### स्वामी रामानंद् तीर्थ मराठवाडा विद्यापीठ

नांदेड- ४३१६०६ (महाराष्ट्र)

#### SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY

NANDED-431606, MAHARASHTRA STATE, INDIA.

Established on 17th September 1994 - Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade



### ACADEMIC (1-BOARD OF STUDIES) SECTION

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मानविज्ञान विद्याशाखेतील पदवी स्तरावरील द्वितीय वर्षाचे CBCS Pattern नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०१७–१८ पासून लागू करण्याबाबत.

### प रिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक ३ मे २०१७ रोजी संपन्न झालेल्या ३८व्या मा. विद्या परिषद बैठकीतील विषय क्र.१२४/३८—२०१७ च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या संलिग्नत महाविद्यालयांतील मानविज्ञान विद्याशाखेतील पदवी स्तरावरील द्वितीय वर्षाचे खालील विषयांचे C.B.C.S. (Choice Based Credit System) Pattern नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०१७—१८ पासून लागू करण्यात येत आहेत.

- १) बी.ए./बी.कॉम./बी.एस्सी.—इंग्रजी (अनिवार्य, द्वितीय भाषा अतिरिक्त, ऐच्छिक)—द्वितीय वर्ष
- २) बी.ए.-हिंदी (ऐच्छिक)-द्वितीय वर्ष
- ३) बी.ए./बी.कॉम./बी.एस्सी.-कन्नड (द्वितीय भाषा, ऐच्छिक)-द्वितीय वर्ष
- ४) बी.ए./बी.कॉम./बी.एस्सी.-मराठी (द्वितीय भाषा, ऐच्छिक)-द्वितीय वर्ष
- ५) बी.ए./बी.कॉम./बी.एस्सी.-पाली (द्वितीय भाष, ऐच्छिक)-द्वितीय वर्ष
- ६) बी.ए./बी.कॉम./बी.एस्सी.-संस्कृत (द्वितीय भाषा, ऐच्छिक)-द्वितीय वर्ष
- ७) बी.ए./बी.कॉम./बी.एस्सी./बी.एफ.ए./बी.एस.डब्ल्यू—उर्दू (द्वितीय भाषा, ऐच्छिक)—द्वितीय वर्ष
- ८) बी.ए.-फॅशन डिझाईन-द्वितीय वर्ष
- ९) बी.ए.-अर्थशास्त्र-द्वितीय वर्ष
- १०) बी.ए.—भूगोल—द्वितीय वर्ष
- ११) बी.ए.-इतिहास-द्वितीय वर्ष
- १२) बी.ए.—मानव हक्क—द्वितीय वर्ष
- १३) बी.ए.—ग्रंथालय व माहितीशास्त्र—द्वितीय वर्ष
- १४) बी.ए.-जनसंवाद व पत्रकारिता-द्वितीय वर्ष
- १५) बी.ए.—सैनिकशास्त्र—द्वितीय वर्ष
- १६) बी.ए.—तत्त्वज्ञान—द्वितीय वर्ष
- १७) बी.ए.—राज्यशास्त्र—द्वितीय वर्ष
- १८) बी.ए.—मानसशास्त्र—द्वितीय वर्ष
- १९) बी.ए.—लोकप्रशासन—द्वितीय वर्ष
- २०)बी.ए.-समाजशास्त्र-द्वितीय वर्ष

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या **www.srtmun.ac.in** या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

'ज्ञानतीर्थ' परिसर.

विष्णुप्री, नांदेड - ४३१ ६०६.

**जा.क.**: शैक्षणिक—०१/परिपत्रक/पदवी—सीबीसीएस अभ्यासक्रम/

२०१६–१७/८४

दिनांक : ०७.०६.२०१७

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परीक्षा व मूल्यमापन मंडळ यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- ३) प्राचार्य, सर्व संबंधित संलंग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ४) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ५) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, यू.जी.सी. कक्ष, प्रस्तुत विद्यापीठ.

