



HINDUSTAN UNIVERSITY

HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE

(Estd. u/s 3 of the UGC Act, 1956)

Padur, Kancheepuram District - 603 103.

DEPARTMENT OF FASHION DESIGN

CURRICULUM & SYLLABUS 2013-14

B.Sc. FASHION DESIGN

ACADEMIC REGULATIONS (B.Sc - Applied Science)

1. Vision, Mission & Objectives

1.1 The Vision of the Institute is to make everyone a success and no one a failure. In order to progress towards the vision, the Institute has identified itself with a mission to provide every individual with a conducive environment suitable to achieve his / her career goals, with a strong emphasis on personality development, and to offer quality education in all spheres of engineering, technology, applied sciences and management, without compromising on the quality and code of ethics.

1.2 Further, the Institute always strives

- To train our students with the latest and the best in the rapidly changing fields of Engineering, Technology, Management, Science & Humanities.
- To develop the students with a global outlook possessing, state of the art skills, capable of taking up challenging responsibilities in the respective fields.
- To mould our students as citizens with moral, ethical and social values so as to fulfill their obligations to the nation and the society.
- To promote research in the field of Science, Humanities, Engineering, Technology and allied branches

1.3 Aims and Objectives of the Institute are focused on

- Providing world class education in engineering, technology, applied science and management.
- Keeping pace with the ever changing technological scenario to help the students to gain proper direction to emerge as competent professionals fully

aware of their commitment to the society and nation.

- To inculcate a flair for research, development and entrepreneurship.

2. Admission

2.1. The admission policy and procedure shall be decided from time to time by the Board of Management (BOM) of the Institute, following guidelines issued by Ministry of Human Resource Development (MHRD), Government of India. The number of seats in each branch of the B.Sc (Applied Science) programme will be decided by BOM as per the directives from MHRD, Government of India and taking into account the market demands. Some seats for Non Resident Indians and a few seats for foreign nationals shall be made available.

2.2. At the time of applying for admission, the candidates should have passed / appeared and be awaiting results of the final examination of the 10+2 system or its equivalent with Mathematics, Physics and Chemistry and Biology as subjects of study.

2.3. The selected candidates will be admitted to the B.Sc.(Applied Science) programme after he/she fulfills all the admission requirements set by the Institute after payment of the prescribed fees.

2.4. In all matters relating to admission to the B.Sc.(Applied Science) programme, the decision of the Institute and its interpretation given by the Chancellor of the Institute shall be final.

2.5. If at any time after admission, it is found that a candidate has not fulfilled any of the requirements stipulated by the

Institute, the Institute may revoke the admission of the candidate with information to the Academic Council.

3. Structure of the programme

3.1. The programme will have the following structure:

- i) A general programme comprising Basic sciences, Applied Sciences, Humanities and Mathematics.
- ii) A core programme introducing the student to the foundations of Practical field of Applied Science.
- iii) An elective programme enabling the student to opt and undergo a set of courses of interest to him/ her.
- iv) Laboratory Course and Project work.
- v) General elective courses, such as, Environmental Studies, Physical Education, Professional ethics, and National Service Scheme.

The distribution of total credits required for the degree programme into the above five categories will nominally be 15%, 60%, 15%, 5%, and 5% respectively.

3.2. The duration of the programme will be a minimum of 6 semesters. Every branch of the B.Sc.(Applied Science) programme will have a curriculum and syllabi for the courses approved by the Academic Council.

3.3 The academic programmes of the Institute follow the credit system. The general pattern is:

- One credit for each lecture hour per week per semester,
- One credit for each tutorial hour per week per semester,
- One credit for each laboratory practical of three hours per week per semester.

- One credit for 4 hours of project per week per semester

3.4. For the award of degree, a student has to earn certain minimum total number of credits specified in the curriculum of the relevant branch of study. The curriculum of the different programs shall be so designed that the minimum prescribed credits required for the award of the degree shall be within the limits of 135-145.

3.5. The medium of instruction, examination and the language of the project reports will be English.

4. Faculty Advisor

4.1. To help the students in planning their courses of study and for getting general advice on the academic programme, the concerned Department will assign a certain number of students to a Faculty member who will be called their Faculty Advisor.

5. Class Committee

5.1 A Class Committee consisting of the following will be constituted by the Head of the Department for each class:

- (i) A Chairman, who is not teaching the class.
- (ii) All subject teachers of the class.
- (iii) Two students nominated by the department in consultation with the class.

The Class Committee will meet as often as necessary, but not less than three times during a semester.

The functions of the Class Committee will include:

- (i) Addressing problems experienced by students in the classroom and the laboratories.

- (ii) Analyzing the performance of the students of the class after each test and finding ways and means of addressing problems, if any.
- (iii) During the meetings, the student members shall express their opinions and suggestions of the class students to improve the teaching / learning process.

6. Grading

6.1 A grading system as below will be adhered to.

Range of Marks	Letter Grade	Grade points
90 -100	S	10
80 - 89	A	09
70 - 79	B	08
60 - 69	C	07
50 - 59	D	06
40 - 49	E	05
< 40	U	00
	I (Incomplete)	

6.2 GPA & CGPA

GPA is the ratio of the sum of the product of the number of credits C_i of course "i" and the grade points P_i earned for that course taken over all courses "i" registered by the student to the sum of C_i for all "i". That is,

$$GPA = \frac{\sum_i C_i P_i}{\sum_i C_i}$$

CGPA will be calculated in a similar manner, at any semester, considering all the courses enrolled from first semester onwards.

6.3. For the students with letter grade I in certain subjects, the same will not be included in the computation of GPA and CGPA until after those grades are converted to the regular grades.

6.4. Raw marks will be moderated by a moderation board appointed by the Vice Chancellor of the University. The final marks will be graded using absolute grading system. The Constitution and composition of the moderation board will be dealt with separately.

7. Registration & Enrolment

7.1. Except for the first semester, registration and enrollment will be done in the beginning of the semester as per the schedule announced by the University.

7.2. A student will be eligible for enrollment only if he/she satisfies regulation 10 (maximum duration of the programme) and will be permitted to enroll if (i) he/she has cleared all dues in the Institute, Hostel & Library up to the end of the previous semester and (ii) he/she is not debarred from enrollment by a disciplinary action of the University.

7.3. Students are required to submit registration form duly filled in.

8. Registration requirement

8.1. The student shall not register for less than 16 credits or more than 30 credits in any given semester.

8.2. If a student finds his/her load heavy in any semester, or for any other valid reason, he/she may withdraw from the courses within three weeks of the commencement of the semester with the written approval of his/her Faculty Advisor and HOD. However the student should ensure that the total number of credits registered for in any semester should enable him/her to earn the minimum

number of credits per semester for the completed semesters.

9. Continuation of programme

- 9.1.** For those students who have not earned the minimum required credit prescribed for that particular semester examination, a warning letter to the concerned student and also to his parents regarding the shortage of his credit will be sent by the HOD after the announcement of the results of the University examinations

10. Maximum duration of the programme

- 10.1.** The normal duration of the programme is six semesters. However a student may complete the programme at a slower pace by taking more time, but in any case not more than 10 semesters excluding the semesters withdrawn on medical grounds or other valid reasons.

11. Temporary discontinuation

- 11.1.** A student may be permitted by the Director (Academic) to discontinue temporarily from the programme for a semester or a longer period for reasons of ill health or other valid reasons. Normally a student will be permitted to discontinue from the programme only for a maximum duration of two semesters.

12. Discipline

- 12.1.** Every student is required to observe discipline and decorum both inside and outside the campus and not to indulge in any activity which will tend to bring down the prestige of the University.
- 12.2.** Any act of indiscipline of a student reported to the Director (Academic) will be referred to a Discipline Committee so constituted. The Committee will enquire into the charges and decide on suitable punishment if the charges are substantiated. The committee will also authorize the Director (Academic) to

recommend to the Vice-Chancellor the implementation of the decision. The student concerned may appeal to the Vice-Chancellor whose decision will be final. The Director (Academic) will report the action taken at the next meeting of the Council.

- 12.3.** Ragging and harassment of women are strictly prohibited in the University campus and hostels.

13. Attendance

- 13.1.** A student whose attendance is less than 75% in a semester is not eligible to appear for the end-semester examination. The details of all students who have less than 75% attendance in a course will be announced by the teacher in the class. These details will be sent to the concerned HODs and Director (Academic).

- 13.2.** Those who have less than 75% attendance will be considered for condonation of shortage of attendance. However, a condonation of 10% in attendance will be given on medical reasons. Application for condonation recommended by the Faculty Advisor, concerned faculty member and the HOD is to be submitted to the Director (Academic) who, depending on the merits of the case, may permit the student to appear for the end semester examination. A student will be eligible for this concession at most in two semesters during the entire degree programme. Application for medical leave, supported by medical certificate with endorsement by a Registered Medical Officer, should reach the HOD within seven days after returning from leave or, on or before the last instructional day of the semester, whichever is earlier.

13.3 As an incentive to those students who are involved in extra curricular activities such as representing the University in Sports & Games, Cultural Festivals, and Technical Festivals, NCC/ NSS events, a relaxation of up to 10% attendance will be given subject to the condition that these students take prior approval from the officer-in-charge. All such applications should be recommended by the concerned HOD and forwarded to Director (Academic) within seven instructional days after the programme / activity.

14. Assessment Procedure

14.1. The Academic Council will decide from time to time the system of tests and examinations in each subject in each semester.

14.2 For each theory course, the assessment will be done on a continuous basis as follows:

Test / Exam	Weightage	Duration of Test / Exam
First Periodical Test	5%	1 Period
Second Periodical Test	10%	2 Period
Third Periodical Test	10%	3 Periods
End-semester examination	75%	3 Hours

14.3 For practical courses, the assessment will be done by the subject teachers as below:

- (i) Weekly assignment/Observation note book / lab records- weightage 60%.
- (ii) End semester examination of 3 hours duration including viva - weightage 40%.

14.4 For courses on Physical Education, NSS, etc the assessment will be as satisfactory/not satisfactory only.

15. Make up Examination/Periodical Test

15.1. Students who miss the end-semester examinations / periodical test for valid reasons are eligible for makeup examination /periodical test. Those who miss the end-semester examination / periodical test should apply to the Head of the Department concerned within five days after he / she missed examination, giving reasons for absence.

15.2. Permission to appear for make-up examination/periodical test will be given under exceptional circumstances such as admission to a hospital due to illness. Students should produce a medical certificate issued by a Registered Medical Practitioner certifying that he/ she was admitted to hospital during the period of examination / periodical test and the same should be duly endorsed by parent/guardian and also by a medical officer of the University within 5 days.

15.3. The student will be allowed to make up at the most two out of three periodical tests and end-semester examination.

16. Project evaluation

16.1 For Project work, the assessment will be done on a continuous basis as follows:

Review / Exam	Weightage
First Review	10%
Second Review	20%
Third Review	20%
End-semester Exam	50%

For end-semester exam, the student will submit a Project Report in a format specified by the Director (Academic). The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end-semester examination will be conducted by a

Committee constituted by the Registrar / Controller of examination. This will include an external expert.

17. Declaration of results

17.1. A candidate who secures not less than 40% of total marks prescribed for a course with a minimum of 40% of the marks prescribed for the end semester examination shall be declared to have passed the course and earned the specified credits for the course.

17.2 After the valuation of the answer scripts, the tabulated results are to be scrutinized by the Result Passing Boards of UG and PG programmes constituted by the Vice-Chancellor. The recommendations of the Result Passing Boards will be placed before the Standing Sub Committee of the Academic Council constituted by the Chancellor for scrutiny. The minutes of the Standing Sub Committee along with the results are to be placed before the Vice-Chancellor for approval. After getting the approval of the Vice-Chancellor, the results will be published by the Controller of Examination / Registrar.

17.3. If a candidate fails to secure a pass in a course due to not satisfying the minimum requirement in the end-semester examination, he/she shall register and re-appear for the end-semester examination during the following semester. However, the internal marks secured by the candidate will be retained for all such attempts.

