process to the appropriate manufacturing process.

**CO4:** To got knowledge in different medium of rendering.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

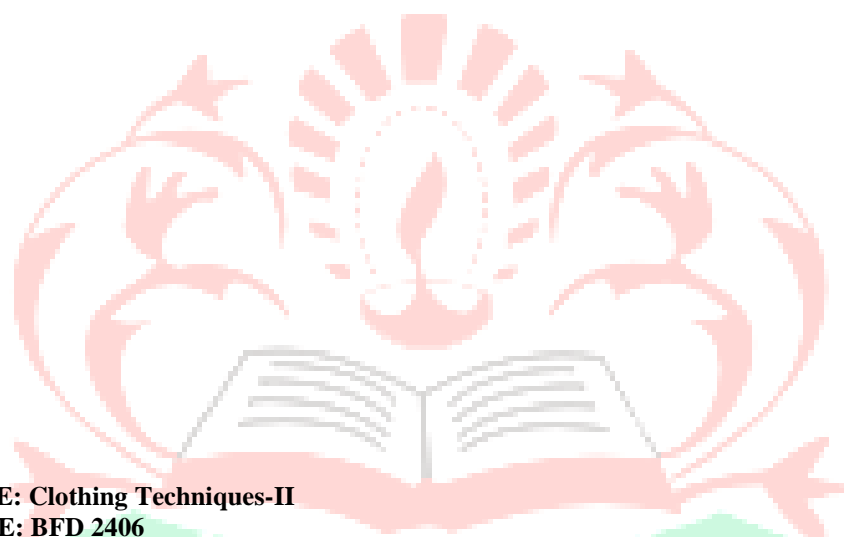
<b>UNIT-I</b>	<ul style="list-style-type: none"><li>• builds upon the learning of the previous semester to develop a individual signature style of illustration integrating conceptualization, exploration and final ideation of design. Co-relation of Fashion Model Drawing along with representation of garments through flat working drawings is initiated. A hand on experience of handling different art media is integral.</li></ul>	<b>8</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"><li>• Garment drawing on the croqui to effectively communicate design.</li><li>• Introduction to body and fabric rendering through use of different media</li></ul>	<b>8</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"><li>• . Development of concept through design development process to a final product</li><li>• Garment drawing on the croqui to effectively communicate design</li></ul>	<b>8</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"><li>• Introduction to body and fabric rendering through use of different media.</li><li>• Development of concept through design development process to a final product</li></ul>	<b>8</b>

### Recommended Books:

- 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: Clothing Techniques-II**

**SUBJECT CODE: BFD 2406**

**SEMESTER: IV**

**CONTACT HOURS/WEEK:**

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

**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:**The subject uses advanced and complex concepts in pattern making to produce master patterns.

**CO2:** Combination of different patterns components into one piece patterns and development of bifurcated garments as well as analysis of existing garment patterns are emphasized.

**CO3:** It familiarizes them with the tools and terminology of Patternmaking while developing the ability to create designs through the flat pattern method.

**CO4:** To know the perfect fit in garments

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

<b>UNIT-I</b>	<b>Draping of Patterns of</b> <ul style="list-style-type: none"><li>• Yokes : Hip, Midriff, Shoulder, Princess Bodice and variations, Introduction to peg skirt, Peg skirt variation, Torso and variations, Dress &amp; variations , Princess dress &amp; variations, Pant &amp; variations, Cowl neckline &amp; variations, Built up neckline &amp; shawl collar</li></ul>	<b>12</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"><li>• . Drafting and Pattern Making of -</li><li>• Adult's Bodice block,Adult's Sleeve,Adult basic skirt,Ladies Shirt and Salwaar,Ladies Blouse</li></ul>	<b>12</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"><li>• Fullness – gathers, pleats, ruffles, tucks godets etc.</li><li>• Dart Manipulation- conversion of darts to tucks, pleats, gathers, seam lines etc.</li></ul>	<b>12</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"><li>• Yokes- With and without Fullness Style Lines.</li><li>• Skirts- Basic Flared, circular, Gathered, pleated, Basic waist Band Application.,process to a final product Dress categories- With waist line, Without Waistline, Silhouettes, Princess , Panels</li></ul>	<b>12</b>

### 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

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**SUBJECT TITLE: Computer Aided Design-II**

**SUBJECT CODE: BFD 2407**

**SEMESTER: IV**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	4	0	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 software.