स्वाक्षरित/— **उपकुलसचिव** 

शैक्षणि (१–अभ्यासमंडळ) विभाग

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED



### **SYLLABUS**

**Fashion Design** 

Semester Pattern
(Choice Base Credit System)
B.A.F.D. SECOND YEAR

(With Effective from 2017-18)

S.R.T.M.U.Nanded. Page | 1

# Swami Ramanand Teerth Marathwada University, Nanded

### **CHOICE BASED CREDIT SYSTEM (CBCS)**

### SEMESTER PATTERN

**B.A.F.D.** (UG) Programme (Affiliated Colleges)

(With Effect from Academic Year 2017-18)

Total Credit: 171

| Note: Total Credit for 2nd Year: 56                        |  |
|--|--|
| Internal Marks For Theory 35 Marks                         |  |
| End of Semester Examination 40 Mark                        |  |
| End of Annual Practical Examination (100 Marks)            |  |
| Internal Marks For Practical 50 Marks.                     |  |
| Each Theory Is Of 3 Credits                                |  |
| Each Practical Is Of 8 Credits                             |  |
| Theory Paper Is Semester Pattern.                          |  |
| And Practical Exam Is Annual Pattern.                      |  |
| Assessment Shall Consist of Continuous Assessment (CA) and |  |
| End of Semester Examination (ESE)                          |  |
| Weight age: 50% for ESE &50% for CA                        |  |

Average Credits Per Semester:

|       | THEORY SEMESTER -III             |           |              |     |     |                |         |
|-------|----------------------------------|-----------|--------------|-----|-----|----------------|---------|
| Paper | Subject/ Title of the paper      | Lectures/ | Total no. of | IA  | UA  | Total<br>marks | Credits |
| Code  |                                  | Week      | lectures     |     |     |                |         |
| 301   | Compulsory<br>English            | 4         | 45           | 35  | 40  | 75             | 3       |
| 302   | History Of World<br>Costume      | 4         | 45           | 35  | 40  | 75             | 3       |
| 303   | Textile From India               | 4         | 45           | 35  | 40  | 75             | 3       |
| 304   | Business Marketing<br>Management | 4         | 45           | 35  | 40  | 75             | 3       |
|       |                                  | 16        | 180          | 140 | 160 | 300            | 12      |

|       | <u>Practical – Semester-III</u>  |           |                       |     |    |                |         |  |
|-------|----------------------------------|-----------|-----------------------|-----|----|----------------|---------|--|
| Paper | Subject/ Title of the paper      | Lectures/ | Total no. of lectures | IA  | UA | Total<br>marks | Credits |  |
| 305   | Fashion illustration             | 4         | 45                    | 50  | -  | 50             | 02      |  |
| 306   | Pattern Making<br>Construction   | 4         | 45                    | 50  | -  | 50             | 02      |  |
| 307   | Traditional Textile<br>Art       | 4         | 45                    | 50  | -  | 50             | 02      |  |
| 308   | Computer Aided<br>Fashion Design | 4         | 45                    | 50  | -  | 50             | 02      |  |
| 309   | S E C- 1<br>CRAFT PROJECT        | 4         | 45                    | 50  |    | 50             | 02      |  |
|       |                                  | 20        | 225                   | 250 | NO | 250            | 10      |  |

|       | THEORY SEMESTER-IV            |           |                 |     |     |                |         |  |
|-------|-------------------------------|-----------|-----------------|-----|-----|----------------|---------|--|
| Paper | Subject/ Title of the paper   | Lectures/ | Total no.<br>of | IA  | UA  | Total<br>marks | Credits |  |
| Code  |                               | Week      | lectures        |     |     |                |         |  |
| 301   | Compulsory<br>English         | 4         | 45              | 35  | 40  | 75             | 3       |  |
| 302   | History of World costume      | 4         | 45              | 35  | 40  | 75             | 3       |  |
| 303   | Textile from India            | 4         | 45              | 35  | 40  | 75             | 3       |  |
| 304   | Business marketing management | 4         | 45              | 35  | 40  | 75             | 3       |  |
|       |                               | 16        | 180             | 140 | 160 | 300            | 12      |  |

|       | PRACTICAL SEMESTER- IV        |           |                       |    |     |                |         |
|-------|-------------------------------|-----------|-----------------------|----|-----|----------------|---------|
| Paper | Subject/ Title of the paper   | Lectures/ | Total no. of lectures | IA | UA  | Total<br>marks | Credits |
| Code  |                               | Week      | icctures              |    |     |                |         |
| 305   | Fashion illustration          | 4         | 45                    | 50 | 100 | 150            | 06      |
| 306   | Computer aided design         | 4         | 45                    | 50 | 100 | 150            | 06      |
| 307   | Traditional textile art       | 4         | 45                    | 50 | 100 | 150            | 06      |
| 308   | Pattern Drafting construction | 4         | 45                    | 50 | 100 | 150            | 06      |
|       | SEC -2<br>CRAFT PROJECT       | 4         | 45                    | 50 |     | 50             | 02      |