17.4. If a candidate fails to secure a pass in a course due to insufficient sessional marks though meeting the minimum requirements of the end-semester examination, wishes to improve on his/her sessional marks, he/she will have to register for the particular course and

attend the course with permission of the HOD concerned and Director (Academic) with a copy marked to the Registrar. The sessional and external marks obtained by the candidate in this case will replace the earlier result.

17.5. A candidate can apply for the revaluation of his/her end semester examination answer paper in a theory course within 2 weeks from the declaration of the results, on payment of a prescribed fee through proper application to the Registrar/ Controller of Examinations through the Head of the Department. The Registrar/ Controller of Examinations will arrange for the revaluation and the results will be intimated to the candidate concerned through the Head of the Department. Revaluation is not permitted for practical courses and for project work.

18. Grade Card

18.1 After results are declared, grade sheet will be issued to each student which will contain the following details:

- (i) Program and branch for which the student has enrolled.
- (ii) Semester of registration.
- (iii) List of courses registered during the semester and the grade scored.
- (iv) Semester Grade Point Average (GPA)
- (v) Cumulative Grade Point Average (CGPA).

19. Class / Division

Classification is based on CGPA and is as follows:

$CGPA \geq 8.0$: **First Class with distinction**

$7.0 \leq CGPA < 8.0$: **First Class**

$6.0 \leq CGPA < 7.0$: **Second Class**

$5.0 \leq CGPA < 6.0$: **Third Class**

20. Transfer of credits

20.1. Within the broad framework of these regulations, the Academic Council, based on the recommendation of the transfer of credits committee so consulted by the Chancellor may permit students to earn part of the credit requirement in other approved institutions of repute and status in the country or abroad.

21. Eligibility for the award of B.Sc. (Applied Science):

21.1. A student will be declared to be eligible for the award of the B.Sc.(Applied Science) Degree if he/she has

i) Registered and successfully obtained credit all the core courses

ii) Successfully acquired the credits in the different categories as specified in the curriculum corresponding to the discipline (branch) of his/her study within the stipulated time

iii) Has no dues to all sections of the Institute including Hostels, and

iv) Has no disciplinary action pending against him/her.

The award of the degree must be recommended by the Academic Council and approved by the Board of Management of the University.

22. Power to modify

22.1. Not with standing all that has been stated above, the Academic Council shall modify any of the above regulations from time to time, subject to approval by the Board of Management.

HINDUSTAN UNIVERSITY
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B Sc (Fashion Design)
Three Years Course (Semester system)
SEMESTER - I

Sl. No.	Course Code	Course Title	L	T	P	C	TCH
THEORY							
1.	FD1101	History of design & Fashion	3	-	-	3	3
2.	FD1102	Drafting & Pattern Making-I	3	-	-	3	3
3.	FD1103	Textile science for -Woven Fabrics	3	-	-	3	3
4.	EL 2101	Technical English - I	3	-	-	3	3
Practicals (Process based)							
5.	FD1112	Elements of Fashion design	2	-	4	3	6
6.	FD1113	Drafting & Pattern Making-I	-	-	6	3	6
7.	FD1114	Computer applications- I	1	-	2	2	3
8.	FD 1115	Visualization & Representation I	-	-	6	3	6
9.	EL 2131	Communication Skills Laboratory I	-	-	3	2	2
		Total				25	35

SEMESTER - II

Sl. No.	Course Code	Course Title	L	T	P	C	TCH
Theory							
1.	FD1201	Principles of management & Intellectual Property Rights	2	-	-	2	2
2.	FD1202	Textile Science for Knitted Fabrics	3	-	-	3	3
3.	FD1203	Fashion Studies	3	-	-	3	3
Practicals (Process based)							
4.	EL 2231	Communication Skills Laboratory 2	2	-	2	3	4
5.	FD1212	Sewing Techniques & Equipments	1	-	2	2	3
6.	FD1213	Fashion Illustration & design I	-	-	3	2	3
7.	FD1214	Textile science- I	-	-	4	2	4
8.	FD1215	Computer Applications- II	2	-	2	2	4
9.	FD1216	Visualization & Representation II	1	-	3	2	4
10.	FD1217	Pattern Making -II	-	-	4	2	4
		Total				23	34

SEMESTER-III

Sl. No.	Course Code	Course Title	L	T	P	C	TCH
Theory							
1	FD1301	Textile Science	2	-	2	3	4
2	FD1302	History of Indian Costumes & Traditional Indian Textile	-	3	-	3	3
3	FD1303	Western Costumes	2	-	-	2	2
4	FD1304	Appreciation of Textiles	2	1	-	3	3
Practicals (Process based)							
5	FD1311	Women's Apparel Designing and Development	2	-	4	4	6
6	FD1312	Fashion Illustration & Design-II	-	-	5	2	5
7	FD1313	Drafting Pattern Making - III	-	-	5	3	5
8	FD1314	Garment Construction-I	-	-	3	2	3
9	FD1315	Computer Applications- III	1	-	2	2	3
		Total				24	34

SEMESTER-IV

Sl. No.	Course Code	Course Title	L	T	P	C	TCH
Theory							
1	FD1401	Fashion Forecasting	2	-	2	3	3
2	FD1402	Fashion Merchandising	3	-	-	3	3
3	FD1403	Manufacturing Process	3	-	-	3	3
4	FD1404	Basics of Marketing & Consumer Study	2	-	-	2	2
Practicals (Process based)							
5	FD1411	Menswear Design & Development	2	-	4	4	6
6	FD1412	Fashion Illustration - III	-	-	4	2	4
7	FD1413	Garment construction - II	-	-	6	3	6
8	FD1414	Pattern grading	-	-	4	2	4
9	FD1415	Computer applications - IV	-	-	4	2	4
		Total				24	35

SEMESTER - V

Sl. No.	Course Code	Course Title	L	T	P	C	TCH
Practicals (Process based)							
1.	FD1510	Portfolio Development	-	-	6	4	6
2.	FD1511	Designing, Drafting And Construction of Children's Apparel	2	-	4	4	6
3.	FD1512	Surface Ornamentation	-	-	4	2	4
4.	FD1513	Draping and Grading	-	-	4	2	4
5.	FD1514	Fashion Accessories	2	-	2	3	4
6.	FD1515	Photography, presentation & fashion image techniques	2	-	2	3	4
7.	FD1516	Industry Internship	-	-	-	6	6 Weeks
		Total				24	34

SEMESTER - VI

Project based						
Project Duration: 15 weeks						
Subject Code	Subject Name	L	T	P	C	
FD1601	Design collection & development and presentation	0	0	40	20	

TOTAL CREDITS FOR THE COURSE: 140

SEMESTER - I

FD1101 HISTORY OF DESIGN & FASHION

L	T	P	C
3	0	0	3

OBJECTIVE:

To initiate the students into the contextual basis of study of costume, fashion and design in the history of different civilizations.

UNIT I INTRODUCTION TO DESIGN HISTORY

- Basic parameters for historical study of art, design and fashion
- Influence of Design Aesthetics on art and fashion
- Evolution the category of designer as distinct from the artist, craftsman and technologist.

UNIT II EMERGENCE OF INSTITUTIONS LIKE THE MUSEUM, DEPARTMENT STORE AND THE CORPORATION.

- Objects of desire: Design and Society since 1750
- Culture and Society
- Twentieth Century Design
- Design History

UNIT III DESIGN, THE INDUSTRIAL REVOLUTION, COLONIALISM AND THE COMING OF MODERNITY

- Colonial design : Ideology, Economy & Patronage

UNIT IV

- Design and Nationalism : The Case of India
- Design Movements: Influences and Inspirations

UNIT V PRODUCTS AND STYLES IN OTHER FIELDS-CERAMICS, FURNITURE, INTERIORS, GRAPHICS ETC.

- Arts and crafts Movement 1850-1900
- Art Nouveau 1890-1905
- The Machine Aesthetic 1900-1930
- Art Deco 1925-1939
- Streamlining-Consumerism and Style 1935-1955
- Pop - Age of Affluence 1955-1975
- Modernism
- Post Modernism/Retro and Vernacular
- Street Influence
- Contemporary Thoughts in design.

FD1102 DRAFTING & PATTERN MAKING - I

L T P C
3 0 0 3

OBJECTIVE:

- Understand advanced and complex concepts in drafting & pattern making

UNIT I

- Introduction of Drafting & Pattern Making.
- Importance of Drafting & Pattern Making and their scope.

UNIT II

- Terminology used in Drafting & Pattern Making:

Flat pattern making, template working pattern, production pattern, design specification sheet, pattern chart, cost-sheet, grain, dart, dart legs, dart intake, truing and blending, vertical lines, horizontal lines, perpendicular lines, symmetric and asymmetric lines, style number, pattern size, Pivotal point.

UNIT III A STUDY OF TOOLS AND EQUIPMENTS

- Measuring tools
- Marking tools
- Cutting tools

UNIT IV

- Pattern Development: Drafting, Flat Pattern, Slash and Spread and Pivot methods.
- Fabric estimation and its importance.
- Fitting: Good fitting, Fitting problems and their solution.

UNIT V BASIC PATTERN

Making Measurement Taking - Size chart and Measuring of Sizes. Definition of various garments parts & positions. Methods: Bespoke method & Industrial method (Using Blocks) - Basic block construction - Block preparation & correction.

DRAFTING

Basic principles & methodologies used to draft standard size block patterns for men, women & kids wear- viz., shirts, pants, skirts, blouses, jackets, dresses etc.

REFERENCES:

1. Martin Shoben and Janet Ward, "Pattern Cutting Making Up"
2. Helen Joseph Armstrong, "Pattern Making for Fashion Designing" Publisher Prentice Hall.

FD1103 TEXTILES SCIENCE - WOVEN FABRICS

L T P C
3 0 0 3

OBJECTIVE:

- To understand the importance of the Textile Industry & its various segments
- To understand the performance characteristics of different fibers & fabrics
- To explain how fabrics are produced & its various construction procedures

UNIT I

- Introduction to textile fiber, Yarn and Fabric
- Classification of fibers based on their source and origin.
- Terminology of staple, filament, ginning, carding, combing, roving, drawing, lapping, slivering, wool, worsted and spinning
- Introduction to Weaving

UNIT II

- Different types of spinning mechanical and chemical - wet, dry and melt
- Yarn properties to fabric performance- yarn liner density, twist in yarn, twist direction and strength

UNIT III PROCESS & TYPES

- Process of weaving
- Types of weaves

UNIT IV

- Modification of twills.
- Satin - sateen and their derivatives.
- Ordinary and Brighton honey comb- modifications. Crepe weaves
- Bedford cords: plain faced - twill faced. Wadded - modifications.
- Welt piques: wadded piques - Loose back and fast back welts and piques.
- Mock - leno - Distorted mock -leno. dobby and jacquard.

UNIT V BASICS OF TEXTILE PROCESSING

- Bleaching
- Dyeing
- finishing

REFERENCES:

1. P. Corbman, "Fiber to Fabric"
2. Hollen and Saddler, "Textiles"
3. Vilen Sky, "Textile Science" Publisher CBS.
4. BP. Bhatnagar&Abhishek "Elementary Textiles".
5. Vilen Sky, "Textile Science, Publisher CBS.

EL 2101 TECHNICAL ENGLISH

L T P C
3 0 0 3

GOAL

The goal of the programme is to provide a theoretical input towards nurturing accomplished learners who can function effectively in the English language skills; to cultivate in them the ability to indulge in rational thinking, independent decision-making and lifelong learning; to help them become responsible members or leaders of the society in and around their work/living space; to communicate successfully at the individual or group level on multi-disciplinary activities in particular with the community, and in general with the world at large.

OBJECTIVES

1. To widen the capacity of the learners to listen to English language at the basic level and understand its meaning.
2. To enable learners to communicate in an intelligible English accent and pronunciation.
3. To assist the learners in reading and grasping a passage in English.
4. To learn the art of writing simple English with correct spelling, grammar and punctuation.
5. To cultivate the ability of the learners to think and indulge in divergent and lateral thoughts.