**CO1:**The subject uses advanced and complex concepts in pattern making to produce master patterns.

**CO2:** Combination of different patterns components into one piece patterns and development of bifurcated garments as well as analysis of existing garment patterns are emphasized.

**CO3:** It familiarizes them with the tools and terminology of Patternmaking while developing the ability to create designs through the flat pattern method.

**CO4:** It helps students to update with the graphic design field.

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

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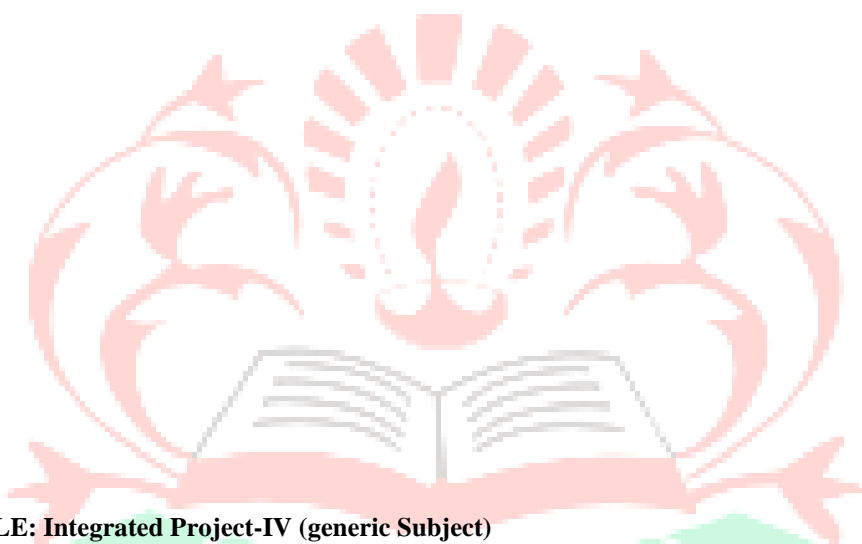
<b>UNIT-I</b>	<ul style="list-style-type: none"><li>• Introduction to Photoshop - Photoshop tools in detail, enhancing images, Masking, transforms, working with layers. Merging &amp; blending layers, text effects.</li></ul>	<b>10</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"><li>• Creating an advertising brochure. Painting &amp; rendering in Photoshop, creating &amp; manipulating Fashion Model drawings, gradient's use for rendering &amp; 3D effects, making collage in Photoshop, Applying filters</li><li>• Texture creation and mapping using application of Special effects and filters.</li></ul>	<b>10</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"><li>• Create Mood / Inspiration, client / customer, color and Texture board using Photoshop.</li></ul>	<b>10</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"><li>• Create attractive grayscale, partial grayscale, and duotone images.</li></ul>	<b>10</b>

### 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: Integrated Project-IV (generic Subject)**

**SUBJECT CODE: BFD 2408**

**SEMESTER: IV**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	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 prioritising needs when integrating projects with competing objectives.

**CO4:** Develop their own style and technique and learn how to express their views about their own style

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
UNIT-I	Attend Exhibitions	
UNIT-II	Attend workshops and Industrial visit	

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

<b>UNIT-III</b>	Submit Portfolio of session work	
<b>UNIT-IV</b>	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: Fashion Marketing and Merchandising**