### **Title of the Paper**

### **PAPER -TITLE**

| Paper -Code | Title of the Paper Theory     | Internal Marks | External UA<br>Marks |
|-------------|-------------------------------|----------------|----------------------|
| 301         | Compulsory English            | 35             | 40                   |
| 302         | History of World costume      | 35             | 40                   |
| 303         | Textile from India            | 35             | 40                   |
| 304         | Business marketing management | 35             | 40                   |

### B.A. F.D. Second Year (Semester-III) Theory-June -2017

### B.A. F.D. Second Year (Semester-III) Practical-June -2017

| Paper -Code | Title of the paper-Practical  | Internal Marks | External |
|-------------|-------------------------------|----------------|----------|
|             |                               |                | Marks    |
| 305         | Computer Aided Fashion Design | 50             | -        |
| 306         | Fashion illustration          | 50             | -        |
| 307         | Traditional textile art       | 50             | -        |
| 308         | Pattern Drafting construction | 50             | -        |

# End of III Semester: Theory Exam UA-40 Marks. Practical IA -50 Internal marks.

Other rules for ATKT, Grace, Class determination etc. applicable to B.A. degree would be applicable to BAFD Second Year Students also.

Total INTERNAL MARKS PRACTICAL -200 for III Semester.

Note:- There is no University PRACTICAL EXAM FOR III SEMESTER

| THEORY                   |                |                                  | PRACTICAL |  |
|--------------------------|----------------|----------------------------------|-----------|--|
| For Internal Assessi     | ment- 35 marks | For Internal Assessment- 50marks |           |  |
|                          |                | Term- work                       | 10 Marks  |  |
| Attendance<br>Assignment | 5 marks        | Assessment File Submission/      |           |  |
| Test /Viva               | 10 marks       | Industry Training                | 10 Marks  |  |
| Seminar                  | 10 marks       | Fashion                          | 10 Marks  |  |
|                          |                | Show/Window<br>Display           | 20 Marks  |  |

- ② Each Theory paper is of Three credits :IA-35 Marks&UA-40 Marks=75marks.
- ② Practical Eight Credits:IA-50Marks=Total =200 marks. -IIIrd SEM
- ② Practical Eight Credits:IA-50Marks&200 marks. -IVth SEM
- ② UA-100Marks=400 Marks.-IV SEM
- **②** Total Practical Marks. =800 Marks.
- ② Bond Portfolio, project Development (Digital , Manual) Evaluated by minimum ONE experts from University .

# **Compulsory English**

### **Theory**

### B. A. F. D. Semester - III (CBCS) Pattern 2017

Credit-:03 Period - 45 internal -35 Marks Theory- 40 Marks Total - 75 Marks

#### **Course Objective:**

To develop the student's abilities to listen, speak, read and write in English adequately and perform satisfactorily.

| Sr, No, | Particulars                            | Period | Mark |
|---------|--|--------|------|
| Unit-1  | PROSE                                  | 10     | 20   |
|         | 1. The Happy PrinceOsker Wilde         |        |      |
|         |  | 10     |      |
|         | 2. Spoken English & Broken English     |        |      |
|         | Jeorge Bernard shaw                    | 10     |      |
|         | 3, The Necklace- Guy De Maupassant     |        |      |
|         | 4.Prospects of Democracy in India –B R |        |      |
|         | Ambedkar                               |        |      |
|         | 5.How Much land Does A Man Need –Leo   |        |      |
|         | Talstroy                               |        |      |
|         | 6. The Last Leaf-O. Henry              |        |      |
|         | 7.Gifts-Ralph Waldo Emerson            |        |      |
|         | 8. Pyramus & Thisbe –Thomas Bulfinch   |        |      |
| Unit-II | FUNCTIONAL WRITING                     | 15     | 20   |
|         | 1. Idioms & Phrases                    |        |      |
|         | 2.Reported speech                      |        |      |
|         |  |        |      |

