

Curriculum Structure and Curriculum Content : **2022-25 Batch**

Department: Fashion & Apparel Design

Program: B.Sc. Fashion & Apparel Design

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Vision and Mission of KLE Technological University

Vision

KLE Technological University will be a national leader in Higher Education—recognised globally for innovative culture, outstanding student experience, research excellence and social impact.

Mission

KLE Technological University is dedicated to teaching that meets highest standards of excellence, generation and application of new knowledge through research and creative endeavors.

The three-fold mission of the University is:

- To offer undergraduate and post-graduate programs with engaged and experiential learning environment enriched by high quality instruction that prepares students to succeed in their lives and professional careers.
- To enable and grow disciplinary and inter-disciplinary areas of research that build on present strengths and future opportunities aligning with areas of national strategic importance and priority.
- To actively engage in the Socio-economic development of the region by contributing our expertise, experience and leadership, to enhance competitiveness and quality of life.

As a unified community of faculty, staff and students, we work together with the spirit of collaboration and partnership to accomplish our mission.

Vision and Mission Statements of the Department

VISION

We are committed to empower young creatives in the fashion industry by nurturing their skills to design and produce apparel with a focus on socially conscious solutions, leveraging innovation and entrepreneurial drive to have a positive impact on sustainability.

MISSION

The mission is to provide an Academic Programs through Professional learning, so as to hone the skills, nurture creativity, inculcate ethical value in order to face global challenges-

- Through a culture of collaboration, we wish use our combined strengths in designing, fashion trends, business and technology to create specific solutions for the new economy across the apparel related industries from the entrepreneur to the enterprise.
- Through inter-disciplinary and collaborative research projects, we wish to create traditional and out of the box solutions to economic, environmental and human challenges. Through high-impact experiential learning environment, we aim to launch the next generation of innovative designers.
- To achieve excellence by Innovative teaching methodologies and practices to further enhance learning and teaching to implement outcome-based learning and teaching, to provide a state of art and craft that stimulates students learning interests.
- To be recognized as a leader in the area of excellence in Fashion and Apparel Design research and management domestically and internationally. To contribute to the development of Fashion and Textile industry in India.

Program Educational Objectives -PEO's
1. To ensure students are professionally competent in Apparel designing or entrepreneurship through effective technical and communication skills and are able to provide solutions to garment industry issues for sustainable development.
2. To hold leadership positions in Fashion industry and related sectors such as new product development, technical services, quality assurance, intelligent wearable clothing and Fashion accessories through the use of digital platform. To provide hands-on experience on the upgraded technologies.
3. To identify problems in the Fashion Apparel & accessories domain and provide solutions in techno- economic aspects.
<i>Program Outcomes-PO's</i>
1: Apply the knowledge of theories & principles of design, Fabric Constructions and its Science, History of Art, Fashion theories and Marketing & Merchandising trends of the past to design as per the wants and needs of the customer.
2: Problem analysis: Identify, research, analyse problem areas to formulate fashion & Apparel forecasting based on current trends.
PO 3: Design/Development Product Prototypes: Design of systems, components or processes related to textiles, fashion products and functional apparels so as to meet specifications and with due consideration for public health and safety, and those related to cultural, societal and environmental issues.
PO4: Use research-based knowledge to develop products as per the fashion industry requirements.
PO 5 Modern tool Usage: Apply appropriate CAD and Computer Graphics knowledge to design and create new 2D/3D designs from draft or specification to finished products, including visual display of fashion designs, lifestyle products & portfolio presentation.
PO 6 Fashion Industry and Society: Apply right production methods & value addition to manufacture textile, fashionable & functional garments by considering societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional practice.
PO 7: Environment and sustainability: Understand the impact of the professional fashion design solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
PO 8 Ethics: Apply ethical principles and procedures for professional practice.
PO 9: Individual and Team work: Function effectively as an individual, and as a member or leader in diverse teams and in multidisciplinary settings.
PO 10 Communication: Communicate effectively about textiles & fashion products with society at large, comprehend and write effective reports design documents, make easy to understand effective presentations and give and receive clear instructions.
PO 11 Entrepreneurial Skills & Event Management: Demonstrate general operational procedures required for business profitability and understand the process to successfully conduct an event related to fashion.
PO 12 Lifelong Learning: Recognise the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change in Fashion Industry.

Curriculum Structure –Overall

Semester						Total Program Credits:135
Course with course code	I	II	III	IV	V	VI
	TEXTILE SCIENCE 22DFDC101	FABRIC STRUCTURE & COLOURATION 22DFDC104	TEXTILE WET PROCESSING 23DFDC201	APPAREL QUALITY & TESTING 23DFDC206	AI in Fashion Design 3-0-1 24DFDC301	Smart Fashion Textiles & Accessories 3-0-0 24DFDC304
	TEXTILE SCIENCE LAB 22DFDP101	FSC LAB 22DFDP104	TWP LAB 23DFDP201	AQT LAB 23DFDP206	Fashion Sustainability & Innovation 3-0-0 24DFDC302	Boutique Management 3-0-0 24DFDC305
	FUNDAMENTALS OF FASHION DESIGN 22DFDC102	FASHION DESIGN & ILLUSTARTION 22DFDC105	FASHION ART & DESIGN 23DFDC202	HISTORICAL COSTUMES 23DFDC207	Fashion Marketing & Merchandising 3-0-0 24DFDC303	Leather Technology 3-0-0 24DFDC306
	FFD LAB 22DFDP102	FDI LAB 22DFDP105	FAD LAB 23DFDP202	HC LAB 23DFDP207	Advance Fashion Draping 0-0-2 24DFDP301	Export Documentation 3-0-0 24DFDC307
	BASICS OF PATTERN MAKING AND GARMENT CONSTRUCTION LAB 22DFDP103	GARMENT DETAILING-I LAB 22DFDP106	GARMENT MANUFACTURING TECHNOLOGY 23DFDC203	ENTREPRENEURSHIP DEVELOPMENT 23DFDC208	Fashion Accessories 0-0-2 24DFDP302	Costume Designing 0-0-2 24DFDP303
	LANGUAGE – 1 GE 22DFDH101	NEEDLE CRAFT 22DFDP107	GD-II LAB 23DFDP204	DFI 23DFDP209	Fashion Graphic Design 0-0-2 24DFDO301	Fashion Styling & Photography 0-0-2 24DFDP304
	LANGUAGE-2 CE 22DFDH102	LANGUAGE - 1- GE 22DFDH103	DIGITAL FASHION-I 23DFDP205	FASHION DRAPING LAB 23DFDP210	Craft Documentation 0-0-3 24DFDW301	Advanced Fashion Graphic Design 0-0-2 24DFDO302
	DIGITAL FLUENCY 22DFDE101	LANGUAGE-2 C E 22DFDH104	PC-IIIY 23DFDH201	FUNCTIONAL ENGLISH 23DFDH202	Internship 0-0-3 24DFDI301	Fashion Portfolio 0-0-4 24DFDW302
	FEM 22DFDO101	INDIAN TEXTILE ART & CRAFTS 22DFDE102	DESIGN THINKING & 3D PRINTING 23DFDO201	FVMT 23DFDW201		CIPE & ES 3-0-0 24DHSA301
	DSMB 22DFDO102					
Credits	22	25	22	22	22	22