**SUBJECT CODE: BFD 3501**

**SEMESTER: V**

**CONTACT HOURS/WEEK:**

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

**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



## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

<b>UNIT-I</b>	<ul style="list-style-type: none"><li>• Marketing terminology: types, four P's, marketing, market, niche, target customer, vendor, supplier, franchise, market research, sales.</li><li>• Introduction to marketing environment ( macro and micro)</li><li>• The company's Micro environment- Supplier, Marketing intermediates, Customers, competitions</li><li>• The company Macro environment- Demographic, natural, political</li></ul>	<b>8</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"><li>• Sales promotion techniques- Advertising, Personal selling &amp; direct marketing.</li><li>• Retailing, Techniques of Retailing.</li><li>• Role of fashion buyer, buying cycle</li></ul>	<b>8</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"><li>• Merchandising- introduction, role of merchandiser, types of merchandising.</li><li>• Export documentation- export marketing, global scenario.</li><li>• Brand building-Introduction, strategies, image building, brand expansion, global trends, Trademark, Types of brand</li></ul>	<b>8</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"><li>• Customer segmentation: demographic segmentation, psychographic segmentation</li><li>• Consumer buying behavior</li><li>• Export and import policies.</li><li>• Prospects of Indian apparel in overseas market.</li></ul>	<b>8</b>

### Recommended Books:

- Laura L Bliss, Study Guide Visual Merchandising and Display III edition, Fairchild Publications, 1995
- Castelino, M. Fashion Kaleidoscope, Rupa & Co. 1994

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**SUBJECT TITLE: Photography**  
**SUBJECT CODE: BFD 3502**  
**SEMESTER: V**  
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	4	0	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
<b>UNIT-I</b>	Basics of photography and its impact on contemporary life.	<b>6</b>

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

<b>UNIT-II</b>	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	<b>10</b>
<b>UNIT-III</b>	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	<b>8</b>
<b>UNIT-IV</b>	Individual practice based explorations of expressive studio and or outdoor photography.	<b>8</b>

### Recommended Books:

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

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**SUBJECT TITLE: Fashion Illustration & Design-III**

**SUBJECT CODE: BFD 3503**

**SEMESTER: V**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** The subject builds on previous illustration skills and forays into the fundamental principles of understanding market trends, use forecasting as a tool/guide to relate with the various aspects of line planning for a specific season/market. Design initiation into and menswear and Womenswear illustration & line planning are emphasized.

**CO1:** The subject builds on previous illustration skills and forays into the fundamental principles of understanding market trends.

**CO2:** To use forecasting as a tool/guide to relate with the various aspects of line planning for a specific season/market.

**CO3:** Design initiation into and menswear and Women's wear illustration & line planning are emphasized.

**CO4:** knowledge about work on a client's profile

### Contents of Syllabus:

Sr. No	Contents	Contact Hours

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>• Different Presentation Techniques- its forms and purpose.</li> <li>• Collage work- collage on the dress, collage in the background, its effective use.</li> <li>• Swatch board- and the use of swatches on the surface texture of the dresses illustrated Front and back illustration- the use and different illusion effect.</li> </ul>	<b>10</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>• Client board and its effective use in designing dresses for a particular client.</li> <li>• Survey board, mood board and theme board.</li> </ul>	<b>10</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>• Stylization of Fashion Figures Of Male and Female according to theme used in unit II</li> </ul>	<b>10</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>• Illustrate Thematic Compositions by taking minimum 5 Themes along with their:</li> <li>• Mood Board, Theme Board, Client Board, color Board and Swatch Board</li> </ul>	<b>10</b>

### Recommended Books:

- Illustrating Fashion by Kathryn Mckelvey Blackwell Series, USA Orbits Publishing Ltd
- Fashion Kaleidoscope by Meher Castelino Rupa and company.
- Indian Fashion by Hindol Sengupta Pearson Education

### 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.
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**SUBJECT TITLE: Clothing Techniques-III**

**SUBJECT CODE: BFD 3504**

**SEMESTER: V**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** The subject Take Initiate to introduce student with the technique of increasing and decreasing size of pattern by grading technique and enables students to understand higher levels of complexity in pattern making. The focus is on patterns for outerwear with a focus on contoured garments and two piece sleeve

**CO1:** The subject Take Initiate to introduce student with the technique of increasing and decreasing size of pattern by grading technique

**CO2:** enables students to understand higher levels of complexity in pattern making.

**CO3:**The focus is on patterns for outerwear with a focus on contoured garments and two piece sleeve.

**CO4:** To explore the creative skills of candidate up to fullest potential and guide them to sketch their ideas related to apparels.