### **BUSINESS MARKETING MANEGEMENT**

### **Theory**

### B. A. F. D. Semester - III (CBCS) Pattern 2017

Credit-:03 Period - 45 internal -35 Marks

Theory- 40 Marks

| Sr, No, | Particulars  | Period   | Mark   |
|---------|--|----------|--|
| Unit-1  | Introduction:  | 10       | 10   |
|         | A. Fashion marketing- Definition- The core             |          |  |
|         | concept of marketing. merchandising                    |          |  |
|         | B. Marketing function,                                 |          |  |
| Unit-2  | C. Consumer demand, the fashion cycle, buying          | 15       | 10   |
|         | motives.   |          |  |
|         | D. Environmental influences economical, technological. |          |  |
|         |  |          |  |
| Unit-3  | E, Fashion dimension.                                  | 10       | 10   |
|         | F. Fashion terms Evolutions.                           |          |  |
|         |  |          |  |
|         |  |          |  |
| Unit-4  | G. The scope of fashion business.                      | 10       | 10   |
|         | H. Market segments.                                    |          |  |
|         |  |          |  |
|         |  |          |  |
| L       |  | <u>!</u> | <u>.                                    </u> |

### **HISTORY OF WORLD COSTUME**

### **Theory**

### B. A. F. D. Semester - III (CBCS) Pattern 2017

Credit-:03 Period - 45 internal -35 Marks

**Theory- 40 Marks** 

| Sr, No, | Particulars   | Period | Mark |
|---------|---|--------|------|
| Unit1   | A. Beginning of the clothing.   | 10     | 10   |
|         | B. Origin of costume.   |        |      |
|         | C. Importance of clothing.  |        |      |
|         | D. Purpose of clothing protection Modesty attraction.   |        |      |
| Unit2   | a) Mauryan & sangha period 321 – 72 BC.   | 15     | 10   |
|         | b) Satwahna 200BC – AD 250.   |        |      |
|         | c) Kushan period 130BC – AD195.   |        |      |
|         | d) History of mughal period costume.  |        |      |
| Unit    | Study of Indian costume, textiles, traditional typical jewellery, accessories of the following state of men & women.  a) Maharashtra. b) Karnataka. | 10     | 10   |
| Unit4   | a) Kashmir.   | 10     | 10   |
|         | b) Utter Pradesh.   |        |      |

### **TEXTILE FROM INDIA**

### **Theory**

### B. A. F. D. Semester - III (CBCS) Pattern 2017

Credit-:03 Period - 45 internal -35 Marks

Theory- 40 Marks

|         | Total - 75 Walks  |        |      |  |  |
|---------|---|--------|------|--|--|
| Sr, No, | Particulars   | Period | Mark |  |  |
| Unit1   | <ol> <li>Importance of textiles in various fields</li> <li>Home textile-Home Furnishing, upholstery textile.</li> <li>Medical Textile- Implementable, non implementable textile.</li> <li>Industrial textile – Agro textile, Geo textile, technical textile, chemical textile.</li> </ol> | 10     | 10   |  |  |
| Unit2   | Traditional regional art of India,  1. Gujarat art.  2. Manipuri art.  3. Punjab art.   | 15     | 10   |  |  |
| Unit3   | Block print & chintz,  1. Silk brocade.  2. Bengal goods for America in 19 <sup>th</sup> century.   | 10     | 10   |  |  |
| Unit4   | 1.Textile of Maharashtra , 2. Textile of Assam, 3. Textile of Bihar.  | 10     | 10   |  |  |

### **COMPUTER AIDED FASHION DESIGN**

### **Practical**

### B. A. F. D. Semester - III (CBCS) Pattern 2017

| Sr, No, | Particulars   | Period | Mark |
|---------|---|--------|------|
| Unit1   | РНОТО ЅНОР,   | 10     | 10   |
|         | a) Introduction to photo shop.                            |        |      |
|         | b) Understanding its basic fundamental.                   |        |      |
|         |   |        |      |
| Unit2   | a)Bitmap graphic, Vector graphic.                         | 10     | 10   |
|         | b) Color mode.  |        |      |
|         | c) Over view of tools.                                    |        |      |
|         | d) Channels.  |        |      |
|         |   |        |      |
| Unit3   | a) Drawing & creative patterns, Editing fashion           | 10     | 10   |
|         | photographs.  |        |      |
|         | b) Make a design for casual, formal, occasions.           |        |      |
| Unit4   | Assessing your work.                                      | 15     | 20   |
|         | a) Select a source that inspires you note observational   |        |      |
|         | sketches select them.                                     |        |      |
|         | b) Adopt design from that the part to create work that in |        |      |
|         | uniquely your.  |        |      |
|         | c) The process.   |        |      |
|         | d) Bold reworking.  |        |      |
|         | e) Model board, color pattern.                            |        |      |
|         | f) Designing fabric ideas.                                |        |      |
|         |   |        |      |
|         |   |        |      |