OUTCOME

1. The learners will have the self-confidence to improve upon their informative listening skills by an enhanced acquisition of the English language.
2. The learners will be able to speak English at the formal and informal levels and use it for daily conversation, presentation, group discussion and debate.
3. The learners will be able to read, comprehend and answer questions based on literary, scientific and technological texts.
4. The learners will be able to write instructions, recommendations, checklists, process-description, letter-writing and report writing.
5. The learners will have the confidence to develop thinking skills and participate in brainstorming, mind-mapping, audiovisual activities, creative thinking and also answer tests in the job-selection processes.

UNIT I LISTENING SKILL

12

Listening to short and extended dialogues, telephone conversations, discussions, soliloquies - Listening to prose & poetry reading -- Listening to sounds, silent letters, stressed syllables in English -- Listening to video clips, documentaries, feature films, presentations, interviews -- Listening for the gist of the text, for identifying a topic, general meaning and specific information -- Listening for multiple-choice questions, for positive & negative comments, for interpretation -- Listening for advanced interpretation.

UNIT II SPEAKING SKILL**12**

Introducing oneself or expressing personal opinion -- Simple oral or casual interaction - Dialogue -- Conversation - Giving and receiving feedback using Johari window - Debates -- Brief presentations -- Differences between disagreeing and being disagreeable -- Participating in group discussions, role plays and interviews -- Generating talks based on visual or written prompts -- Addressing a small group or a large formal gathering - Comparing, contrasting, justifying, agreeing and disagreeing on advanced topics - Speaking about present and past experiences and future plans - Debates, discussions and role plays on advanced topics - Job interviews - Preparing HR questions with possible answers -- Brief presentations - Arguing out a topic without verbal fights -- Power point presentation.

UNIT III READING SKILL**12**

Reading for skimming and scanning -- Reading for the gist of a text, for specific information, for information transfer and interpretation -- Reading and interpreting anecdotes, short stories, poems, prose passages for intellectual and emotional comments - Reading a Fishbone diagram for strengths and weaknesses, for pros and cons - Reading comprehension exercises for multiple-choice questions, for contextual meaning -- Reading newspapers, magazine articles for critical comments.

UNIT IV WRITING SKILL**12**

Writing emails, messages, notices, agendas, leaflets, brochures, instructions, recommendations, functional checklists, minutes of a meeting -- Writing paragraphs, comparing, contrasting, presentations with an Introduction, Body and Conclusion -- Arranging appointments, asking for permission, apologizing and offering compensation - Writing formal business letters -- Letter inviting, accepting, declining the invitation -- Letter to the editor -- Requesting permission for industrial visits or implant training, enclosing an introduction to the educational institution -- Letter applying for a job, enclosing a CV or Resume - - Writing short reports -- Industrial accident reports -- Writing short proposals.

UNIT V THINKING SKILL**12**

Developing the acquisition and imparting the knowledge of English using thinking skills -- Eliciting thinking blocks for critical interpretation -- Decoding diagrammatic and pictorial representations into English orthographic version in the form of words, phrases, expressions, idioms, sayings and proverbs.

REFERENCE :

1. Norman Whitby. Business Benchmark: Pre-Intermediate to Intermediate - BEC Preliminary. New Delhi: Cambridge University Press, 2008 (Latest South Asian edition).
2. Devaki Reddy & Shreesh Chaudhary. Technical English. New Delhi: Macmillan, 2009.
3. Rutherford, Andrea J. Basic Communication Skills for Technology. 2nd edition. New Delhi: Pearson Education, 2010.

**FD1112 ELEMENTS OF FASHION DESIGN
PRACTICALS (PROCESS BASED)**

**L T P C
2 0 4 4**

OBJECTIVE:

- To develop understanding of Elements of Design
- To develop understanding of tangible & non-tangible aspects of Elements of Design
- To develop sense of composition

EXPERIMENT

1 VISUAL LANGUAGE

Importance of visual language and its relevance in design

2 LINES, DOTS

Concept of lines and dots (Lines and dots in nature, architecture, furniture, fabric etc)

3 SHAPE, SPACE

Figure & Ground relationships, relevance of shape, Introduction to Gestalt Theory of Perception

4 PATTERN

Concept of motif and pattern development, various kinds of repeat (straight, half drop, mirror symmetrical asymmetrical etc.)

5 TEXTURES

Concept and importance of Texture, Textures in nature, Understanding feelings & surface characteristic associated with it.

6 RHYTHM, BALANCE, EMPHASIS

Basic understanding of the principles in relation to nature and the environment around Explanation with visual examples

7 HARMONY - SCALE/ PROPORTION - VARIETY

Basic understanding of the principles in relation to nature and the environment around Explanation with visual examples.

8 COLOR THEORY

Basics of Color (Hue, Value, Intensity), Flat Application of colors

9 COLOR SCHEMES

Monochromatic, analogous, complimentary, split complimentary, triad color schemes, warm, cool, neutral colors

10 COLOR COMPOSITION

Color mixing (visually identifying the percentage of hues in a color and generation of the same

11 COLOR INTERACTION

Interaction of color wavelengths, its effect on visual perception

12 COLOR & MOOD

Psychology of color, emotions attached to colors and its application in our environment

13 PROCESS OF IDEATION

Integration of elements and principles of design

REFERENCES :

1. Albert W Porter, "Elements of design & Form - -Space"
2. Albert W Porter , "Elements of design-Line".
3. Denis A Dondis, "A Primer of Visual Literacy ".
4. Manfred Maier "Basic Principles of Design", Vol. 1-4-
5. Rowland Kurt Ginn and company ltd ,"Looking & Seeing", Vol. 1-4. London.
6. Basic Design: dynamics of visual form- The Maurice de Sansmarg -The Herbert press, U.K. 1964
7. Albert, Josef ,"Interaction of Colors" Yale University Press, 1963
8. Birren, Fabersvan, Principles of Colors ,NostraidReinnold Company. 1996

FD 1113 DRAFTING & PATTERN MAKING - I

L T P C
0 0 6 3

OBJECTIVE:

- Understand human body
- To be familiar with tools of drafting & pattern making
- Understand the terminology of drafting & pattern making

TOPICS:

- Standard Measurements chart for children and adult
- Pattern of Basic Bodice Block of a Child.
- Adaptation of sleeve block to: Set-in-sleeves -Plain, Puff, Cap, Bell, Umbrella, Flared, Leg-o-mutton, Bishop, Extended bodice sleeve - Magyar, Part bodice in sleeve - Raglan,
- Adaptation of collars: Peter Pan, Raised peter pan, Cape, Sailor, Mandarin
- Basic Skirt Block & its adaptation to: Straight skirt, A-line skirt, Skirt with yoke, Circular skirt-full and half.
- Pattern of kid's casual wear-Slip, panty and romper.
- Developing Paper Pattern for the Basic Bodice Block.
- Developing full scale Paper Patterns for Collars, Skirts and casual wear.

REFERENCES:

1. Martin Shoben and Janet Ward "Pattern Cutting Making Up".
2. Helen Joseph Armstrong "Pattern Making for Fashion Designing", Publisher Prentice Hall.

FD 1114 COMPUTER APPLICATIONS-I

L T P C
1 0 2 2

OBJECTIVE:

- To achieve competence in Computer Graphics
- To incorporate in design to represent and create visuals using image editing and object creation and manipulation capabilities of Adobe Photoshop and Coral draw.

Lab Topic Context

1 COMPUTER ORIENTATION

Introduction to computer hardware

Introduction to Computer software

-System Software,

-Application software

-Utilities

Computer peripherals Viruses, Anti-virus software, spyware, hardware, preventive measures.

2. OPERATING SYSTEM

Various operating systems

Windows Desktop

Windows operating system, windows tools

Working with file structure and file formats

Control Panel

Sharing resources through network

Finding files, folders and computer

3. WORD PROCESSING SOFTWARE

Understanding typography and its correct uses.

Page formatting

Usage of color, fonts, background, layout related to

-documents

-Styling

- Text formatting
- Table formatting
- Mail merge
- Inserting and linking images, clipart and other objects Printing

4. BASIC UTILITIES

Scanning Techniques

Understanding scanning in terms of...

- Resolution
- Color modes
- De-screening
- Gamma correction
- OCR

Digital Camera

WinZip,

5. INTRODUCTION TO DESIGN SOFTWARE

Basics of Photoshop & Coral Draw

6. PRESENTATION SOFTWARE

Understanding presentation and types of presentation

Understanding prospective client/audience/group

- Color scheme
 - typography
- Working with Power Point presentation
- Setting up the presentation
 - Page formatting
 - Master slides
 - Drawing tools
 - Graph and Organizational Chart
 - Running Slide Show, Rehearse,
 - Print Presentation
 - Applying Animation & Transition
 - Optimizing presentation

7. SPREADSHEET SOFTWARE

-Workbook & Worksheet Concepts

Data Presentation

Basic data analysis

Graphical representation of data

REFERENCES :

1. Respective software manuals
2. V. Raja Raman, Computer Fundamentals
3. Computer Fundamentals and Windows with Internet Technology - SciTech Publications (India) Pvt. Ltd.
4. Mastering MS Office - 2000 by Tech Media
5. Davis, Phyllis; CorelDraw 11 for Windows & Macintosh.

FD1115 VISUALIZATION & REPRESENTATION

L T P C
0 0 6 3

OBJECTIVE:

- Introducing drawing as an extension of seeing.
- Enhancing eye- hand coordination &
- Enhancing and expanding the skill of drawing for expression and communication

Lab Topic Context

UNIT I INTRODUCING DRAWING AS AN EXTENSION OF SEEING

- Enhancing eye- hand coordination -Blind drawing- focus on object while drawing on paper. -Gesture Drawing- focus on movement of wrist and upper arm. -Image making through recall, observation and imagination.

UNIT II UNDERSTANDING THE TOOL AS AN EXTENSION OF THE SELF

Introduction to visual elements and its application -Introduction to different tools. -Exploration of visual elements - line, shape, form, space, light and shade, texture and tones. -Object & environment drawing- natural and manmade.

UNIT III IDENTIFYING INTANGIBLE ASPECTS OF A VISUAL REPRESENTATION INTUITION, IMAGINATION, PERCEPTION AND EXPRESSION.

Introduction to intangible aspects of drawing. -Visual experience of elements/objects through contextualized and displaced (out of context/ different context) elements.

UNIT IV ENHANCING SENSORIAL PERCEPTIONS

Enhancing and expanding the skill of drawing for expression and communication.

Introduction to Isometric drawings. Principles of perspective drawing.

REFERENCES

- Francis D. K. Ching John Wiley & P. Juroszek, Design drawing with Steven Sons. Inc
- Betty Edward Fontana (An imprint of Harper Collins) Drawing on the artist within.
- Betty Edward Fontana (An imprint of Harper Collins), Drawing on the right side of the brain
- Julia Cameron Pan, The artists way' McMillan Ltd.
- Robert W. Gill Thames & Hudson Rendering with pen & ink

EL 2131 COMMUNICATION SKILLS LABORATORY - I

L T P C
0 0 3 2

GOAL

The goal of the programme is to provide a practical input towards nurturing accomplished learners who can function effectively in the English language skills.

OBJECTIVES

1. To extend the ability of the learners to be able to listen to English and comprehend its message.
2. To enable the learners to have a functional knowledge of spoken English.
3. To assist the learners to read and grasp the meaning of technical and non-technical passages in English.
4. To help the learners develop the art of writing without mistakes.
5. To expand the thinking capability of the learners so that they would learn how to view things from a different angle.

OUTCOME

1. The learners will be able to listen to and evaluate English without difficulty and comprehend its message.
2. The learners would have developed a functional knowledge of spoken English so as to use it in the institution and at job interviews.
3. The learners will be able to read and comprehend the meaning of technical and non-technical passages in English.
4. The learners will have developed the art of writing so as to put down their thoughts and feelings in words.
5. At the end of the course, the learners will be able to think independently and contribute creative ideas.