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Curriculum Structure-Semester wise

Semester - I

No	Code	Course	Category	L-T-P	Credits	Contact Hours	ISA	ESA	Total	Exam Duration (in hrs)
1	22DFDC101	TEXTILE SCIENCE	PC	3-0-0	3	4	50	50	100	3 HOURS
2	22DFDP101	TEXTILE SCIENCE LAB	PC	0-0-2	2	4	80	20	100	3 HOURS
3	22DFDC102	FUNDAMENTALS OF FASHION DESIGN	PC	3-0-0	3	4	50	50	100	3 HOURS
4	22DFDP102	FUNDAMENTALS OF FASHION DESIGN LAB	PC	0-0-2	2	4	80	20	100	3 HOURS
5	22DFDP103	BASICS OF PATTERN MAKING & GARMENT CONSTRUCTION LAB	PC	0-0-3	3	6	80	20	100	4 HOURS
6	22DFDH101	LANGUAGE - 1- GENERAL ENGLISH	HS	2-0-0	2	2	80	20	100	3 HOURS
7	22DFDH102	LANGUAGE-2 COMMUNICATIVE ENGLISH	HS	2-0-0	2	2	80	20	100	2 HOURS
8	22DFDE101	DIGITAL FLUENCY	CE	1-0-1	2	3	100	0	100	-
9	22DFDO101	FASHION EVENT MANAGEMENT	OE	3-0-0	3	3	50	50	100	3 HOURS
TOTAL				14-0-8	22					

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Semester - II

No	Code	Course	Category	L-T-P	Credits	Contact Hours	ISA	ESA	Total	Exam Duration (in hrs)
1	22DFDC104	FABRIC STRUCTURE & COLOURATION	PC	3-0-0	3	3	50	50	100	3 HOURS
2	22DFDP104	FABRIC STRUCTURE & COLOURATION LAB	PC	0-0-2	2	4	80	20	100	3 HOURS
3	22DFDC105	FASHION DESIGN & ILLUSTRATION	PC	3-0-0	3	3	50	50	100	3 HOURS
4	22DFDP105	FASHION DESIGN & ILLUSTRATION LAB	PC	0-0-2	2	4	80	20	100	3 HOURS
5	22DFDP106	GARMENT DETAILING-I LAB	PC	0-0-3	3	6	80	20	100	4 HOURS
6	22DFDP107	NEEDLE CRAFT	PC	1-0-2	3	5	80	20	100	4 HOURS
7	22DFDH103	LANGUAGE - 1- GENERAL ENGLISH	HS	2-0-0	2	2	80	20	100	2 HOURS
8	22DFDH104	LANGUAGE-2 COMMUNICATIVE ENGLISH	HS	1-0-1	2	2	80	20	100	2 HOURS
9	22DFDE102	INDIAN TEXTILE ART & CRAFTS	CE	3-0-0	3	3	50	50	100	3 HOURS
10	22DFDO102	DIGITAL & SOCIAL MEDIA BRANDING	OE	1-0-1	2	3	80	20	100	3 HOURS
TOTAL					14-0-11	25				

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Semester - III

No	Code	Course	Category	L-T-P	Credits	Contact Hour	ISA	ESA	Total	Exam Duration (in hrs)
1	23DFDC201	Textile Wet Processing	PC	3-0-0	3	3	50	50	100	3 HOURS
2	23DFDP201	Textile Wet Processing Lab	PC	0-0-2	2	4	80	20	100	3 HOURS
3	23DFDC202	Fashion Art & Design	PC	3-0-0	3	3	50	50	100	3 HOURS
4	23DFDP202	Fashion Art and Design Lab	PC	0-0-2	2	4	80	20	100	3 HOURS
5	23DFDC203	Garment Manufacturing Technology	PC	3-0-0	3	3	50	50	100	3 HOURS
6	23DFDP204	Garment Detailing-II Lab	PC	0-0-2	2	4	80	20	100	3 HOURS
7	23DFDP205	Digital Fashion-I	PC	0-0-2	2	4	80	20	100	3 HOURS
8	23DFDH201	Professional Communication-III	HS	3-0-0	3	3	50	50	100	3 HOURS
9	23DFDO201	Design Thinking & 3d Printing	OE	0-0-2	2	4	80	20	100	3 HOURS
TOTAL				12-0-10	22					

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Semester - IV

No	Code	Course	Category	L-T-P	Credits	Contact Hours	ISA	ESA	Total	Exam Duration (in hrs)
1	23DFDC206	Apparel Quality & Testing	PC	3-0-0	3	3	50	50	100	3 HOURS
2	23DFDP206	Apparel Quality & Testing LAB	PC	0-0-2	2	4	80	20	100	3 HOURS
3	23DFDC207	Historical Costumes	PC	3-0-0	3	3	50	50	100	3 HOURS
4	23DFDP207	Historical Costumes LAB	PC	0-0-2	2	4	80	20	100	3 HOURS
5	23DFDC208	Entrepreneurship Development	PC	3-0-0	3	3	50	50	100	3 HOURS
6	23DFDP209	Digital Fashion Illustration	PC	0-0-2	2	4	80	20	100	3 HOURS
7	23DFDP210	Fashion Draping Lab	PC	0-0-2	2	4	80	20	100	4 HOURS
8	23DFDH202	Functional English	HS	2-0-0	2	2	50	50	100	3 HOURS
9	23DFDW201	Fashion Visualization: Multimedia Techniques	PC	1-0-2	3	4	80	20	100	VIVA
TOTAL				12-0-10	22					