### **FASHION ILLUSTRATION**

### **Practical**

### B. A. F. D. Semester - III (CBCS) Pattern 2017

| Sr, No, | Particulars  | Period | Mark |
|---------|--|--------|------|
| Unit-1  | <ul><li>a) Female croqui (12 head ).</li><li>b) Developing poses through magazine .</li></ul>  | 10     | 10   |
| Unit-2  | <ul><li>a) Details of body (hands , legs , feet's ).</li><li>b) Face details.</li><li>c) Hair styles.</li></ul>                                  | 10     | 10   |
| Unit-3  | Swatch rendering.  | 10     | 10   |
| Unit-4  | <ul><li>a) Designing for personality (swatches , flats , details ).</li><li>b) Designing for stores (swatches , specification sheet ).</li></ul> | 15     | 20   |

# PATTERN DRAFTING CONSTRUCTION

### **Practical**

B. A. F. D. Semester - III (CBCS) Pattern 2017

| Sr, No, | Particulars   | Period | Mark |
|---------|---|--------|------|
| Unit-1  | Draft of different basic blocks (women's ).           | 10     | 10   |
|         | a) Basic bodice.                                      |        |      |
|         | b) Basic pants.                                       |        |      |
|         | c) Basic skirts.                                      |        |      |
|         | d) Basic sleeves.                                     |        |      |
| С       | Draft & stitch any one from following,                | 10     | 10   |
|         | a) Draped skirt with cascade warp.                    |        |      |
|         | b) Gore graduated flare.                              |        |      |
|         | c) Asymmetric radiating gathers.                      |        |      |
|         | d) Goers / uneven hem lines.                          |        |      |
|         | e) Circles peplums, cascade.                          |        |      |
|         |   |        |      |
| Unit-3  | a) Dart manipulation, designing with darts.           | 10     | 10   |
|         | b) Fullness added torso empire function.              |        |      |
|         |   |        |      |
|         |   |        |      |
| Unit-4  | Draft & stitch any one from following,                | 15     | 20   |
|         | a) Evening gown / one piece dress, strapless princess |        |      |
|         | bodice.   |        |      |
|         | b) Bra top foundation, bias cut dress.                |        |      |

### TRADITIONAL TEXTILE ART

### **Practical**

### B. A. F. D. Semester - III (CBCS) Pattern 2017

| Sr, No, | Particulars                               | Period | Mark |
|---------|---|--------|------|
| Unit-1  | a) Stain removal using chemicals.         | 10     | 10   |
|         | b) Stiffening of various fabrics.         |        |      |
| Unit-2  | a) Desiring & scouring of cotton process. | 10     | 10   |
|         | b) Bleaching.                             |        |      |
| Unit-3  | Traditional regional Indian embroidery.   | 15     | 20   |
|         | a) Kantha of Bengal.                      |        |      |
|         | b) Kashida of Karnataka.                  |        |      |
|         | c) Chikankari of Madhya Pradesh.          |        |      |
| Unit-4  | a) Sind Kutch of embroidery.              | 10     | 10   |
|         | b) Phulkari of Punjab .                   |        |      |
|         | c) Chamba rumal.                          |        |      |
|         | d) Orissa art.                            |        |      |
|         |   |        |      |

# Skill Enhancement Courses CRAFT PROJECT (SEC-1)

#### B. A. F. D. Semester - III (CBCS) Pattern 2017

Credit-:02 Period - 45 Total Marks -50 Marks

Theory Exam 25marks
Internal marks – test 15marks + Presentation 10 marks.=25marks

#### **OBJECTIVES-**

This subject provides a wide array on Indian Traditional embroideries & textiles of India which is an integral part of Fashion since many years. This subject assists in understanding various NGO's who work to promote Indian crafts. The crafts that empower and are source of income of few areas; studied by students to uplift them using their Design skills with the help of Artisans.

- The subject also helps in identifying the crafts which are to be revived and preserved.
- Also imparts the knowledge to update artist's, with technologies and creative inputs.
- To awaken the creativity of a community, to create a sustainable product line for the recent fashion scenario.

| CONTENTS-  | PERIOD N | MARKS |
|--|----------|-------|
| SEC-1  |          |       |
| 1)Selection of the Craft   | 10       | 10    |
| Research on the Craft  |          |       |
| -History   |          |       |
| -Origin  |          |       |
| -Manufacturing process   |          |       |
| -Product range   |          |       |
| 2)Search for the "Artisans" working for the craft.                       |          |       |
| Initial approach to the "Artisans" for explaining the Project and its    |          |       |
| importance.  | 10       | 15    |
| 3)Telephonic interaction with the Artisan regarding the current problems |          |       |
| associated with the promotion and development of the craft.              |          |       |
| Search information for the various Organizations working to preserve the |          |       |
| craft.   |          |       |
| -NGO   |          |       |
| -Government Organization   |          |       |
| -Local Outlets   | 15       | 15    |
| 4)Application of the Craft in recent Fashion Scenario.                   | 10       | 10    |
| -Designer collection   |          |       |