UNIT I LISTENING SKILL

Listening to conversations and interviews of famous personalities in various fields -- Listening practice related to the TV-- Talk shows - News - Educative programmes -- Watching films for critical comments - Listening for specific information - Listening for summarizing information - Listening to monologues for taking notes - Listening to answer multiple-choice questions.

UNIT II SPEAKING SKILL

Self-introduction -- Group discussion - Persuading and negotiating strategies - Practice in dialogues -- Presentations based on short stories / poems -- Speaking on personal thoughts and feelings -- academic topics - News reading - Acting as a compere -- Speaking about case studies on problems and solutions - Extempore speeches.

UNIT III READING SKILL

Reading anecdotes to predict the content - Reading for interpretation -- Suggested reading -- Short stories and poems -- Critical reading - Reading for information transfer - Reading newspaper and magazine articles for critical commentary - Reading brochures, advertisements, pamphlets for improved presentation.

UNIT IV WRITING SKILL

At the beginning of the semester, the students will be informed of a mini dissertation of 2000 words they need to submit individually on any non-technical topic of their choice. The parts of the dissertation will be the assignments carried out during the semester and submitted towards the end of the semester on a date specified by the department. This can be judged as part of the internal assessment.

UNIT V THINKING SKILL

Practice in preparing thinking blocks to decode diagrammatical representations into English words, expressions, idioms and proverbs - Inculcating interest in English using thinking blocks. Making pictures and improvising diagrams to form English words, phrases and proverbs -- Picture reading.

REFERENCE

1. Raman, Meenakshi, and Sangeetha Sharma. Technical Communication: English Skills for Engineers. 2nd edition. New Delhi: Oxford University Press, 2010.
2. Riordian, Daniel. Technical Communication. New Delhi. Cengage Learning, 2009

WEBSITES

1. British: Learn English - British Council (Listen & Watch) - <http://learnenglish.britishcouncil.org/>.
2. American: Randall's ESL Cyber Listening Lab - <http://www.esl-lab.com/>.
3. Intercultural: English Listening Lesson Library Online <http://www.ello.org>

SEMESTER - II

THEORY PAPERS

FD1201 PRINCIPLES OF MANAGEMENT & INTELLECTUAL PROPERTY RIGHTS

L T P C
2 0 0 2

OBJECTIVE:

- To acquaint the participants with Business organization and to familiarize them with basic management concepts, applications & processes.
- To sensitize students to the relevance of intellectual property in fashion business, and provide an overview of practical aspects of leveraging the creative and inventive output of the human mind by use of the legal tools of the IPR system, in the context of fashion industry.

UNIT I

Management - Definition, nature and purpose

- Introduction to modern business organizations: types of ownership, levels of management; functions of the Manager

UNIT II

Introduction to Management process: planning, organizing, staffing, leading and controlling

- Planning: Importance of planning process,
- Types of plans, steps in Planning process

UNIT III

Organizing: types of organizational structures, line & staff authority, delegation and decentralization

Decision making:

- Types of decisions,
- Factors affecting
- Decision-making. Process of rational
- decision-making
- Techniques of
- Decision-making

UNIT IV

- Introduction to Intellectual property
- Initiation of IP Panorama 01

- Definition & characteristics of intellectual property
- Types of intellectual property - An overview
- Relevance of IP at various stages of business cycle
- Relevance of IP rights to export market
- Brief on national IP laws
- Sources of IP information
- Understanding some basics on trade secrets

Initiation of IP Panorama 04

- What are trade secrets
- Protection of trade secret
- Adv. & disadvantage of trade secret
- Developing trade secret strategy for business
- Case study discussion on any TS related to fashion industry
- Understanding some basics on copyrights & RRs.

UNIT V

Initiation of IP Panorama

- What are copyrights and related rights
- What all can be protected under copyright
- Advantages of copyright
- Registration of copyright
- Concept of collective management of copyright
- Using Work" protected by copyright
- Case study discussion on any copyright issue related to fashion industry
- Understanding some basics on patents.
- Initiation of IP Panorama 03
- What is patent & its importance
- What all can be patented?
- How to get a patent?
- How much do patent cost?
- Advantages of patent rights & documents

REFERENCES:

- Koontz & Wehrich , Essentials of Management - 5th edition.
- WIPO: Secrets of Intellectual Property: A guide to small and medium sized exporters, Geneva, 2004
- WIPO: Marketing Crafts and Visual Arts: The Role of Intellectual Property - A practical guide
- WIPO: Making a mark-An Introduction to Trademarks for Small and Medium -sized Enterprise- Intellectual Property for business series number 1, 2003.

FD1202 TEXTILE SCIENCE FOR KNITTED FABRICS

L T P C
3 0 0 3

OBJECTIVE:

The students should acquire Knowledge on Cultivation, Production of knitted fabrics Physical & Chemical Properties and Identification methods of knit structures

UNIT I

- Introduction to knit fabrics, Classification of knitted fabric.
- Diagrammatic representation of stitches
- Patterning mechanism: Pattern wheel, Pattern drum, peg drum machine, punched steel tape, Jacquard punched paper roll Jacquard, Electronic devices for needle selection

UNIT II

- Derivatives of plain knit: Design development of single jersey - piques, Accordion type of fabrics, plated fabrics.
- Fabric construction
- Weaving VS Knitting

UNIT III

- Ornamentation of rib structure 2X2 rib structure
- half cardigan& Full cardigan
- derivatives of Inter lock structures
- Eight lock, Ponte-di-Roma, Ottoman rib, Bourrelet
- TEXI- pique. PIN-JUCK
- Milano rib, French Pique
- Swiss Pique.

UNIT IV

Representation of warp knit structures.

- Point Paper, Chain-Link Notation, single fabrics: Chain stitch, Tricot lap, Extension of 1 and 1 lapping, Full tricot, Lock Knit, Reverse Lock Knit, satin, Loop raised fabrics, Queen's cord, Sharkskin, Blind lap, open work effects, Marquisette, sand- flair net, Hexagonal net

UNIT V

- Study of fleece fabrics.
- Study of knitted fabrics with Elastomeric yarn
- Different combinations for different properties.

REFERENCES:

1. P. Corbman, "Fiber to Fabric".
2. Hollen and Saddler, "Textiles".
3. D.B Ajgaonkar, "Knitted Technology", Universal Publishing Corporation
4. Foster Jack Stroud, Harington Raymond, "Structure & Fabric", Blackwell Science
5. Vilen Sky, "Textile Science", Publisher CBS.
6. P. Bhatnagar, Abhishek "Elementary Textiles"

FD1203 FASHION STUDIES

L T P C
3 0 0 3

OBJECTIVE:

- To provide a comprehensive understanding of fashion as a socio-cultural phenomenon.
- To make them understand the relevance of fashion as a business activity

UNIT I

- Fashion definition and its importance.
- Fashion origin, evolution of fashion.
- Classifications of fashion.
- Factors affecting fashion.

UNIT II

- Fashion cycle and length of fashion cycle.
- Fashion theory-trical down, trical across, bottom-up theory.

UNIT III

- Fashion terminology - style, change, Trend, fashion cycle, fad classic, fashion trend, silhouette,

texture, color, design, croqui, couture.

- Terminology usage in garment, style, color and other elements.

UNIT IV

- Source of fashion
- Factors influencing fashion.
- Forecasting fashion-fabric, trend, style, color
- Brands and their influence on Forecasting

UNIT V

- Design Principles and Elements -Perspective and Application of fashion to Apparel and Lifestyle
- products Aesthetics -Concepts and role in Design and Environment .Factors influencing
- Aesthetics
- Fashion styling-Communicate your ideas using fear sheets, storyboards, mood and concept boards, testing, writing caption and team production. Elements of style-accessing styles and trends,
- Elements of style, achieve visual balance, making trends. Working with color - color combination,
- color wheel, color characteristics, simultaneous contrasts, lights and color. Creating Fashion
- Story - Target market, Fashion Story, building mood and visual presentation.

REFERENCES:

1. Gini Stephens Frings, "Fashion Concept to Consumer", Publisher Pearson.
2. Essay, Mike, "Fashion Marketing".
3. Elaine Ellen, "Dynamics of Fashion", Publisher Fairchild.
4. Elements of Design - Space & Form
5. Albert W. Porter, Elements of Design -Line,
6. Manfred Maier, Basic Principles of Design (Vol. 1-4)
7. Basic Design: The Dynamics of visual form Sansmarg.

PRACTICALS (PROCESS BASED)

EL 2231 COMMUNICATION SKILLS LABORATORY - II

L T P C
2 0 2 3

GOAL

The goal of the programme is to provide an advanced practical input towards moulding student-achievers who can use the English language with ease.

OBJECTIVES

1. To extend the power of the learners to listen to English at an advanced level and comment on it.
2. To guide the learners to speak English at the formal and informal levels.
3. To enable learners to read and grasp the in-depth meaning of technical and non-technical passages in English.
4. To help the learners develop the art of writing at the formal and informal levels.
5. To expand the thinking capability of the learners so that they would learn how to be original in their thoughts.

OUTCOME

1. The learners will be able to listen to and understand English at an advanced level and interpret its meaning.
2. The learners would have developed English at the formal and informal levels and thus gained the confidence to use it without fear.
3. The learners will be able to read and grasp the in-depth meaning of technical and non-technical passages in English.
4. The learners will have developed the art of formal and informal writing.
5. The learners will be able to think independently and creatively and also verbalize their thoughts fearlessly.

UNIT I LISTENING SKILL

Listening to telephonic conversations -- Listening to native British speakers -- Listening to native American speakers -- Listening to intercultural communication -- Listening to answer questions as one-liners and paragraphs -- Listening practice to identify ideas, situations and people -- Listening to group discussions -- Listening to films of short duration.

UNIT II SPEAKING SKILL

Interview skills - People skills - Job interview - Body language and communication -- How to develop fluency -- Public speaking -- Speaking exercises involving the use of stress and intonation - Speaking on academic topics - Brain storming & discussion - Speaking about case studies on problems and solutions - Extempore speeches - Debating for and against an issue - Mini presentations - Generating talks and discussions based on audiovisual aids.

UNIT III READING SKILL

Reading exercises for grammatical accuracy and correction of errors -- Reading comprehension exercises with critical and analytical questions based on context - Evaluation of contexts - Reading of memos, letters, notices and minutes for reading editing and proof reading -- Extensive reading of parts of relevant novels after giving the gist of the same.

UNIT IV WRITING SKILL

At the beginning of the semester, the students will be informed of a mini dissertation of 3000 words they need to submit individually on any non-technical topic. The parts of the dissertation will be the assignments carried out during the semester and submitted towards the end on a date specified by the department. This can be judged as part of the internal assessment.

UNIT V THINKING SKILL

Practice in preparing thinking blocks to decode pictorial representations into English words, expressions, idioms and proverbs - Eliciting the knowledge of English using thinking blocks -- Picture rereading -- Finding meaning in the meaningless - Interpreting landscapes, simple modern art and verbal and non-verbal communication.

REFERENCES

1. Ibbotson, Mark. Cambridge English for Engineering. New Delhi: Cambridge University Press, 2009.
2. Smith-Worthington Jefferson. Technical Writing for Success. New Delhi. Cengage Learning, 2007.

WEBSITES

1. British: Learn English - British Council (Business English) - <http://learnenglish.britishcouncil.org/>.
2. BBC Learning English (General and Business English) - <http://www.bbc.co.uk/worldservice/learningenglish/>.
3. Intercultural: English Listening Lesson Library Online <http://www.elllo.org/> *

FD 1212 SEWING TECHNIQUES & EQUIPMENTS

L T P C
1 0 2 2

OBJECTIVE:

To teach the students various Sewing Techniques & Equipments in garment manufacturing .