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Semester - V

No	Code	Course	Category	L-T-P	Credits	Contact Hours	ISA	ESA	Total	Exam Duration (in hrs)
1	24DFDC301	AI in Fashion Design	PC	3-0-1	4	5	50	50	100	3 HOURS
2	24DFDC302	Fashion Sustainability & Innovation	PC	3-0-0	3	3	50	50	100	3 HOURS
3	24DFDC303	Fashion Marketing & Merchandising	PC	3-0-0	3	3	50	50	100	3 HOURS
4	24DFDP301	Advanced Fashion Draping LAB	PC	0-0-2	2	4	80	20	100	3 HOURS
5	24DFDP302	Fashion Accessories	PC	0-0-2	2	4	80	20	100	3 HOURS
6	24DFDO301	Fashion Graphic Design	OE	0-0-2	2	4	80	20	100	3 HOURS
7	24DFDW301	Craft Documentation	PC	0-0-3	3	4	80	20	100	VIVA
8	24DFDI301	Internship	PC	0-0-3	3	3	80	20	100	VIVA
TOTAL				9-0-13	22					

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Semester -VI

No	Code	Course	Category	L-T-P	Credits	Contact Hour	ISA	ESA	Total	Exam Duration (in hrs)
1	24DFDC304	Smart Fashion Textiles & Accessories	PC	3-0-0	3	3	50	50	100	3 HOURS
2	24DFDC305	Boutique Management	PC	3-0-0	3	3	50	50	100	3 HOURS
3	24DFDC306	Leather technology	PC	3-0-0	3	3	50	50	100	3HOURS
4	24DFDC307	Export Documentation	PC	3-0-0	3	3	50	50	100	3 HOURS
5	24DFDP303	Costume Designing	PC	0-0-2	2	4	80	20	100	VIVA
6	24DFDP304	Fashion Styling & Photography	PC	0-0-2	2	4	80	20	100	VIVA
7	24DFDO302	Advanced Fashion Graphic Design	OE	0-0-2	2	4	80	20	100	3 HOURS
8	24DFDW302	Fashion Portfolio	PC	0-0-4	4	6	80	20	100	VIVA
9	24DHSA301	Constitution of India, Professional Ethics and Environmental Studies	HS	3-0-0	AUDIT	3	50	50	100	3 HOURS
TOTAL				15-0-10	22					

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Semester	I	II	III	IV	V	VI	Total
Credits	22	25	22	22	22	22	135

List of Open Electives

Sr. No	Name of the Course	Course Code
1	Digital Fluency	22DFDE101
2	Fashion Event Management	22DFDO101
3	Indian Textile Art & Crafts	22DFDE102
4	Design Thinking & 3d Printing	23DFDO201
5	Fashion Graphic Design	24DFDO301
6	Advanced Fashion Graphic Design	24DFDO302

Curriculum Content- Course wise

I Semester

Program: B Sc Fashion & Apparel Design		Semester: I
Course Title: Textile Science		Course Code:22DFDC101
L-T-P:3-0-0	Credits:3	Contact Hours: 4 /week
ISA Marks:50	ESA Marks:50	Total Marks:100
Teaching Hours:50	Examination Duration:3 Hrs	
<p>Chapter 1</p> <p>Introduction to Textile fibers: staple fibre & filament, classification of textile fibers, Natural Fibers- Cultivation, properties and applications of cotton. Extraction, properties and application of flax, jute, coir and banana fibres.</p> <p>Animal fibres - Production, properties and applications of wool and silk.</p> <p>Regenerated fibres - Production, properties and applications of viscose rayon, acetate rayon, bamboo, modal and lyocel fibres.</p> <p>Chapter 2</p> <p>Polymers- Definition, polymerization, degree of polymerization, different types of polymerization- addition and condensation, orientation and crystallinity. Principle of manmade spinning systems – Dry, Wet and Melt spinning.</p> <p>Chapter 3</p> <p>Production, properties and applications of Nylon, polyester, acrylic, modacrylic, polypropylene and elastomeric fibres.</p> <p>Chapter 4</p> <p>Yarn manufacturing process flow chart & its process objectives - Ring spinning and open end spinning. Difference between ring and rotor spinning. Woolen and worsted yarn.</p> <p>Chapter 5</p> <p>Blends-Definition, types, advantages and end uses of blended yarn / fabrics, P/C,P/V and P/W.</p> <p>Chapter 6</p> <p>Fancy yarns- Types, properties and end use. Texturization- Types properties and end uses. Sewing threads- types, properties and end use. yarn twist and yarn count, folded yarn -2-ply and 3-ply yarns.</p>		

Chapter 7

Methods of Fabric formation-woven, knitted and nonwovens. Geometrical properties of fabrics –yarn count, thread density, fabric width, thickness, fabric weight, GSM.

Weaving preparatory process objectives – cone winding, warping, sizing, knotting, drawing-in, denting and pirn winding.

Chapter 8

Weaving - Classification of looms, passage of material through a loom, Types of weaving motions - primary, secondary and auxiliary motions. types of looms working of Dobby loom and Jacquard loom.

Chapter 9

Nonwoven fabrics –classification, Manufacturing of non-woven fabrics by needle punching method.