# **COMPULSORY ENGLISH**

# **Theory**

### B. A. F. D. Semester - IV (CBCS) Pattern 2017

Credit-:03 Period - 45 internal -35 Marks

Theory- 40 Marks

|         | 1000   | Total - 75 Marks |      |  |
|---------|--|------------------|------|--|
| Sr, No, | Particulars                                  | Period           | Mark |  |
| Unit-1  | Poetry                                       | 35               | 30   |  |
|         | A] Another's sorrow –William Blake           |                  |      |  |
|         | B] Astrophil & stella[sonnet] –Philip Sidney |                  |      |  |
|         | C] The pully – George Herbert.               |                  |      |  |
|         | D] Labella Dame sans Merci – John Keats.     |                  |      |  |
|         | E] The lost leader.                          |                  |      |  |
|         | F] She walks in beauty – Lord Byron.         |                  |      |  |
|         | G] Upagupta – Radindranath Tagore.           |                  |      |  |
|         | H] The despairing lover – William Walsh.     |                  |      |  |
|         |  |                  |      |  |
|         |  |                  |      |  |
|         |  |                  |      |  |
| Unit-2  | A] Spoken Communication.                     | 10               | 10   |  |
|         | B] Speech sound in English.                  |                  |      |  |
|         |  |                  |      |  |
|         |  |                  |      |  |
|         | ·  | •                |      |  |

# BUSINESS MARKETING MANEGEMENT

### **Theory**

### B. A. F. D. Semester - IV (CBCS) Pattern 2017

Credit-:03 Period - 45 internal -35 Marks

Theory- 40 Marks

|         | Total - 75 Marks   |        |      |
|---------|--|--------|------|
| Sr, No, | Particulars  | Period | Mark |
| Unit-1  |  | 10     | 10   |
|         | a) Original structure of Apparel companies management.     |        |      |
|         |  |        |      |
|         | b) Product development sales , production , planning &     |        |      |
|         | control.   |        |      |
|         |  |        |      |
|         |  |        |      |
| Unit-2  | a) Advertising sales promotion.                            | 10     | 10   |
|         | b) Fashion communication methods of communication.         |        |      |
|         |  |        |      |
| Unit-3  | a) Fashion resources.                                      | 10     | 10   |
|         | b) Design sources.   |        |      |
|         | c) Reflection of trends.                                   |        |      |
| Unit-4  | a) Introduction.   | 15     | 10   |
|         | b) Market research – Definition – Type of market research  |        |      |
|         | process.   |        |      |
|         | c) Forecasting techniques.                                 |        |      |
|         | d) Forecasting – Meaning – Technique & check points – Trae |        |      |
|         | show marketing participation.                              |        |      |
|         |  |        |      |

### **HISTORY OF WORD COSTUME**

### **Theory**

### B. A. F. D. Semester - IV (CBCS) Pattern 2017

Credit-:03 Period - 45 internal -35 Marks

Theory- 40 Marks

|         | 10tai - 75 Marks           |        |      |
|---------|----------------------------|--------|------|
| Sr, No, | Particulars                | Period | Mark |
| Unit-1  | a) Punjab.                 | 10     | 10   |
|         | b) Kerala.                 |        |      |
|         |                            |        |      |
|         |                            |        |      |
| Unit-2  | a) West Bengal.            | 15     | 10   |
|         | b) Himachal Pradesh.       |        |      |
|         |                            |        |      |
| Unit-3  | a) Gujarat.                | 10     | 10   |
|         | b) Rajasthan.              |        |      |
|         |                            |        |      |
|         |                            |        |      |
|         |                            |        |      |
| Unit-4  | History of world costume.  | 10     | 10   |
|         | a) Costume of 1900 – 1930. |        |      |
|         | b) Costumes of 1930 -1960. |        |      |
|         |                            |        |      |
|         | c) Costumes of 1960-1990   |        |      |
|         |                            |        |      |
|         |                            |        |      |
|         |                            |        |      |