BASIC HAND STITCHES:

- Basting-even, uneven and diagonal,
- Tailor's tacks,
- Back stitch,
- Hemming- visible and invisible.

APPLICATION OF FASTENERS:

- Buttons and buttonholes, hooks and eyes, hammer ones.

SEWING TECHNOLOGY:

- Exercise of machine's control on speed, paper exercises and fabric exercises.
- Different types of seams and seam finishes.
- Seams - Plain, French, run and fell, run and hem, slot, lap, piped, counter seam, counter hem, fringe.
- Seam finishes - Overcast seam finish, double stitched finish, herringbone finished, edge stitched seam, bound seam finish, pinked seam.

SEWING EQUIPMENTS:

Introduction, terminology, tools & their usage, machine practice Machines-Types, uses and applications

- Use of attachments

APPLICATION OF SHAPING DEVICES:

Pleats - knife, box, inverted box, cartridge and kick.

- Gathers.
- Necklines-Round, square, V shape etc.
- Patch pocket.
- Construction of a baby frock.

REFERENCES:

1. Shree Doongaji and RoshaniDeshPande, "Basic Process and Clothing Construction". Publisher Unique Education Books, Raj Parkashan, New Delhi.
2. "MullickPremlata "Garment Construction Skills.
3. Making up: The Professional Approach. Natalie Bray - More Dress Pattern Designing.

FD 1213 FASHION ILLUSTRATION & DESIGN I

L T P C
0 0 3 2

OBJECTIVE:

- To realize the requirement for illustration skills as an essential tool of visual communication for the industry
- To develop skills in Fashion Model Drawing (drawing from a live model)

TOPICS:

- Face analysis.
- Figure analysis.
- Draw features eyes, nose, ear, lips, face, hands, arms, feet, legs and hairstyles.
- Fashion figure - 8½, 10 and 12 heads, front, back and ¾ profiles.
- Body line reading through different poses.
- Make stick figures in different poses.
- Make geometric figure.
- Fleshing on block figures.
- Illustrate a figure using texture in the garment.
- Stippling and Hatching.
- Detail in study of light and shade of different types of folds, gathers and shape of fabric in dresses

REFERENCES

- Kopp, E. Rolfo, V. and Zelin-Designing apparel through the flat pattern, Fairchild publications, inc. 1960.
- Kopp, E., Rolf, V., and Zelin - How to Draft Basic Patterns. Fairchild Publications, Inc. 1968.
- Kopp, E., Rolfo, V., and Zelin - New Fashion Areas for Designing Apparel through the flat pattern. Fairchild Publications, Inc. 1972.
- Armstrong, Helen Joseph - Patternmaking for Fashion Design. Harper & Row publications.
- Martin M. Shoben& Janet P. Ward - Pattern Cutting and Making up: The Professional Approach.
- Natalie Bray - More Dress Pattern Designing.

FD 1214 TEXTILE SCIENCE - I

L T P C
0 0 4 2

OBJECTIVE:

To make the students acquire Knowledge on Cultivation, Production practically.

Physical & Chemical Properties and Identification methods of natural and synthetic fibres.

Testing of Fiber- Cotton, Silk, Wool, Nylon, Polyester, Linen, Rayon, Jute.

1. Microscopic Method
2. Flame Test

TESTING OF YARNS & FABRIC

1. Count of the Yarn using Wrap Reel
2. Twist of the Yarn using Twist Twister
3. Course length and Loop Length of Knitted Fabric
4. Color Fastness
5. Tests of Fabric Shrinkage

Analyses of Fabric

Plain/twill/satin/honey comb/terry/extra warp

REFERENCES:

1. VilenSky, "Textile Science", Publisher CBS.
2. H.V.Srinivasamoorthy, "Introduction to Textile Fibres", The Textile Association India, 1993.
3. Corbman, Fibre to Fabric.

FD1215 COMPUTER APPLICATIONS - II

L T P C
2 0 2 2

OBJECTIVES

To develop the competence of students in Computer Graphics using image editing & object creation with help of Adobe Photoshop.

UNIT I

Principles of bitmap graphics and file formats

- Principles of bitmap graphics and file formats,
- Bitmap vs. vector graphics, differentiation, their usage and applicability
- Introduction to digital color theory and calibration

- Graphical interface using Corel Draw
- Graphical interface using Corel Trace

UNIT II

Image size & resolutions

- Tools and Palettes
 - (a) Selections and Channels
 - (b) Saving, Importing and Exporting

UNIT III

Image editing

- Using layers
- Transforming images
- Using type
- Painting & colouring

UNIT IV

Paths and Vector shapes

- Mastering the pen tools
- Using the paths palette
- Editing paths; saving paths; reshaping; converting paths to selections; stroking and filling paths
- Creating layer clipping paths; creating a shape layer; using the pathfinder option
- Rasterise a shape layer; transform a shape layer
- Converting between paths and selection borders
- Adding colour to paths
- Clipping paths, creating clipping paths for deep etching and silhouetting

UNIT V

Applying Filters & Colour Tone Adjustments & Management

- (a) Automation
- (b) Preparing Graphic for the Web
- (c) Printing from Photoshop

REFERENCES:

- Eismann, Katrin, Photoshop Retouching Techniques, Simmon- Steve Publisher QueI SBN : 0789723182 Published : April, 2001.
- Respective software manuals, Adobe Photoshop, & Corel trace.

FD 1216 VISUALIZATION & REPRESENTATION II

L T P C
1 0 3 2

OBJECTIVE:

- Introducing drawing as an extension of seeing.
- Enhancing eye- hand coordination
- Introduction to visual elements and its application

UNIT I UNDERSTAND BASIC PRINCIPLES OF FREE HAND DRAWING AND RENDERING IN COLOR MEDIA

- Introduction to color application based on colour theory (Pigment theory)
- Introduction to various color media Dry colour media - colour pencils, pens, crayons, oil pastels, dry pastels Wet colour media- water colors, poster colours, photo colour inks
- To understand the advantages of each medium. etc.
- Focusing on colour mixing and achieving different nuances of colour.
- To understand how colors react and combine to give an intended effect/experience.

UNIT II INTRODUCTION TO PRINCIPLES OF COMPOSITION AS AN EXTENSION OF BASICS FROM 'ELEMENTS OF DESIGN'

- Real objects as visual elements and its relationship (Composition) / proportion / scale / ratio.
- 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. Aspect of "visual experience?".

UNIT III INTRODUCTION TO BASICS OF REPRESENTATION OF HUMAN BODY

- Understanding and effective representation of body proportions.
- Understanding (in terms of representation of body parts in their cohesive relationship) of the human anatomy, form and movement.
- Representation of physical characteristics of Male and Female figure in comparison.
- Representation of human figure in drape/ clothes in dry media
- Co-relating Computer skill's to accurately portray garments with technical details, along with page layout graphic to understand
- Presentation Techniques

REFERENCES:

- Francis D. K.Ching John Wiley&P.Juroszek, "Design drawing"withStevenSons.Inc
- Betty Edward Fontana(An imprint of Harper Collins)"Drawing on the right side of the brain "(An imprint of Harper Collins)
- James R.Turner Van, "Drawing with Confidence" Nostrand Reinhold Co.
- M.C. Escher on Escher Harry N. "Exploring the infinite" Abrahams Inc. Publisher.

FD1217 DRAFTING AND PATTERN MAKING - II

L T P C
0 0 4 2

OBJECTIVE:

Understand individual human body concepts and preparing the drafting and pattern making of women's garments.

UNIT I

Women's body measuring for upper torso and lower torso garments- importance of darts and its preparation- importance of pleats and its preparation- sloper usage and pattern development - gathering - gathering- shirring- tucks.

UNIT II

Women's skirt drafting - skirt and its variations- fabric estimation and layout procedures.

UNIT III

Facings used for women's various type of garments- inter lining - non-woven- fusing - woven- buttons & button holes used for body wear - plackets - belts - pockets - cuffs.

UNIT IV

Women's brassiere with drafting procedures- sari blouse - katoriblouses- designer's blouses - layout and fabric estimation - ladies shirt with dart manipulation - shirt layout and fabric estimation.

UNIT V

Salwarkhameez with drafting procedures - kurthis and its variations - neckline variations - churidar - phyjama - Patiala - nighty and its variations.

UNIT VI

Skirt pattern making - sloper preparation of skirt and style modifications- saree blouse pattern making, sloper preparation of saree- blouse and style modifications- katori blouse 3 piece front panel pattern making- katori blouse 4 piece front panel pattern making- salwarkameez pattern making- sloper preparation and style modification of kameez- churidar pattern making- Patiala salwar- dhoti salwar, nighty pattern making and style modifications - layout preparation of various garments.

SEMESTER - III

THEORY

FD1301 TEXTILE SCIENCE - II

L T P C
2 0 2 3

OBJECTIVE:

The students should acquire Knowledge on classification & Production of textiles.

Physical & Chemical Properties and Identification methods of natural and synthetic fibres.

UNIT I

Introduction to the field of Textiles - major goals - classification of fibers - natural & chemical - primary and secondary characteristics of textile fibers

- Weaves, Classification of weaves,
- Plain weave- Rib weave, Basket , Twill, Satin, Sateen
- Decorative weaves- Pile, Double cloth weave, leno, Dobby and Jacquard weave

UNIT II

Manufacturing process, properties and uses of natural fibers-cotton, linen, jute, pineapple, hemp, silk, wool, hair fibers, Man-made fibers - viscose rayon, acetate rayon, nylon, polyester, acrylic

UNIT III

TREATMENTS TO FABRIC

- Preliminary- treatments to fabric- Bleaching, Scouring, Desizing, Singeing and Degumming
- Introduction to dyes and printing.
- Classification of dyes- Natural and Synthetic dyes.
- Methods of dyeing and printing- Direct, Discharge, Resist.

UNIT IV

Fabric finishing

- Finishes, objective of finishes.
- Mechanical finishes- Shearing, Calendering, Tentering, Embossing, Napping, Weighting, Sizing.
- Chemical finish- Mercerizing, Crease resistant, water proof and water repellent, Flame proof.

UNIT V

Utilities of different fabrics

REFERENCES:

1. "Fiber to Fabric" By P. Corbman.
2. "Textiles" by Hollen and Saddler

3. "Textile Science" By Vilen Sky, Publisher CBS.
4. "Elementary Textiles" By P. Bhatnagar, Abhishek.
5. "Textile Science" By Vilen Sky, Publisher CBS.

FD1302 HISTORY OF INDIAN COSTUMES & TRADITIONAL INDIAN TEXTILE

L T P C
3 0 0 3

OBJECTIVE:

- To appreciate the ancient Indian Costume as it unfolds through the ages.
- To view the study of Indian costume as a cultural and visual milieu of the period.

UNIT I

Ancient Indian civilization:

- Indus valley.
- Vedic period.
- Gupta period.

UNIT II

- Mughal period: - Costumes of Pre-Mughal, Mughal and Post-Mughal period.
- British period: - Costumes of Pre-independence and Post-independence period.
- Evolution of Khadi movement.

UNIT III

- Traditional costumes of India:
 1. Costumes of Jammu & Kashmir
 2. Costumes of Punjab
 3. Costumes of Haryana
 4. Costumes of Rajasthan
 5. Costumes of Madhya-Pradesh
 6. Costumes of West Bengal
 7. Costumes of Assam
 8. Costumes of Maharashtra
 9. Costumes of Tamil Nadu
 10. Costumes of Kerala
 11. Costumes of Karnataka

UNIT IV

Different Tribal costumes in India.

Visit to the National Museum,

Craft Museum and Modern Art Gallery.

UNIT V

1. Tie and Dye- raw materials, major centers of tie and dye, design and patterns, color used, preparation and process
2. Batik- raw materials, equipments required, design and patterns, color used, preparation and process
3. Block printing- equipments required, design and patterns, color used, preparation and process
4. Sangneri Prints- raw materials, design and patterns, color used, preparation and process
5. Woven textiles of India-
 - i. Jamewar of Bengal
 - ii. Patola of Gujarat
 - iii. Brocade of Banaras
 - iv. Chamba rumal of Himachal.