Weave structure: elementary weaves – plain weave and its derivatives, twill weave and its derivatives, twill angle, satin, sateen weaves, methods of representation on point paper, different types of drafts, crepe weave and its types, colour and weave effects

Text Books

Reference Books:

1. S.P.Mishra, "A Text book of Fibre science and technology", New age international publishers, Chennai.
2. Morton W.E and Hearle J.W.S, "Physical properties of textile fibres", Textile Institute, Manchester.
3. Klein W., Vol. 2, "A practical guide to Opening and Carding", The Textile Institute, Manchester, U.K., 2000.
4. Klein W., Vol. 3, "A practical guide to Combing and Drawing", The Textile Institute, Manchester, U.K., 1987.
5. Chattopadhyay R, Rangasamy R, "Spinning: Drawing, Combing & Roving", NCUTE Publications, 1999.
6. Lord P.R and Mohamed M.H, "Weaving conversion of yarn to fabric", Wood head Publishers Ltd UK, reprint, 1992.
7. Ajgaonkar D.B., Talukdar M.K. and Wedekar, "Sizing: Material Methods and Machineries", Mahajan Publications, Ahmedabad, 1999.
8. Marks R. and Robinson T.C., "Principles of Weaving", The Textile Institute, Manchester, 1989, ISBN: 0 900739 258.
9. N.Gokarneshan, "Fabric Structure and Design", New Age International Publishers, 1st Edition, New Delhi, 2004
10. Grosicki Z.J, "Textile Design and Colour" – Textile Institute, Universal book publisher, Mumbai 2004

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Course Title: Textile Science Lab		Course Code: 22DFDP101
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Identification of different fibers by physical method - feel test, burning test, Natural fibres - Cotton, Silk, Wool. Man-Made - Polyester, Viscose, Nylon Identification of different fibers by physical method- microscopic test. Identification of different fibers by physical method- chemical method - solubility test- Natural fibres - Cotton, Silk, Wool. Man-Made - Polyester, Viscose & Nylon	
2	Determination of Yarn Twist –TPI Determination physical properties of Sewing thread – No. of ply, yarn twist, yarn count, Yarn defect, visual inspection of various sewing thread packages.	
3	Determination of Geometric parameters of woven fabric – Thread count - EPI/PPI, Thread Density Determination of Geometric parameters of woven fabric – Cover Factor,(Beasley Balance) Determination of Geometric parameters of woven fabric – Crimp% Determination of Geometric parameters of woven fabric – Fabric thickness Determination of Geometric parameters of woven fabric – Thread count - Fabric Weight/GSM	
4	Sample Development of 5x5 inch size Woven sample for the weaves –plain and its Variation (Rib and Matt weave), Twill weave (RHT and LHT) Satin and Sateen weaves Drafting and denting plan for all weaves.	
5	Collection and portfolio preparation of different commercial samples with different Weave structures - Organdy, muslin, taffeta, shantung, canvas, tweed, oxford shirting, monk's cloth, chiffon, georgette, seersucker, denim, gabardine, satin, sateen, brocade, damask, leno or gauze. Knit structures - single knits - single jersey, Lacoste, double knits - rib knit, purl knit, interlockknit, cable fabric, bird's eye, cardigans, Milano ribs, pointelle. Non-Woven - Felts, Needle Punch, Tea bag paper, Face cloths, Shingling and Synthetic fiber paper	
6	Collection and fabric Apparel - Women's wear (formal, casual, party, sports/active wear, leisure wear) - 4samples for each category (sample size - 2x2 inch). Furnishing - Fabric used for curtains, upholstery (furniture cover cloth) (sample size - 4x4inches) Household's application - Kitchen towels. Mop cloth, carpets, and table cloth etc. - 2 samples for each category (sample size 4 x 4 inches). Support materials for garments and trims - Interlinings, linings, tapes, elastic, shoulder pad,etc.	

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Program: B Sc Fashion & Apparel Design		Semester: I
Course Title: Fundamentals of Fashion Design		Course Code:22DFDC102
L-T-P:3-0-0	Credits:3	Contact Hours: 4 /week
ISA Marks:50	ESA Marks:50	Total Marks:100
Teaching Hours:50	Examination Duration:3 Hrs	
<p>Chapter 1</p> <p>Fashion – Introduction, terminologies - fashion, style, taste, trend, fad, classics, cycle, boutique, haute couture, designer, Prêt a Porter, silhouette -types of silhouettes – natural body, slim line, wedge, hour glass, extreme volume silhouette, croqui, muse, knock off, avant-garde, toile, atelier, bespoke, collage, frottage, montage.</p> <p>Chapter 2</p> <p>Art Media and Application – Pencils, Color pencils, Oil Pastels, Water Color, Poster Colors, Acrylic Colors, Fabric Colors, and Markers.</p> <p>Chapter 3</p> <p>Elements of design – line, shape, form, color, size and texture.</p> <p>Chapter 4</p> <p>Principles of design – Balance-formal, informal and Radial, rhythm-through repetition, radiation and gradation, emphasis, harmony and proportion. Advantage and uses in fashion</p> <p>Chapter 5</p> <p>Colour - Introduction, colour wheel - primary, secondary and tertiary. Colour dimensions - hue, value and chroma, tint, tone, shade, colour harmony - related & contrasting colour harmonies & its sub divisions. Colour theory – Prang & Munsell colour systems. Colour psychology - colour and emotions, Indian approach to colour.</p> <p>Chapter 6</p> <p>Design - Definition and types – structural and decorative design - Natural/geometric/ abstract/ stylized/ ethnic/ conventional, requirements of a good structural and decorative design, Application of structural and decorative design in a dress, selection and application of trimmings and decorations.</p>		

Chapter 7

Basic sketching techniques and sketching from life, Perspective and uses, Grid technique of rendering. Principle of composition using grids, symmetrical / asymmetrical, Rule of Thirds, Center of Interest, and Gestalts Theory of Visual Composition.

Chapter 8

Fashion cycle, Length of cycle, Fashion theories – Trickle up, Trickle down and Trickle across, Consumer identification with fashion life cycle – fashion leaders/ style Icon/ followers/ innovators/motivators/victims Major fashion Center.

Chapter 9

Principle of Fashion movements: Factors influencing Fashion movement – Accelerating factors, Retarding factors, and Recurring Fashion. Predicting the movement of fashion.