### Contents of Syllabus:

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"><li>• Draping with woven , sheer and knitted Fabrics</li><li>• Contour Draping- Corsets and Strapless Dresses,</li><li>• Bias grain manipulations – Twists and Asymmetric garments</li><li>• Sleeves – Kimono, Raglan, Drop shoulder, etc.</li><li>• Built up neckline &amp; shawl collar</li><li>• Draping with Knits- Torso foundation, Swim suit.</li><li>• principles of grading in patterns according to standard measurement systems.</li><li>• Analysis of existing garments and creation of patterns for Indian ethnic garment styles and Formal Wear.</li></ul>	12
UNIT-II	<ul style="list-style-type: none"><li>• Shirt and Trousers with all the elements used in it.</li><li>• Jacket variations - Tailored, semi-fit, princess line, Coat and variations, Two piece Sleeve, Notch and shawl collar variations</li></ul>	12
UNIT-III	<ul style="list-style-type: none"><li>• Hoods and its variations</li><li>• Capes - Fitted &amp; Flared capes, Poncho, Caftan</li></ul>	12
UNIT-IV	<ul style="list-style-type: none"><li>• Contoured Garments- Bustier, concept of Boning, off-shoulder garments, halters and variations</li></ul>	12

### Recommended Books:

- Pattern Grading for Men's Clothes Paperback – by Gerry Cooklin (Author), 10 Nov 2009
- Patternmaking and Grading Using Gerber's AccuMark Pattern Design Software Paperback – Import, 3 Jul 2014
- Indian Fashion by Hindol Sengupta Pearson Educa Pattern making for Fashion Design
- Illustration. 01 Oct 2009

### Instruction of Question Paper setter

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**SUBJECT TITLE: Computer Aided Design-III**

**SUBJECT CODE: BFD 3505**

**SEMESTER: V**

**CONTACT HOURS/WEEK:**

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

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

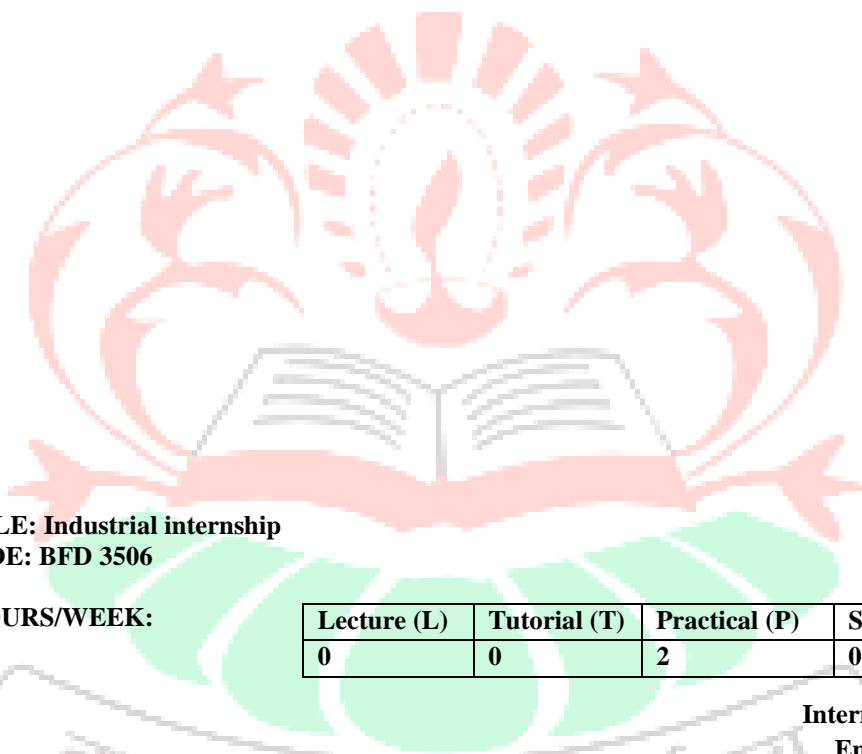
<b>UNIT-I</b>	<ul style="list-style-type: none"><li>• Developing Croqui figures for men, women and children using Photoshop/ Corel Draw.</li><li>• Draping of garments on men's, women's &amp; children casual, party, night, sports, office/formal wears using Fashion Studio software / Photoshop / Corel Draw.</li></ul>	<b>10</b>
<b>UNIT-II</b>	<ul style="list-style-type: none"><li>• Design flat sketches along with stitch specification for the following:-Children – Girls (A-line &amp; yoke frock), Boys (shirt &amp; shorts)-Adults – Women's (Top, Skirt, gown), Men's (Shirt, Kurtha, Trouser).</li><li>• For the above create spec sheets, cost sheets for each garment using Fashion Studio software /</li><li>• Photoshop /Corel Draw.</li></ul>	<b>10</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"><li>• 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 &amp; Notch Functions, line functions, Piece functions.</li></ul>	<b>10</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"><li>• Prepare Patterns - A-Line Frock, Skirt, Shirt, Dress / Top, Shorts and Trousers</li><li>• Introduction to grading. Grade the above patterns. Marker Making. Make marker plan for women's Top/Skirt/ Men's Shirt/Trouser/Kurta.</li></ul>	<b>10</b>