REFERENCES

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

FD 1303 HISTORY OF WESTERN COSTUMES

L T P C
2 0 0 2

OBJECTIVE:

To appreciate the ancient western Costume as it unfolds through the ages.

UNIT I

World costumes - Egypt, Greece, Rome, English costumes, Bhyztian costumes, far eastern

UNIT II

Costumes and costumes at under developed nations.

UNIT III

Century wise costumes-17th, 18th, 19th to present stage the role costumes at world war, peace, religion, civilization, culture etc..

UNIT IV

World art-cubism, futurism, dada, pop art, german expression, romatisam and futurism.

UNIT V

- Mannerism - 16th century.
- Baroque - 17th century to 18th century.
- Rococo - mid-18th century.
- Neo-Classicism

REFERENCES:

1. "A History of Western Dress" By Phyllis G.Tortora.
2. "Western World Costumes" By Carolyn.
3. "Western European Costume 13th-17th Century and Relation to the Theatre" By Iris Brooke.
4. "Chronicle of Western Fashion "By John Peacock.
5. "History of Costumes in the West" By F.Boucher, Publisher Thames and Hudson.

OBJECTIVE:

- To appreciate traditional textiles of the West & India vis-à-vis their material form, texture, color and decoration.
- To appreciate the Historical, Political, Economic, Socio- cultural context for the evolution of Indian textiles over the ages

UNIT I

Understanding the development of embroideries in Indian Culture ranging to ancient to contemporary

- Quilting and Darning,
- Thread work and embroideries with awl

Collection and development of traditional motifs

- Appliqué and patch work,
- Metal work,
- Zardosi

UNIT II

Traditional embroideries of different region of India with emphasis on texture, motifs, design and colors of the following-Phulkari of Punjab,Kantha of Bangal,Chikankari of Lucknow,Sindhi of Gujrat,Kasuti of Karnataka ,Kashida of Kashmir

UNIT III

Woven Textiles

- Kashmir Shawls
- Woven Shawls of Kinnaur, Kullu
- Woven Shawls of Gujarat / Dhabla
- Naga Shawls
- Manipur Shawls
- Aurangabad Himroo

UNIT IV

Resist dyeing - Yarn - Ikata (single, double combined)

Gujarat : Patola, Mashrum

Orissa : Ikat

Andhrapradesh Ikat

Resist Dyeing Fabric

Gujrat : Bandhani

Rajasthan : Bandhani/Leheriya

Tamilnadu : Bandhani

Gujarat & MP : Batik

UNIT V

i. Printed Textiles

Rajasthan : Bagru, Sanganer

Madhyaradesh : Bagh

Gujarat : Ajrakh, Roghan (Tensile Painting)

ii. Painted & Printed Textiles

Gujarat : Mata ni Pachedi

Rajasthan : Pichvai, Pabuji ka Phard

Orissa : Patachitra

Andhrapradesh : Kalamkari

UNIT VI

Egypt, Greece, Roman, Mesopotamia, need for clothing and its evolution from being a protector against climatic changes to a symbol of power, status etc

Germans to Arabs (Middle Ages to 1000AD)

Wool its importance - textile technology of this time and industrial interference Silk and its place Early modern period a) woolen industry, linen..trade, Calico, quilting, knitting, embroidery, crochet, lace, carpets and furnishings. Hosiery and knit wear

REFERENCES

- "Creative Art of Embroidery" By Snoop Barbara, Publisher Numblly.
- "Techniques of Indian Embroidery" By Marel A, Publisher Batsford.

PRACTICALS (PROCESS BASED)

FD 1311 WOMEN'S APPAREL DESIGNING AND DEVELOPMENT

L T P C
2 0 4 4

OBJECTIVE

To understand design concepts in Women's wear through market survey and analysis as well as research of books, periodicals, Internet etc.

- To understand the fit, cut and principles of pattern making.
- To conceptualize and implement design process to create a collection reflecting technical competence.
- To explore creative application and appraise quality parameters in garment construction

TOPICS:

- Research on evolution of fashion in women's wear.
- Research on different womens wear categories
- Understanding of different market segments
- Analysis and interpretation of innovative design ideas for womenswear through a design process (Representation of the essence of theme through visual images and design innovation in appropriate fabric, colours, silhouettes and garment details)
- Designing, drafting and constructing the following garments for the features prescribed
- List the Measurements required and Materials suitable
- Calculate the cost of the garment
- Calculate the material required - Layout method and Direct measurement method
- Indian formal wear
- Western formal wear
- Indian casual wear
- Western casual wear
- Inner wear
- Party wear
- Night wear

REFERENCES:

- Harold Carr & Barbara Latham, "The technology of Clothing Manufacture", Blackwell Science Inc.,
- Singer, "Sewing Lingerie", Cy DeCosse Incorporated, 1991.
- Gerry Cooklin, "Garment technology for Fashion Designers", Blackwell Science, 1997

FD 1312 FASHION ILLUSTRATION & DESIGN - II

L T P C
0 0 5 2

OBJECTIVE:

- To realize the requirement for illustration skills as an essential tool of visual communication for the industry
- To develop skills in Fashion Model Drawing

UNIT I INTRODUCTION TO DESIGN DEVELOPMENT SHEET

- Mood boards.
 - Client profile.
 - Illustration sheet
 - Specification sheet.
 - Fashion illustration using headgears, accessory etc.
2. Introduction to fashion model drawing to understand the proportion, volume, Balance and basic anatomy. Introduction of drawing garment components, details and garment categories
 3. Co-relating Computer skill's to accurately portray garments with technical details, along with page layout graphic to understand Presentation Techniques
 4. Drawing a full fledged fashion figure with all the parts of the body, front view, back view, side view and also different angles.
- Fabric: Prints, Fashion Figure: composition and stylizing figure
 - Dressing Fashion Figure: garment details
 - Experimenting with collage as a method of illustration
 - Croquis and flat sketches, male and female
 - Illustration for packaging, presentation, port folio, freelance, stills.
 - Rendering woven, knits, wool, fur, lustrous, dark, sheer, lace, embellishment, etc.
 - Product development through fashion illustration in apparels and accessories

REFERENCES:

- "Fashion Design Illustration" By Patrick John.
- "Big Book of Fashion Illustration" By Martin Dawver, Publisher Batsford.
- "Inside Fashion Design" By Tata Sharon Lee , Publisher Canfield Press
- "Fashion Design Drawing and Presentation" By John Petrick, Publisher Batsford
- Fashion Design Manua Pamela Stekar
- Fashion Sketch Book Bina Abling
- Fashion Deisgn Illustration John Turnpenny

- Fashion Illustration Today Nicholas Drake
- Advanced Fashion Sketch Book - Bina Abling
- Fashion Illustration - Colin Barnes
- Figure Drawing for Fashion I, II - Isao Yajima
- Fashion Illustration Now - Laird Borrelli
- Fashion Illustration - Steven Stipelman

FD 1313 DRAFTING PATTERN MAKING - III

L T P C
0 0 5 3

OBJECTIVE:

- Understand advanced and complex concepts in pattern making.
- Produce master patterns.
- Analyze existing garments and reproducing the same

UNIT I BASIC PATTERN MAKING

Measurement Taking

- Size chart and Measuring of Sizes.
- Definition of various garments parts & positions. Methods :
- Bespoke method & Industrial method (Using Blocks)
- Basic block construction Block preparation & correction.

UNIT II DRAFTING

Basic principles & methodologies used to draft standard size block patterns for men women & kids wear- viz Shirts, pants, skirts, blouses, jackets, dresses etc.

UNIT III DRAFTING OF SLEEVE & COLLAR

Construction of sleeve block - crown height and its relationship with the fit of garment.

- Introduction to silhouettes of sleeves.
- Sleeve variation - cap, regular shirt sleeve, Bishop, Leg's o mutton, Puff sleeve. Cuffs & sleeves opening, sleeve plackets.
- Torso and variations, Kimono sleeve and variations
- Raglan sleeve and variations, Trousers and variations
- Collars: Set-in collars and collar variations - band collars, peter pan, sailor, gents shirt collar - One piece and two piece collar, convertible collar.

UNIT IV DART MANIPULATION

- Pattern making by manipulation of dart - and advance dart manipulation.
- Manipulation as seen through existing suppressions points (Bust points), away from suppression points, as gathers or tucks, as multiple darts.
- Methods: Slash & Spread, Pivot, difference between permanent pattern (Draft) Working patterns & Production patterns.
- Importance of drill hole marks in the darts; seam allowances and its importance Importance of notches: Balances marks & grain lines.

FD 1314 GARMENT CONSTRUCTION I

L T P C
0 0 3 2

AIM

To impart knowledge on Garment making.

OBJECTIVES

- To teach the students about types of seams and stitches, sewing threads & their quality.
- To impart knowledge on various garment parts and their variations.
- To impart knowledge on use of accessories for garments.

UNIT I BASIC SEWING TECHNIQUES

Seams: Definition, Types of seams, seam quality, seam performance, factors to be considered in the selection of seam, seam finishes, seam defects.

Stitches : Definition, stitch classes, stitch parameters, factors to be considered in the selection of stitches. Stitching defects.

Sewing Thread : Types, construction, sewing thread quality, selection of sewing thread.

UNIT II

Sleeves: Types of sleeves, plain, puffs, gathered, bell, bishop, circular, leg-o-mutton, Magyar sleeves dolman, kimono. Method of application. Mounting of sleeve - one piece, two piece.

Collars: Classification - full, flat, roll, partial roll, puritan collar, sailor collar, square collar, rippled collar, scalloped collar, mandarin, convertible, tie, shawl reverse and notch collar.

UNIT III

Yokes: Definition - Selection of yoke design, different styles of yoke. Simple yoke - yokes with or without fullness - midriff yokes, methods of attaching yokes.

Fullness: Definition types, Darts - single, double, pointed darts, tucks, pin tucks, cross tucks, piped

tucks, shell tucks, pleats, knife pleats, box pleats, invertible box pleats, kick pleats, flare, godets, gathers, shirrings, single or double frills. Ruffles.

Hemming Techniques: Definition, factors to be considered in the selection of hems, types of machine stitched hem, hand stitched hem.

UNIT IV

Plackets: Types, regular, top stitched with edge stitch, top stitched with one leg of pressure foot distance, concealed plackets, kurta plackets. Sleeve packet: faced placket, continuous bound placket and diamond placket.

Pockets: Types - patch pocket, patch with lining / flap, front hip, set-in seam, slash pocket with flap-single lip, double lip.

Waist Band: One piece, two piece and tailor waist band, elastic applied.

Cuffs: Types, square shape, round shape.

UNIT V

Introduction and construction techniques of garment closures. Application of zippers-fly, kissing lap, button & button holes, hooks, and eye snaps. Velcro, eyelets, cords. Basic standard of professional sewing. Relationship between pattern making and ultimate quality of finished sample, steps in the construction of sample, planning a logical garment construction sequence, planning a layout, analysis of component pieces and trimmings, economic use of fabric yardage, time effective sewing techniques.