Text Books

References

1. Elisabetta Drudi, Tiziana Paci, "Figure Drawing for Fashion Design", Pepin Press Publication, 2002.
2. Gavin Ambrose, Paul Harris, "The Visual Dictionary of Fashion Design", Bloomsbury Publishing India Private Limited, 2007.
3. James Stockton, "Designers Guide to Colour", Chronicle Books, San Francisco, 1984.
4. Maier, Manfred, "Basic Principles of Design", Van Nostrand Reinhold, 1980.
5. Sharon L Tate, Mona S Edwards, "Inside Fashion Design", Pearson Education India, 2006.
6. Stanyer Peter, "The Complete Book of Drawing Techniques", Arcturus Publishing Ltd., 2003.

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Program: B Sc Fashion & Apparel Design		Semester: I
Course Title: Fundamentals of Fashion Design Lab		Course Code: 22DFDP102
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Introduction to art media and its applications, Line sketching and painting techniques, object drawing, Simple rendering of art materials using pencil and colour pencils, still life of simple objects and fabrics draped at a distance using wet media, nature sketch of flowers and leaves using pastels and charcoal, landscape painting using mix media.	
2	Free hand drawing and grid technique of rendering. Design - natural/ geometric/Abstract/ stylized/ conventional. Principles of perspective drawing - Horizon, vanishing points, landscape drawing. One point, two point and three point perspective drawing.	
3	Elements of design - Point, line, Shape, Space, Colour and Texture	
4	Principles of design –Proportion, Balance, Rhythm, Emphasis and Harmony	
5	Colour theory and colour wheel Colour Dimensions Colour Harmonies	
6	Basic coqui- fashion figure- 8 head, 10 head and 12 head	

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Program: B Sc Fashion & Apparel Design		Semester: I
Course Title: Basics of Pattern Making & Garment Construction Lab		Course Code: 22 DFDP103
L-T-P: 0-0-3	Credits: 3	Contact Hrs: 6
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 60	Examination Duration: 4 hrs	
1	Introduction to Pattern making, tools used for Pattern making. Measuring tools, cutting tools, sewing tools, pressing tools, Types 8of papers used for pattern making, papers of different GSM, its uses.	
2	History of Sewing machine, domestic sewing machine, industrial sewing machine, sewing machine-types, Functions, attachments and uses, Sketching the basic sewing machine	
3	Demonstration of parts of a Sewing Machine, Difference between Industrial and domestic sewing machine, varieties of industrial sewing machines- Single Needle Lock Stitch machine, Double Needle Lock Stitch machine, Chain Stitch Machines, Over-lock machine, care and maintenance of sewing machine Stitching Mechanism- Needles, bobbin and bobbin case, bobbin winding, upper and cover threading, auxiliary hooks, throat plates, take up lever, tension disc. Feeding mechanism-drop feed, different feed, needle feed, about sewing threads-function, performance & characteristics. Causes of defects and remedies of sewing machine. Needles- types, parts and functions.	
4	Basic hand stitches- Basic hand stitch _temporary and permanent stitches, methods, importance and applications of basting, running, tacking, hand overcast, chain, button hole, hemming stitches-plain and blind hemming. Machine stitches- Seams and Seam finishes—plain, Flat & Fell, French, turned and stitched, lapped, top, over lock.	
5	Introduction to pattern making techniques Advantages and uses of Pattern. Types of patterns - Flat pattern, Individual pattern Commercial, patterns Pattern making terminologies Marks and Symbols (notches, punch / circles, grain, piece, cut symbols Fabric terms grain line, bowing skewing. Introduction to draping- Draping techniques	
6	Anthropometric study- Body measurement- types of body measurements, body measuring method and standardization of body measurements Demonstration and calculation of average measurement for mass production of taking body measurements, Least measurements of 20 people to be collected for an average analysis.	
7	Design and development kids wear(zabla) -Drafting of zabla and preparing paper pattern Cutting, stitching & Finishing.	
8	Design and development kids wear (A line frock) -Drafting of A line frock and preparing paper pattern, Cutting, stitching & finishing.	

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Program: BSc Fashion and Apparel Design		Semester: I
Course Title: LANGUAGE - 1		Course Code:22DFDH101
L-T-P: 2-0-0	Credits: 2	Contact Hours: 3 hrs
ISA Marks: 80	ESA Marks: 20	Total Marks: 100
Teaching Hours: 40	Examination Duration: 2 hrs	
Chapter 1: Sentence Structures Auxiliary Verbs- Present, Past and Future, PNQ Paradigm		
Chapter 2: : Basic Sentence Structures Forms of Verbs – Regular, Irregular, Present, Past and Past Participle, Tenses		
Chapter 3: Advanced Writing Strategies Active and Passive.		
Chapter 4: Prepositions, Articles and Diction for Fashion Prepositions of Place, Time and Position, Vocabulary Building		
Chapter 5: Principles of Writing Paraphrasing, Structure - Introduction, Body, Conclusion		
Chapter 6: Promotional Writings Know your Reader, Article Writing, Blogging, Introduction to Content Writing.		
Text Books English for the Fashion Industry by Mary E. Ward		
Reference Books:---		

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Program: BSc Fashion and Apparel Design		Semester: I
Course Title: LANGUAGE - 2		Course Code:22DFDH102
L-T-P: 2-0-0	Credits: 2	Contact Hours: 3 hrs
ISA Marks: 80	ESA Marks: 20	Total Marks: 100
Teaching Hours: 40	Examination Duration: 2 hrs	
Chapter 1: Introduction to Fashion Describing Job Roles, Verb forms – ing verbs, Vocabulary – Clothes, Phrases _Talking about Current Projects.		
Chapter 2: History of Fashion Usage of Simple past, Usage of Past Participles <i>Used to</i> , Talking about illustration briefs.		
Chapter 3: Textiles Explaining Process, The Passive Voice, Requests and Responses.		
Chapter 4: Garment Construction Talking about specifications, Fitting Phrases, Adjusting Measurements		
Chapter 5: Production Explaining Causes and Effects, Reporting Information, Describing Packaging		
Chapter 6: Promotion Promotional Verbs, Explaining Objectives and Priorities, Making Suggestions, Responding to Suggestions.		
Chapter 7: Events Talking about Delegation, Discussing Problems and Apologies, Describing Fashion		
Chapter 8: Retail Asking for Help, Offering help, Making, Accepting and Rejecting Conditions.		
Text Books English for the Fashion Industry by Mary E. Ward		
Reference Books:--		