### Recommended Books:

- CAD for Fashion Design by Renee Weiss Chase, 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.

### Instruction of Question Paper setter

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**SUBJECT TITLE: Industrial internship**  
**SUBJECT CODE: BFD 3506**  
**SEMESTER: V**  
**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	0	2	0	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:**To provide the knowledge of work at domestic level.

**CO2:**Understanding of the importance of sustainability and cost-effectiveness in designs and developments.

**CO3:** to open understudies to genuine work life circumstances.**CO4:** To outfit them with the vital abilities that increases their activity keenness

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> <li>Introduction to Entrepreneurship.</li> <li>Study of various essential aspects of Entrepreneurship.</li> <li>Identification and development of essential entrepreneurial skills.</li> </ul>	8



## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

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

### Instruction of Question Paper setter

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**SUBJECT TITLE: Integrated Project-V(generic Subject)**

**SUBJECT CODE: BFD 3507**

**SEMESTER: V**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	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:** To 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
<b>UNIT-I</b>	Attend Exhibitions	
<b>UNIT-II</b>	Attend workshops and Industrial visit	
<b>UNIT-III</b>	Submit Portfolio of session work	
<b>UNIT-IV</b>	Report will be submitted on given subjects on month prior to the end of the session	

	on pervious paintings.	
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**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: Fashion Styling**  
**SUBJECT CODE: BFD 3601**  
**SEMESTER: VI**  
**CONTACT HOURS/WEEK:**

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

**Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** The Course Introduce with the work of a stylist and also creating an image of any collection by different strategies.

**CO1:** The Course Introduce with the work of a stylist and also creating an image of any collection by different strategies.

**CO2:**To provide hands-on experience using a set of complex technologies found in today's industry.

**CO3:** To build prototypical solutions to solve current needs.

**CO4:**To promote an understanding of Fashion and Textile Design in relation to the needs of fashion, contractual furnishings, home textiles, and the business to business textile products

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>• To have in-depth look at the dynamics of the image – making industry and thereby the many roles of the fashion stylist today.</li> </ul>	<b>10</b>

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

<b>UNIT-II</b>	<ul style="list-style-type: none"><li>The integral focus is on the creation of a fashion image, be it for the runway, editorial fashion pages, advertising, catalogues or music promos, to inculcate understanding and projecting styling as an attitude, a fantasy, a way of living.</li></ul>	<b>10</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"><li>Also to learn the fundamentals of beauty products / cosmetics / makeup with further refinement from everyday – daytime makeup to stage / theatrical / occasion / shoot – oriented makeup. To learn about characteristics of hair and hairstyling</li></ul>	<b>10</b>
<b>UNIT-IV</b>	\To learn about significance of accessorization (jewelry, belts, bags and shoes) in styling. To know the procedure / methodology of a make-over of an ordinary person / model. To learn about fashion photography as an important mode of capturing an image created by a stylist	<b>10</b>