REFERENCES:

- Sewing for Fashion Design - F.I.T
- Singer Sewing Step by Step
- Encyclopedia of Dress making - Jewel.R
- Book on Practical Construction by Mary Matthews
- Complete Book of Sewing Short Cuts - Claire B. Shaeffer

FD 1315 COMPUTER APPLICATIONS- III

L T P C
1 0 2 2

OBJECTIVE:

- The course inculcates required skills with COREL PAINTER software
- To achieve competence, appreciation and understanding of natural media tools

TOPICS:

1. Creating Custom Shapes Using Basic Shapes And Other Drawing Tools (Shape Tool, Free Hand Tool, Bezier Tool)

2. Motif Development, Repeats, Pattern, Shaping Objects (Weld, Trim, Intersect) Transforming Objects (Position, Rotation, Mirror), Print Design
3. Creating 10 Heads Female Basic Figure Using Textures, Using Contour, Blend tool (Advance options)
4. Creating Garments and Draping on created Figure, Rendering & Draping, Power-Clipping Textures, Patterns, Prints, Placement Print Designs
5. Tracing the Scanned Figures (Stylized), Working with different Tracing Options
6. Working with different File Formats, How to create a print ready document
7. Application of Adobe Photoshop for Fashion illustration based assignments. Usage of Color Modes (in detail), Scanning and Editing images (Selection tools), Technical input in scanning pictures.
 - Working with Masks (Vector & Bitmap), Working with Pen Tool (in detail), Healing brush vs. Clone tool, working with Toning tools & Focus tools.
8. Color Correction with Advanced Options, Channel Mixer, Color Balance, Replace Color Histogram, Variations.
9. Vector Graphics Software

Understanding principles of vector graphics

- File formats
- Color modes
- Color and fills
- Basics of Corel Draw
- Basic of ADOBE PHOTOSHOP
- Page formatting
- Text formatting
- Table formatting
- Shaping objects

10. Creating Flat Drawings (Specs)

- Creating Different Types of Pockets, Cowls, Gathers, Frills etc.)
- Creating Spec-Sheets with details
- Creating different garment details, stitch, buttons, zippers etc.

11. Creating Seamless Patterns, Background Textures,

- Fabric Textures with Filters.

12. Painting and Rendering

- Manipulating Fashion Model Drawings.

13. Image Optimization

- Understanding Actions & Automate Options

14. Introduction To Corel Painter

- Painter Palettes & Tools (Basic), Brushes

REFERENCES:

- CorelDraw 11 for Windows & Macintosh-by Davis, Phyllis; Schwartz-Steve Publisher : Peachpit Press ISBN : 0201773511
- Respective software manuals.

SEMESTER - IV

THEORY PAPERS

FD1401 FASHION FORECASTING

L T P C
2 0 2 3

OBJECTIVE:

- To understand the relevance of fashion forecast in the Fashion Business
- To understand the prevalence of fashion forecasting in Indian markets
- To comprehend fashion forecasting as a tool to understand consumer behavior in the Indian scenario

UNIT I

Introduction to the Indian Retail in Fashion Business

- What is fashion in the Indian Concept?
- How does Indian fashion business understand "change?" in the context of fashion, seasons, trends, etc.
- Trend observation

UNIT II

Understanding consumer behavior in Indian market

- Survey
- Documentation

Understanding Indian sizes and body languages

- Field study and surveys to be undertaken with reports

UNIT III

Different methods of fashion forecasting in Indian markets

- Field study and surveys to be undertaken with reports
- Elements of fashion forecasting in India
- Colors
- Styles
- Influence of media on markets
- Change in different aspects e.g. economical, lifestyles, attitudes, etc.

UNIT IV

Observing trends, styles, colors, etc. in the context of seasons in India

Processes to build fashion forecasting for Indian fashion retail

- Sources and research
- Analyzing retail outlets

REFERENCES:

- Fashion Forecasting-Evelyn L. Brannon
- Fashion Forecasting by Rita Prerna
- Creative Fashion Presentations- Polly Guerin.

FD 1402 FASHION MERCHANDISING

L T P C
3 0 0 3

OBJECTIVE:

- To impart basic knowledge and skills in the areas of Apparel Merchandizing and Supply Chain Management.
- To familiarize students with practices and systems in the Apparel Industry

UNIT I

- Definitions of Merchandizing - Retail & Exports
- Various types of merchandising for fabrications
- Evolution of fashion Merchandising

UNIT II

- Organization structure of Export Houses and Buying Houses
- Retail structure & Formulae
- Skills required of a Merchandiser
- Communication & Coordination with buyers
- Merchandising Vocabulary
- Merchandising Planning
- Calendar Plan, Plan Tables, OTB etc.
- Component of Fashion supply chain

UNIT III

- Merchandising Sourcing
- Material sourcing & buying

UNIT IV

- Vendor Management
- Vendor selector & development

UNIT V

- Logistics and Transportation
- Users in out sourcing & distribution
- IT enabled supply chain

REFERENCES

- Fashion Buying - Elaine Stone
- Fashion Merchandising and Buying - Sidney Packard
- Supply Chain Management - B.S. Sahay
- Inside Fashion Business
- Donald J Bowersox & Devid J

FD 1403 MANUFACTURING PROCESS

L T P C
3 0 0 3

OBJECTIVE:

- To be able to co- relate design and manufacturing interface
- To understand different manufacturing processes

UNIT I

- Industry Infrastructure and its Profile-Different textile sectors- Handloom/Powerloom/Mill sector, Emergence of Mill sector
- Garment Manufacturer and Garment and allied fabricators-Roles and differences
- SWOT analysis of garment industry in India
- Fundamental Structure of Industry- Organization structure of a garment manufacturing unit. Work flow in a garment-manufacturing unit (Fabric Inspection to Finishing)
Importance of design in Production
- Designers role in producing functional and production friendly designs
- Process involved in designing a design sheet
- Important and use of PMTS
- Analysis and evaluation of counter sample

UNIT II

Pre Production Process

- Various types of fabrics used
- Development of Fabric. Analysis of desk loom and strike offs

- Placement of orders
- Co-relation of all processes before placement of orders

TRIMS

- Complete trim details-types, significance of each, sourcing, etc.
- Types of trim -shoulder pads, buttons, thread, labels, hang tags, size disc, hanger, hook and bar, zippers, pocketing etc.
- Trim calculation based on cutting tickets. Interlinings/ Lining - Types/Uses/Methods of Application
- Various types of resins used and their Wash instructions
- Equipment used for Fusing/ Operation of Fusing machine
- Quality Problems associated with fusible interlinings

UNIT III FABRIC & CUTTING ROOM

Different type of fabric spreads. Concept of Splicing and Stepped Lay. Different Types of Spreading Equipment. Use and importance of marker-calculation of marker efficiency. Advantages of CAO Inspection of fabric and its control-4 point fabric inspection system Various methods of spreading fabric spreading requirement ,D mark vs manual marker. Understanding of pattern & methods if laying patterns.

Concept 'sectionedmarker'. Yardage control in cutting room. Concept of Nap(NEW, NOW, NUD), Face (FEW, FOW,FUD) etc Types of cutting machines and advantage of each-Straight Knife, Round Knife, Band Knife, Die Cutter, End cutters, Notchers. Types of blades of cutting knives.Quality problems in cutting. Method of bundling & ticketing. Use of bundling and ticketing. Problems associated with ticketing.

UNIT IV VARIOUS TECHNIQUES OF PRODUCTION IN SEWING ROOM

- -Make through
- -Modular manufacturing
- -Assembly Line
- -Advantages and disadvantages of each

OPERATIONS BREAK DOWN OF GARMENT

- Shirt/ T-shirt, dress, trouser/ jeans, etc. Operations break down of garment
- Shirt/ T-shirt, dress, trouser/ jeans, etc. Finishing Room
- Equipment-Form Finisher, Steam Press, Steam Tunnel, Dolly press,
- heat Chamber
- Processes involved-Under pressing, Top pressing
- Packing Quality Control

- Fabric to Ware house
- Definition of Quality, Importance of testing in quality, Stages of QC in Apparel manufacturing company, Purpose of Pilot, Mid and final inspections, Quality Manual, Manufacturer's role in quality product.

UNIT V COSTING

- Factors affecting costing
- Labor Costing
- Direct, Indirect costs in apparel industry. Basic Calculation of manufacturing costs.

REFERENCES:

- Essentials of Management - 5th edn. Koontz & Weihrich
- Management - 6th edn. Stoner & others
- Management Text and Cases by Satfstfgf Raj

FD 1404 BASICS OF MARKETING & CONSUMER BEHAVIOUR

L T P C
2 0 0 2

OBJECTIVES:

- To understand and appreciate the concept of marketing in theory and practise
- To evaluate the environment of marketing and develop a feasible marketing plan (process)
- To have an elementary knowledge of consumer behaviour and marketing research
- Planning, designing and implementation strate

UNIT I

Marketing conceptual frame work-marketing environment-customer oriented organization-marketing interface with other functional areas marketing in a globalised environment.4 Ps of Marketing.

UNIT II

Product planning and development- product life cycle - brand management, developing new product market segmentation-targeting and positioning, developing marketing mix, pricing decision-channel design and management-retailing and wholesaling-promotion methods. Advertisement and personal selling.

UNIT III

Understanding Industrial and individual buyer behaviour-influencing factors-responding buyer behaviour-building customer satisfaction.

UNIT I INTRODUCTION

Consumer Behaviour-concepts-dimensions of consumer behaviours-consumer perception-learning-

consumer attitudes-attituded formation and change-communication and persuasion-self image-life style analysis.

UNIT II CONSUMER AS AN INDIVIDUAL

Consumer needs and motives-personality and consumer behaviour-consumer perception-learning-consumer attitudes-attitude formation and change-communication and persuasion-self image-life style analysis.

UNIT III CONSUMER IN THEIR SOCIAL AND CULTURAL SETTINGS

Groups dynamics and consumer reference groups-Family-Social class cultural and Sub-cultural aspects-cross cultural consumer behaviour.

TEXT BOOKS

1. Philip Kotler: Marketing management (Millenium edidtion),prentice hall of India P(ltd),New Delhi 2001
2. Zikmand d'Amico,Marketing South western,Thomson Learning,2000.
3. Consumer Behaviour Roger Blackwell,Paul W.Miniad & James F.Engel.

PRACTICALS (PROCESS BASED)
FD1411 MENSWEAR DESIGN & DEVELOPMENT

L T P C
2 0 4 4

OBJECTIVE:

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

TOPICS:

1. Survey of the market for understanding of apparel categorization price points, brand positioning, pricing etc.
2. Selection of a company and further super specialization of a brand / label.
3. Demonstrated understanding of customer psychographics and demographics for design conceptualization through client - profile board.
4. Selection of suitable fabrics for jacket design.
5. Creation of mood board keeping forecast colors and company profile in mind.
6. Innovative pattern for man's jacket within the broader parameters of existing market trend / specific company profile.
7. Construction of the same
8. Range development of Menswear (formal, casual, sports wear) through illustrations and flat working drawing / specification sheets

REFERENCES:

- Winifred Aldrich - Metric Pattern Cutting for Menswear
- Weber, Mark - Dress Casually for Success for Men
- David Page Coffin - Shirtmaking
- Newtown - Jackets, Coats and Suits from Threads (Taunton Press)

FD 1412 FASHION ILLUSTRATION - III

L T P C
0 4 0 2

OBJECTIVES:

- To assess the components in children wear, design & line planning for the same.
- To study the principles of men's fashion figure drawing

TOPICS:

1. Introduction to illustration of children croquis of different ages
 - Postures
 - Stylization
2. Design conceptualization for children's wear
 - Flat drawings
 - Presentation
3. Introduction to male croquis and stylization
 - Market survey
4. Trend forecast interpretation for design conceptualization
 - Line Planning
 - Presentation

REFERENCES:

- Fashion Design Illustration of Children - P. J. Ireland
- Advanced fashion Sketch Book - Bina Abling
- Fashion Illustration - Colin Barnes
- Fashion Illustration Today - Nicholas Drake.