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Program: B Sc Fashion & Apparel Design		Semester: I
Course Title: Digital Fluency		Course Code: 22DFDE101
L-T-P: 1-0-1	Credits: 2	Contact Hrs: 3
ISA Marks: 100	ESA Marks: 00	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	UNIT 1 Introduction to Computer and Emerging Technology: An Overview of Computer, Block Diagram of Computer, Evolution and Generations of Computers, Software and its types, Operating Systems, types of operating systems, major functions of the operating systems. Introduction to emerging technologies and its applications- Artificial Intelligence, IoT, Cloud Computing, Machine learning, Big Data.	
2	UNIT II Office Automation Tools and Google Apps : Office automation tools : MS-Word, MS-Excel and MS-Power point, creating an email-ID, working with e-mail, addressing with cc and bcc, Working with Google Apps: Google forms: Creating and analysis of response, Google Docs – creating Google Docs and posting, Google Sheets- Creating and Editing, Google Drive- uploading and sharing of files and folders, working with Google Meet.	
3	UNIT III E-learning, E-commerce and Security Aspects: E-learning -Introduction to e-learning platforms such as Swayam and MOOC. E-Commerce: Basic Web Commerce Concept, E- payment methods: E-cash Payment System, Credit Payment System, Types of Electronic Payment Systems: Credit Card • Debit Card • Smart Card • E-Money • Electronic Fund Transfer (EFT). Cyber Security: Threats and Prevention, Viruses and its types, Antivirus, HTTP vs HTTPS, Firewall, Cookies, Hackers and Crackers.	
4	Laboratory Activities (Perform the following assignments): <ul style="list-style-type: none"> • Identifying the configuration and version of a computer system (PC), laptop, and a mobile phone. • Observing files on OS booting • Finding the background and foreground processes on Task manager. • Translating Kannada word into English in Google embedded with AI. • Use Google assistant on any android smartphone to dictate commands and to launch apps • Downloading your e-aadhar. • Creating resume in Word processor. • Creating PowerPoint presentation for your college introduction and apply transitions and animations. • Create your marksheet in Microsoft Excel. • Simple computation using spread sheet. 	

- Create an email-ID and sending and forwarding.
- Attaching files and downloading files in email.
- Creating a Google form and send it to Ten users.
- Scheduling a virtual meet and invite peoples to join the Google meet.
- Creating a hotspot from a mobile phone, and allowing others to use the hotspot.
- Sign in and create account e-learning platforms such as Swayam and MOOC.
- Creating an account in the railway reservation website, IRCTC, and finding trains from Belagavi to Bangalore.
- Demo of online order placing for book using flipkart/ amazon, etc.
- Install any antivirus app in your mobile and scan.
- Demonstrate unsecured (HTTP) and secured (HTTPS) websites.

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Program: B Sc Fashion & Apparel Design		Semester: I
Course Title: Fashion Event Management		Course Code: 22DFDO101
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>Unit I</p> <p>CHAPTER 1 Introduction to event management - Types and category, sports, rallies, wedding and corporate events, principles of event management, key roles, types - fashion show, fairs & tradeshow, product launch, role of an event coordinator - administration, design, marketing, operations.</p> <p>CHAPTER 2 Outdoor Events: Logistics, Types of Outdoor events, Risk management - Health and safety, Marketing and sponsorship, HR Management, Programming and Entertainment.</p> <p>CHAPTER 3 Initial planning requirements, creating themes for the event, targeting the audience / vendors, timing the event and finding avenue, guest lists and invitations, organizing the required production team and preparing duty charts, budget estimation, seeking sponsorships - writing sponsorship letters.</p>		
<p>Unit II</p> <p>CHAPTER 4 Venue requirements, stage / booth design, seating patterns and plan, lighting and allied audio-visual effects, preparation of programme booklet, catering arrangements, progress monitoring through checklists.</p> <p>CHAPTER 5 Executing a fashion show, catwalk presentation requirements, merchandise selection, models selection, music and choreography, final show sequence and rehearsals fitting sessions, dressing area arrangements, commentary requirements, closing and striking the show.</p> <p>CHAPTER 6 Marketing & managing fashion events, pre-show marketing and post-show follow up, creating a pre and post-event promotion plan, building media relations, preparing press release and media kit, post-show evaluation.</p>		

Unit III

CHAPTER 7

Celebrity Events: Launches, Fashion shows, National festivals and high-profile charity events - Liaison with agents, Contract Negotiations, Client briefings, Celebrity wish lists and expectations

CHAPTER 8

Ensuring legal compliance, safety & security, licenses and permissions to be obtained, risk management for prevention of hazards, security for people and merchandise.

References

1. Alexandre de Betak, et al., "Betak - Fashion Show Revolution", Phaidon Press, 2017.
2. Dennis Nothdruff, Marylou Luther, & Zandra Rhodes, "50 Fabulous Years in Fashion" Yale University Press, New Haven, 2019.
3. Federico Poletti & Giorgia Cantarini, "The Fashion Set: the Art of the Fashion Show", DublinRoads Publishing, 2016.
4. Judith C Everett, Kristen K Swanson, et al., "Guide to Producing a Fashion Show", Fairchild Books, 4th edition, New York, 2018.
5. Paula Taylor, "How to Produce a Fashion Show from A to Z", Pearson Prentice Hall, Boston, 2013.
6. Julia Rutherford Silvers, "Professional Event Co-ordination", Wiley, 2nd edition, United Kingdom, 2012.