# TEXTILE FROM INDIA THEORY

### B. A. F. D. Semester - IV (CBCS) Pattern 2017

Credit-:03 Period - 45 internal -35 Marks

Theory- 40 Marks

Total - 75 Marks

|         |  | 10tal - /5 Marks |      |
|---------|--|------------------|------|
| Sr, No, | Particulars  | Period           | Mark |
| Unit-1  | a) Definition of textile.  | 10               | 10   |
|         | b) History of textile.   |                  |      |
| Unit-2  | a) Dyes dying introduction.  | 15               | 10   |
|         | <ul><li>b) Sources of dying.</li><li>c) Textile printing techniques.</li></ul>                                   |                  |      |
| Unit-3  | Textile of different regions of India. a) Himrus & Amrous. b) Kashmir shawls. c) Kalamkari. d) Baluchari sarees. | 10               | 10   |
| Unit-4  | a) Kanchi Puram. b) Jamani. c) Patila. d) Ikat.  | 10               | 10   |

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# **COMPUTER AIDED FASHION DESIGN**

### **Practical**

### B. A. F. D. Semester - IV (CBCS) Pattern 2017

| Sr, No, | Particulars   | Period | Mark |
|---------|---|--------|------|
| Unit-1S | <ul> <li>a) Fashion figure rendering with necessary details.</li> <li>-Digital illustration of male female fashion figure.</li> <li>b) Clothing details.</li> <li>- Pocket, cuffs, callers, waist band, bow &amp; ties.</li> <li>c) Application on the fashion figure using elements of fashion.</li> <li>- Combining different fashion elements on a fashion figure to make good digital illustration for design.</li> </ul> | 15     | 10   |
| Unit-2  | Introduction to media work A] Creating front page of Magazine B] Creating Different Fashion media C] Leaflet Broachers  | 10     | 10   |
| Unit-3  | A] Drawing & creating patterns . editing fashion photographs B] Make a design for a neck line. Sleeve ,skirts etc   | 10     | 10   |
| Unit-4  | A] portfolio should ideally include presentation on 3-4 valid themes B]Mood board & reflecting your themes including research C] Fabric swatches of the intended fabric to be used for the collection D] Presentation of final design collection specification drawing of final design, a write up on the design feature of the collection  | 10     | 20   |

### FASHION – ILLUSTRATION

### **Practical**

### B. A. F. D. Semester - IV (CBCS) Pattern 2017

| Sr, No, | Particulars   | Period | Mark |
|---------|---|--------|------|
| Unit-1  | A] Inspirational Designs  | 10     | 10   |
|         | B] Designing for Western personality  |        |      |
| Unit-2  | RANGE DEVELOPMENT   | 10     | 20   |
|         | A] Theme based designing  |        |      |
|         | B] Design Development sheets  |        |      |
|         |   |        |      |
|         |   |        |      |
| Unit-3  | <b>FORECAST</b> -Based on the inspirations and ideas generate   | 10     | 10   |
|         | a mood board.  Theme and Direction for Design Brief   |        |      |
|         | Fabric theme.   |        |      |
|         | Color story.  |        |      |
|         | A] Story Board  |        |      |
|         | B] Mood Board   |        |      |
| Unit-4  | Idea sheets.  | 15     | 10   |
|         | Organization of illustrated designs into group/story.   |        |      |
|         | Presentation drawings/illustrations.  |        |      |
|         | Specification Sheet   |        |      |
|         | Flats   |        |      |
|         | ☐ Sourcing of fabrics available in the marketplace. ☐ Analysis of functional and aesthetic characteristics of |        |      |
|         | fabrics.  |        |      |
|         | Development of fabrics via Surface ornamentation  |        |      |
|         | Selection of fabric for end usage.  |        |      |
|         |   |        |      |

### PATTERN DRAFTING CONSTRUCTION

### **Practical**

### B. A. F. D. Semester - IV (CBCS) Pattern 2017

| Sr, No, | Particulars   | Period | Mark |
|---------|---|--------|------|
| Unit-1  | Draft the following A] Lingerie, petticoats, Brassieres, Panties B] Kimono block pattern C] The Raglan  | 10     | 10   |
| Unit-2  | Draft & stitch the following  A] Women's Shirt Yoke variation  B] Collars- stand, open, etc             | 10     | 10   |
| Unit-3  | Draft & stitch the following A] Pant Derivatives  Draft & stitch the following B] Indian – salwar kamiz | 15     | 15   |
| Unit-4  | Draft & Stitch any one from following  A] Twist designs top  B] cowl top – high ,mid , low , deep.      | 10     | 15   |