FD 1413 GARMENT CONSTRUCTION - II

L T P C
0 0 6 3

OBJECTIVE:

- To learn and apply utility of various components in a garment
- To explore the different techniques used for quality application in garments
- To understand the utility of different techniques used for garment construction which can also be used as design features

TOPICS:

1. Neckline-finishes
2. Collars
3. Different pockets and flaps
4. Plackets
5. Sleeve - Variation
6. Sleeves - placket
7. Cuffs - Variations
8. Two piece term garment

REFERENCES:

- Sewing for Fashion Design - F.I.T
- Singer Sewing Step by Step
- Encyclopedia of Dress making - Jewel.R
- Book on Practical Construction by Mary Matthews
- Complete Book of Sewing Short Cuts - Claire B. Shaeffer

FD1414 PATTERN MAKING AND GRADING

L T P C
0 0 4 2

OBJECTIVE:

- Understand the concept of sizing patterns
- Understand the principles of grading
- Understand the different standard measurement systems
- Understanding the concept of drafting based on individual body measurements
- Produce patterns for Indian garment styles

TOPICS:**UNIT I APPLICATION OF GRADING**

- Bodice block
- Skirt block
- Sleeve with cuff
- Puff sleeve
- Collar and variations- mandarin, shirt, Peter- pan
- Princess bodice
- Yoke in bodice
- Torso/ dress block
- Paneled skirt
- Flared skirt
- Trouser
- Jacket block, two piece Sleeve, notch collar, shawl collar etc.
- Uneven grading
- Preparation of measurement chart (size Set)

UNIT II PATTERN MAKING OF INDIAN GARMENTS

Drafting of sari blouse pattern using body measurement: four dart, single dart, princess etc.

- Choli, Katori blouse
- Punjabi Kurta/ kameez
- Fitted, semi fitted, princess, A-line, etc.
- Churidar -Straight cut, Bias bag cut
- Salwar - Basic, Patiala, Dhoti, etc.
- Kalidar Kurta

REFERENCES:

- Grading for Fashion industry Patrick J. Taylor and Martin Shobhen
- Pattern Grading for women Jerry Cooklin.

FD1415 COMPUTER APPLICATIONS - IV

L T P C
0 0 4 2

OBJECTIVE

- Understanding the Concept of Pattern Making, Grading and Marker Making on Computers through CAD S/W.
- To familiarizes the students with common terminology and tools of CAD S/W for Pattern Making, Grading and marker Making
- To develop skills to understand the difference between manual and computerized Pattern Making and analyses of the reasons why CAD is faster, more consistent, accurate and manageable than manual methodology.

TOPICS:

1. Digitization of manual patterns using electronic digitization table and mouse
2. Pattern development modification in Modaris, with notch, seam allowance, grain line, size specifications
3. Grading a pattern to sizes as per the size table using options in F6 (Modaris).
4. Generating a Marker plan Using Diamino.

REFERENCES:

- Pattern Making for Fashion Design - Helen Joseph Armstrong (Harper Collins, LA)
- Metric pattern Cutting for Menswear - Winifred Aldrich (BSP Professional Book, Oxford)
- How to Draft Basic Patterns - Kopp, Rolfo, Zelin & Gross (Fairchild Publications, NY)
- Modern Sizing for Women?s and children?s Garments - P.Kunick
- CAD for Apparel Industry -Gerry Cooklin

SEMESTER - V

PRACTICALS (PROCESS BASED)

FD1510 PORTFOLIO DEVELOPMENT

L T P C
0 0 6 4

OBJECTIVE:

- To develop a portfolio as the most recent and original design statement of each student.
- To display integrative learning of previous semesters and application of the same.
- To express each student's individual orientation towards specific industry segment.

TOPICS: BIO-DATA

- Individual design philosophy that manifestos itself in all design projects
- Design Projects :
- Industry - oriented: The projects should exhibit a thorough understanding of industry segmentation e.g. buying house, export house, corporate house, inhouse design team of brands / boutiques, designer unit both couture and RTW.
- Self - generated briefs as expression of the students individual design aesthetics
- Each project must be specifically geared and suitably edited and presented to best demonstrate both the creative and commercial orientation of the student.
- The ability to integrate multi-pronged learning of the previous semesters with a special aptitude research, historical referencing of fashion/ costume, assessment of fabric suitability to justify sourcing / development of surface design techniques, extended / edited range plan, illustrations both hand - done and on computers along with flat working drawings and specification sheets would be essential attributes.
- Demonstrated awareness and competence in the latest design - oriented computer software as required intensively by the industry
- Suitable presentation techniques and graphics
- Marketing and Visual Merchandising of designs through logo design, packaging etc.
- Catalogs and advertisements for line promotion may also be made

FD 1511 DESIGNING, DRAFTING AND CONSTRUCTION OF CHILDREN'S APPAREL

L T P C
2 0 4 4

OBJECTIVE:

- To understand design concepts in children apparel through market survey and analysis as well as research of books, periodicals, Internet etc.
- To understand the fit, cut and principles of pattern making.
- To conceptualize and implement design process to create a collection reflecting technical competence.
- To explore creative application and appraise quality parameters in garment construction

TOPICS:

1. Bib - variation in outline shape
2. Panty - plain or plastic lined panty
3. Jabla - without sleeve, front open (or) Magyar sleeve, back open
4. Baba suit - knicker with chest piece attached (or) Romper
5. A- Line petticoat - double pointed dart, neckline and arm hole finished with facing (or) Petticoat with gathered waist
6. Summer frock - with suspenders at shoulder line, without sleeve / collars (or) Angel top with raglan sleeve, fullness at neckline
7. Knicker - elastic waist, side pockets
8. Shirt - open collar, with pocket

REFERENCES:

- Fashion Design Illustration of Children - P. J. Ireland
- Advanced fashion Sketch Book - Bina Abling.

FD 1512 SURFACE ORNAMENTATION

L T P C
0 0 4 2

OBJECTIVE:

- To understand various traditional handcrafted techniques, materials, processes and context.
- To experiment & explore the application of different fibers/yarns and other unconventional materials

UNIT SAMPLE MAKING BY USING FOLLOWING TECHNIQUES

- i. Tie and dye
- ii. Block printing

UNIT II BASIC EMBROIDERY STITCHES- RUNNING, STEM, CHAIN, FEATHER, HERRING BONE, LAZY DAISY, FRENCH KNOT, SATIN.

- i. Sample making of following traditional embroideries
- ii. Phulkari.
- iii. Kantha
- iv. Chikankari
- v. Sindhi

UNIT III INTRODUCTION TO HAND CRAFTED MATERIALS, PROCESSES AND TECHNIQUES YARN CRAFT (MACRAMÉ& BRAIDING. WRAPPING, KNOTTING)

UNIT IV KNITTING AND CROCHETING,

Creative development of samples for Knitting and crocheting

UNIT V WEAVING

Development of innovative samples of weaving by using different weaving techniques (card weaving, loom weaving etc)

UNIT VI PRODUCT DEVELOPMENT

To adapt any technique into fashion product i.e. garment product

REFERENCES:

1. "Indian Costumes" By Gurey G. S, Publisher Popular Book.
2. "Ancient Indian Costumes" By Roshan Alkazi.
3. "Periods of Centralization and Development of Dressing in India" By Wlex A.

FD1513 DRAPING AND GRADING

L T P C
0 0 4 2

OBJECTIVE

- To understand the human body proportions and contours
- To be able to visualize and create three dimensional patterns directly on the dress form
- To be able to drape and manipulate the fabric to achieve the desired fit and style
- To study the garment in relation to the body and its structure

TOPICS:

DRAPING:

- Introduction to draping; advantages and disadvantages.
- Equipment needed.
- Dress form.

- Grain.
- Seam allowances/ease.
- Understanding of style lines.
- Preparation of Muslin for draping.

PREPARATION OF BASIC PATTERNS FOR:

- Draping Basic Bodice Block- Front and back.
- Draping Basic Skirt- Front and back.
- Dart manipulation

GRADING OF:

- Basic bodice front and back.
- Basic sleeve.
- Basic Skirt front and back.

Note: - Students will make three garments using draping methods.

REFERENCES:

1. "Dress Design: Draping and Flat Pattern Making" By M.S. Hillhouse, E.A. Manfield, Publisher Houghton Mifflin College Division.
2. "Professional Patterns Grading for Men's, Women's and Children" By Jack Handford, Publisher Fairchild Books and Visual.
3. "Draping for Fashion Design" By Jaffe Hilde and Relis Nuire.

FD 1514 FASHION ACCESSORIES

L T P C
2 0 2 3

OBJECTIVE:

- Understanding of possible material options, selection and suitability and conceptualize informed design solutions.
- To synthesize and apply design skills to product realization ideas.
- To co-relate fashion accessories to clothing to create a desired "fashion?look

TOPICS:

UNIT I INTRODUCTION TO TYPES AND CATEGORIES OF FASHION ACCESSORIES

Survey and compile information about fashion accessories available in the market with emphasis on personal accessories and small goods

- bags & purses
- key chains

- mobile case
- gadget holders
- belts etc).

UNIT II POSSIBLE MATERIALS UTILIZED IN FASHION ACCESSORIES

- Understanding the role of Fashion Accessories for a particular season and its relevance with the Apparel trends for that season.
- Design appreciation of Fashion accessories especially bags, purses and personal accessories with emphases on Material, colour, surface treatments and styling.

UNIT III UNDERSTANDING THE CONSTRUCTION TECHNIQUES FOR ASSEMBLES OF THESE FASHION ACCESSORIES

- Initiate the understanding of material.
- leather, synthetic leather, jute, silk, cotton, denim
- and design possibilities by combination of material

UNIT IV DESIGN DEVELOPMENT OF FASHION ACCESSORIES IN A CLEARLY - ARTICULATED AREA.

- Product realization.
- Individual design project to develop high-end / affordable accessory design and concepts relevant to the contemporary fashion landscape
- Application of integrative surface treatments to the above mentioned materials to create design possibilities.

FD 1515 PHOTOGRAPHY, PRESENTATION & FASHION IMAGE TECHNIQUES

L T P C
2 0 2 3

OBJECTIVE:

- To understand the closely interwoven link between cinema and society where socio-cultural - political influences are mirrored on celluloid
- To view films / television as "moving images" and the printed media (newspapers, magazines) as "still images" that create a bridge between the creator's vision and the viewer's perception
- To view fashion and clothing as visual images seen through the "eye" of the camera on film
- To gain a historical / contemporary perspective where period / modern film / television shows have necessitated in-depth research into costumes / clothing and accessories to create an authentic image

TOPICS:

1. Introduction

2. Western influences of fashion on Indian Cinema - 1900 onwards
3. Synergy between Cinema and Society
4. Indian Cinema with special reference to Bollywood - setting trends .Analysis of a cult film to analyze the integration between plot, characterization and costume
5. Innovation in perspective / costume in film remakes and sequels
6. 6 Analysis of television shows / soaps with "cult? status with special reference to costume and styling Hunt for youth / music idols
7. Co-relation between product and "face? in advertisement Analysis of the product in terms of brand equity / niche positioning / USP.Role and image of brand ambassador
8. Emergence of style icons - role and influence
9. Styling - make up and hair styling
10. Lighting and photography
11. Presentation of project

REFERNCES:

1. Costume Design in the Movies ,By Elizabeth Leese, Frederick Ungar, New York
2. The Chronicle of the movies,A year by year history from the jazz singer to day Crescent Books, New York
3. Underessingn Cinema : Clothing identity in the movies By Stella Bruzzi, Routledge, London
4. Encyclopedia of Indian Cinema,By Ashish Rajadhyaksha, Oxford University Press, New York

FD 1516 INDUSTRY INTERNSHIP

(6 Weeks)

L T P C
0 0 0 6

Inputs to be acquired during the internship

1. Designing
2. Sourcing
3. Fabrics.
4. Sampling.
5. Production.
6. Quality Control
7. Supply Chain System & Management

SEMESTER VI

FD1601 DESIGN COLLECTION & DEVELOPMENT AND PRESENTATION

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0	0	40	20

TOTAL CREDITS FOR THE SEMESTER: 20

The students may choose to specialize in any of the areas focusing on women's wear, menswear or children clothing. Textiles may be combined with knits, leather or any other suitable material, while ensuring that the focus is on the extensive and prime usage of woven fabric.

The collection could fall in any one of the categories.

1. Design five ensembles suitably accessorized.
2. The Collection must not exceed beyond Rs 70,000/- for the garments and Rs. 20,000/- for the accessories.
3. Stage impact must be kept in mind in terms of style, colour, details and overall impact.
4. Collections will be displayed in the shows organized.