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Semester: II

Program: B Sc Fashion & Apparel Design		Semester: II
Course Title: Fabric Structure & Colouration		Course Code: 22DFDC104
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>UNIT I</p> <p>Chapter 1: Simple Structure</p> <p>Classification - simple and complex structures. Elements of design - design, draft, peg plan. Weave repeat. Types of draft plans. Elementary weaves – plain weave and its derivatives, twill weave and its derivatives, properties and uses.</p> <p>Chapter 2: Special Weaves</p> <p>Satin and sateen weave – type, modifications and properties. Honey comb -ordinary and brighten. Huck-a-back weave. Crepe weave and its types. Characteristics and application of combined woven structures. Bed ford cords, plain faced, twill faced and wadded bed ford cords, welts, wadded welts.</p> <p>Chapter 3: Compound Structure</p> <p>Figuring weaves - extra warp and extra weft figuring: single and multi-colour warp and weft designs, loom requirements for extra figuring weaves. Pile fabric types - warp and weft pile. Warp pile - terry pile, weft pile –basic concepts of velveteen.</p>		
<p>Unit II</p> <p>Chapter 4: Weft Knitting</p> <p>Introduction: Introduction and basic concepts of knitting, Principles of weft and warp knitting – comparison of weft and warp knitting. Characteristics of woven and knitted fabrics</p> <p>Weft knitting elements: Needles and its types, loop forming sequence, sinkers, cylinder, dial, cams, creel, feeder, take down and winding mechanism.</p> <p>Chapter 5: Weft Knit Structures</p> <p>Machine description - Single Jersey, Rib and Interlock machine. Knit stitch, float stitch, tucks stitch: properties, symbolic and diagrammatic representation of stitches.</p> <p>Basic weft knitted structures: single jersey, rib, purl and interlock. line, symbolic and diagrammatic notations of basic weft knitted structures.</p> <p>Derivatives of plain knit: Pique, honeycomb, satin</p> <p>Derivatives of Rib knit: 2x2 Rib, 3x2 Rib, half cardigan, Full cardigan</p>		

Derivatives of Interlock Structure: Eight lock, Ponte-di-roma, Texi-pique.

UNIT III

Chapter 6: De-sizing and Scouring

Preparatory process: Singeing - gas singeing. De-sizing – chemical, enzymatic and continuous de-sizing, de-sizing efficiency. Scouring, scouring efficiency, Bio scouring.

Chapter 7: Bleaching & Mercerizing

Bleaching - hypochlorite and peroxide bleaching, Souring, optical whitening. Mercerizing – chain and chainless mercerization. Wool carbonizing and degumming of silk. Stain removal. Preparatory process for wool and silk.

Preparatory machines: Jigger, winch

References

1. C.V Koushik and Antao Irwin, "Chemical Processing of Textiles – Preparatory process and dyeing" NCUTE 2003
2. Marie Christine Noel and Michael Cailloux, "Printed Textile Design" Paperback publisher, 2015
3. J.N. Chakraborty, "Fundamentals and Practices in Colouration of Textiles", Woodhead publications, 2014.
4. Grosicki Z.J, "Textile Design and Colour" – Textile Institute, Universal book publisher, Mumbai 2004
5. Grosicki Z.J, "Advanced Textile Design" - Textile Institute, Universal book publisher Ltd, Mumbai 2007.
6. N.Gokarneshan, "Fabric Structure and Design", New Age International Publishers, 1st Edition, New Delhi, 2004.

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Program: B Sc Fashion & Apparel Design		Semester: II
Course Title: Fabric Structure & Colouration Lab		Course Code: 22 DFDP104
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Analyse the fabric structure of plain weave and its derivatives.	
2	Analyse the fabric structure of twill weave and its derivatives	
3	Analyse the fabric structure of sateen / satin weave	
4	Analyse the fabric structure of Honey comb weave, Huck-a-back weave	
5	Analyse the fabric structure of Extra figured weaves	
6	Analyse the fabric structure of Single jersey, rib, and interlock	
7	Desizing and Scouring of Cotton	
8	Bleaching of cotton using hydrogen peroxide	
9	Dyeing of cotton using direct dyes and reactive dyes	
10	Dyeing of cotton using vat dyes	
11	Dyeing of wool / silk by acid dyes.	
12	Dyeing of polyester using disperse dyes	
13	Direct style of printing on cotton using reactive / vinyl sulphone dyes	
14	Discharge style and resist style of printing	
15	Printing of cotton by tie & dye style	
16	Determination of rub / wash fastness of fabric	

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Program: B Sc Fashion & Apparel Design		Semester: II
Course Title: Fashion Design & Illustration		Course Code: 22DFDC105
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>Unit I</p> <p>Chapter No. 1 Design Design –Definition, Types, design development, motif, pattern and layout, design manipulation, inspiration from nature and history.</p> <p>Chapter No. 2 Fashion Illustration Introduction to fashion illustration and brief history of fashion illustration. Study of well-known fashion illustrators (René Bouché, David Downton, Jason Brooks, Lorenzo Mattotti). The role of fashion illustration as a mode of expression and representation for contemporary apparel styles and trends.</p> <p>Chapter No. 3 Fashion Figure Proportions Fashion figure - Study of various proportions, balance line in drawing fashion figures, gestures and movements - 8 head, 10 head, 12 head figures, the fashion face arms, legs, hands and feet.</p>		
<p>Unit II</p> <p>Chapter No. 4 Fashion clothing categories Fashion clothing categories - Introduction, types, based on age and activity, styling, price and size ranges for men’s, women’s and kid’s wear.</p> <p>Chapter No. 5 Factors Affecting Clothing Factors Affecting Clothing</p> <ul style="list-style-type: none"> (i) Protection, (ii) Ritualistic iii) Adornment <ul style="list-style-type: none"> • Adornment through Clothes • Adornment through Body - Body Modification, Scarification, Tattooing, Body painting & Piercings (iv) Identification <ul style="list-style-type: none"> • Identification of Social Status • Identification of Rank • Identification of Profession 		

- Identification of Marital Status
- Identification of Individual Status in a Tribe

Chapter No. 6

Fashion Psychology, role of clothing in physical, social, psychological and cultural scenario, how dress affects behavior: Enclothed cognition, First impression, Halo Effect Stereotyping, perceptions, Clothing and gender differentiation.

Unit III**Chapter No. 7 Indian fashion designers**

Indian fashion designers - Sabyasachi Mukherjee, Ritu Kumar, Ritu Beri, JJ Valaya, Wendell Rodrick's, Raghavendra Rathod, Manish Malhotra, and their brands based on following criteria - Introduction of the designer, education, specialty, brand / label, contribution to fashion, product range, outlets, collection showcase. Fashion brands, fashion capitals, fashion icons and role of fashion in movies, sports and politics.