### TRADITIONAL TEXTILE ART

### **Practical**

B. A. F. D. Semester - IV (CBCS) Pattern 2017

| Sr, No, | Particulars  | Period | Mark |
|---------|--|--------|------|
| Unit-1  | <ul><li>a) Dying different techniques of fabrics.</li><li>b) Leheria &amp; Mothara</li><li>c) Warp ikat, Weft ikat</li><li>d) compound &amp; double ikat</li></ul> | 12     | 10   |
| Unit-2  | A ]Painted & printed Textile B] Woodblock printing C] Stenciling D] Pen work   | 12     | 15   |
| Unit-3  | Embellishments A] Metal thread, Mirrors, shells B] Bead embroidery C] Feathers D] Fringes E] Tassels   | 09     | 15   |
| Unit-4  | A]Applique B] Patch work C] Quilts   | 12     | 10   |

# Skill Enhancement Courses CRAFT PROJECT ( SEC-2)

### B. A. F. D. Semester - IV (CBCS) Pattern 2017

Period - 45 **Total Marks -50 Marks** Credit-:02

> Theory Exam 25marks Internal marks – test 15marks + Presentation 10 marks.=25Marks

| Retail collection   | PERIOD | MARKS |
|---|--------|-------|
| 1)List down the challenges related to the craft.                            | 10     | 10    |
| Selection of the Product Category (any one)                                 |        |       |
| -Apparel  |        |       |
| -Corporate Gifts or Stationary  |        |       |
| -Accessories  |        |       |
| -Home/ corporate Decor  |        |       |
|   | 1.7    | 10    |
| 2)Students contribution in Product Identification & Development in terms of | , 15   | 10    |
| -Motif Development  |        |       |
| -Print Development  |        |       |
| -Color Variations   |        |       |
| -Fabric Development   |        |       |
| -Design Development   |        |       |
| Interpretation of ideas on paper.   |        |       |
| -Pencil sketches  |        |       |
| -Color Sketches   |        |       |
| 3)Approval from the concerned Faculty.                                      | 10     | 05    |
| Approval from the Artisans regarding the changes. (through Internet)        |        |       |
|   |        |       |
| 4)Production (will be done at the actual location with the Artisan)         | 10     | 25    |
| STEP- 3   |        |       |
| 1)Implementation and application of the Products in Fashion.                |        |       |
| 2)Display   |        |       |
| 3)Show  |        |       |

#### **ASSIGNMENTS-**

- -Application of Indian Traditional Crafts for making Women's apparel, accessories, stationary, life style products etc.
- -Students are expected to make 2 women's apparel products such as dresses, waist coats, tops, jackets, skirts, Indian ethnic e Students are expected to make any 6 accessories for Women such as, Jwellery, bags, foot wear, stoles, belts etc.
- -Students are expected to make 6 corporate stationary products such as Table stand, diaries, folders, pen stand, tea coasters etc.
- -Students are expected to make 6 home decor products such as Table cloth, wall hangings, flower pots, cushion covers, bed sheets etc.

### Structure of B.A.F.D. (Bachelor of Art Fashion Design)

Semester- 3<sup>rd</sup> and 4<sup>th</sup> THEORY Effective from June -2017.

All papers will be of 40 marks each, of which the university examination for each paper shall be of 40 marks and duration will be 2 hrs. And internal assessment carries 35 marks.

### **THEORY Examination pattern**

☐ Pattern of question paper (40 marks, 2 hrs)

There will be 5 questions follows.

- i) 1<sup>st</sup> question will be compulsory and have short answer type questions.-10 Marks.
- ii) 2<sup>nd</sup> and 3<sup>rd</sup> questions are long answer type question, carries 10 marks.
- iii) 4<sup>th</sup> question will be of 10 marks. There will be no option for this question.

### Practical Examination pattern

- Students shall not be allowed for practical examination without certified files.
- ☐ Total marks for each practical paper- 150 marks. Of which the university examination for each paper shall be of 100 marks and duration will be THREE hrs. And internal assessment carries 50 marks. For each Semester
- Practical Examination will be held in second semester Only.

Note:-

- i) Minimum marks for passing in all papers will be
  - a) Internal Exam 20 marks (50)
  - b) University Exam 16 marks (40%)
- ii) Other rules for A.T.K.T, grace, class determination etc. applicable to B.A. Degree will be applicable to B.A. F.D.
  - a) III&IV Semester Compulsory English is same as B.A. III& IV semester.

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