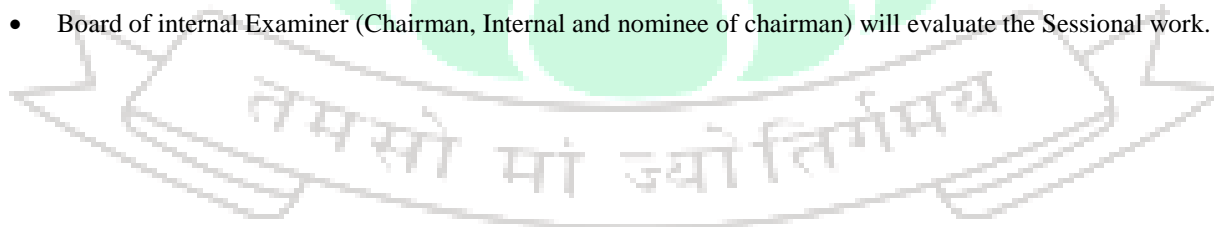
### Recommendation:

Web Search

Follow Fashion Bloggers

### Instruction of Question Paper setter

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**SUBJECT TITLE: Fashion Show**  
**SUBJECT CODE: BFD 3602**  
**SEMESTER: VI**  
**CONTACT HOURS/WEEK:**

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

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

**Objective and outcome of course:** Preparation of Final theme Based Garments for ramp walk.

**CO1:** Preparation of Final theme Based Garments for ramp walk.

**CO2:** To show all acquired knowledge and skills with presentation techniques.

**CO3:** To organizes the design process according to the collection.

**CO4:** To designs pieces of composing the collection

**Contents of Syllabus:**

Sr. No	Contents	Contact Hours
UNIT-I	<ul style="list-style-type: none"> <li>• Selection of theme</li> <li>• Preparation of theme board,</li> <li>• Mood Board ,</li> </ul>	12

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

	<ul style="list-style-type: none"> <li>Inspiration Sheet,</li> </ul>	
<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>Designing the Garments according to the theme.</li> </ul>	<b>12</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>Preparing Patterns of the Garments.</li> <li>Fabric Estimations</li> <li>Selection of Fabric</li> </ul>	<b>12</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>Construction of the garments according to theme for the <b>Fashion show.</b></li> <li>Preparing Cost sheet for all the Designs</li> </ul>	<b>12</b>

### 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.

### Instruction of Question Paper setter

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**SUBJECT TITLE: Digital Portfolio**

**SUBJECT CODE: BFD 3603**

**SEMESTER: VI**

**CONTACT HOURS/WEEK:**

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

**Internal Assessment:60**

**End Term Exam: 40**

**Duration of Exam; 3 Hrs**

**Objective and outcome of course:** Preparing final portfolio of designing

**CO1:** To Prepare final portfolio of designing

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

**CO3:** To ncrease student visual and digital literacies.

**CO4:** To show full creativity at one platform.

### Contents of Syllabus:

Sr. No	Contents	Contact Hours
<b>UNIT-I</b>	<ul style="list-style-type: none"> <li>.Market Research</li> <li>Selection of theme</li> </ul>	<b>10</b>

## B.Sc FASHION DESIGN SYLLABUS 2019 BATCH

<b>UNIT-II</b>	<ul style="list-style-type: none"> <li>Digital Preparation of theme board,</li> <li>Mood Board ,</li> <li>Inspiration Sheet, by using the Designing software like coral draw and photoshop.</li> </ul>	<b>10</b>
<b>UNIT-III</b>	<ul style="list-style-type: none"> <li>Digital Designing the Costumes according to the theme.</li> </ul>	<b>10</b>
<b>UNIT-IV</b>	<ul style="list-style-type: none"> <li>Create Brochures leaflets and Flyers for the promotion of final Fashion show.</li> </ul>	<b>10</b>

### Recommended Books:

- CAD for Fashion Design by Renee Weiss Chase,
- CAD/CAM Computer Aided Design & Manufacturing by Mikell P Groover&Mory W Zimmers. Jr, Pearson Education

### Instruction of Question Paper setter

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**SUBJECT TITLE: Integrated Project-VI (generic Subject)**

**SUBJECT CODE: BFD 3604**

**SEMESTER: VI**

**CONTACT HOURS/WEEK:**

Lecture (L)	Tutorial (T)	Practical (P)	Studio (S)	Credit (C)
0	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 prioritising needs when integrating projects with competing objectives.

**CO4:** To increase the creativity of students

### Contents of Syllabus:

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

	on pervious paintings.	
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**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.