Chapter No. 8 International fashion designers

International fashion designers- Christian Dior, Gianni Versace, Coco Chanel, Donna Karan, Calvin Klein and their brands based on following criteria - Introduction of the designer, education, specialty, brand / label, contribution to fashion, product range, outlets, collection showcase. Fashion brands, fashion capitals, fashion icons and role of fashion in movies, sports, and politics.

References

1. Elisabetta Drudi, Tiziana Paci, "Figure Drawing for Fashion Design", Pepin Press Publication, 2002.
2. Gavin Ambrose, Paul Harris, "The Visual Dictionary of Fashion Design", Bloomsbury Publishing India Private Limited, 2007.
3. James Stockton, "Designers Guide to Colour", Chronicle Books, San Francisco, 1984.
4. Maier, Manfred, "Basic Principles of Design", Van Nostrand Reinhold, 1980.
5. Sharon L Tate, Mona S Edwards, "Inside Fashion Design", Pearson Education India, 2006.
6. Stanyer Peter, "The Complete Book of Drawing Techniques", Arcturus Publishing Ltd., 2003.

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Program: B Sc Fashion & Apparel Design		Semester: II
Course Title: Fashion Design & Illustration Lab		Course Code: 22DFDP105
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Design development – motif, pattern and repeats, full, 1/4 th ,½, 3/4 th drop, brick, mirror & ogee.	
2	Fashion illustration of women- 8 head, 10 head, and 12 head fashion figures Fashion Croqui of women with Various Views- Front, Back, Side & 3/4 th Model drawing – Children and male figures.	
3	Body Details - Face, eyes, nose, lips, ears, arms and legs. Hair styling - Women/men basics.	
4	Fabric rendering – Learning to simulate textures of various fabrics - Cotton, silk, fur, net, leather, velvet, denim, corduroy, georgette, chiffon, knitted, crochet, lace, embroidered and printed.	
5	Sketching and rendering of garment features collars - shirt, shawl, mandarin, flat, Peter pan, yokes - yoke with fullness, yoke without fullness, pockets - patch, welt, side, kangaroo, in-seam pocket, cuffs - single, double, pointed, French and handcuff, sleeves - set-in sleeve and bodice combination sleeve. Sketching and rendering of garment features - blouses -formal and casual, shirts -men and women, skirts -flared, pencil, circular, pegged, gored, trousers -pencil, pleated, bell bottom, cargo and pedal pushers.	
6	Development of folio with design concepts inspired by one Indian Designer -Sabyasachi Mukherjee, Ritu Kumar, JJ Valaya, Wendell Rodrick’s, Raghavendra Rathod, Manish Malhotra, Bhumika, Shyamal. Development of folio with design concepts inspired by one International Designer - Christian Dior, Gianni Versace, Coco Chanel, Donna Karan, Calvin Klein.	

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Program: B Sc Fashion & Apparel Design		Semester: II
Course Title: Garment Detailing-I Lab		Course Code: 22DFDP106
L-T-P: 0-0-3	Credits: 3	Contact Hrs: 6
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 60	Examination Duration: 4 hrs	
1.1	Preparation of basic block - Pattern set (bodice front, back, sleeve, skirt -front and back), development of basic pattern set.	
1.2	Flat pattern technique - Introduction, types, application and uses (pivot and slash technique).	
1.3	Fullness - Introduction, types of fullness, application and uses, development of Samples Garment detailing - Dart manipulation - single dart and double series. Conversion of darts to tucks, pleats, gathers, and stylines. Radiating and graduating darts.	
2.1	Major components - Introduction, definition, terms, application, classification and types, development of samples. Collars - Definition, terms, classification and types - Peter pan, sailor, turtle collar, shawl, formal shirt collar, mandarin collar and with its variations - construction. Yokes - Definitions, purpose, types - with fullness and without fullness, shapes - construction Sleeves – Definition, purpose, terms, classification and types – set in, plain puff sleeve, raglan, Magyar sleeve.	
2.2	Minor components - Introduction, definition, terms, application, classification and types, development of samples. Pockets - Definitions, purpose, types - patch pockets, patch pockets with flap, 10 12 25 seam pockets, welt pockets and variations. Cuff - Definitions, purpose, types – single, double and shaped cuff. Plackets - Definition, types - self placket, continuous bound placket, two piece sleeve placket and shirt placket. Neck line finishes - Definition, types - piping, facing (bias facing, shaped facing) bias binding.	
2.3	Trims-Definition, types, frills, ruffles, ricrac, faggoting, applique, lace, motifs, scallop edging, smocking, basic embroidery, decorative fastenings. Development of folio.	
3.1	Demonstration of garment categories - Silhouettes - variations, torso dress, princess line, panel, with waistline, without waist line garments.	
3.2	Incorporation of garment closures on samples - Introduction, types - Hook and eye, press buttons, shirt button and button holes, visible and concealed zippers, velcro.	
3.3	Develop garments for women using major and minor components.	

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Program: B Sc Fashion & Apparel Design		Semester: II
Course Title: Needle Craft		Course Code: 22DFDP107
L-T-P: 1-0-2	Credits: 3	Contact Hrs: 5
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 50	Examination Duration: 4 hrs	
1	Introduction to Needle Craft <ul style="list-style-type: none"> • Overview of Needle Craft • History and Cultural Significance • Types of Needle Craft Tools and Equipment Used in Needle Craft <ul style="list-style-type: none"> • Needles: Types and Uses • Threads: Varieties and Applications • Fabric: Selection and Preparation • Hoops and Frames • Scissors and Cutting Tools • Thimbles and Needle Threaders • Storage and Organization 	
2	Embroidery-Basic Embroidery stitch. <ul style="list-style-type: none"> • Running stitch • Double running stitch • Back stitch • Kanta work • Steam stitch • French knot • Lazy daisy • Whipped running stitch • Chain stitch • Twisted chain stitch • Feather stitch • Fly stitch • Button hole stitch • Satin stitch • Weaving Spider web • Padded satin stitch • Bullion knot • Applique • Patch work • Bead work 	
3	Knitting- <ul style="list-style-type: none"> • Purl Stitch-Basics and Variations • Stocking Stitch-Creating Smooth Surfaces • Rib Stitch-Stretchy Fabrics • Garter Stitch-Reversible Patterns • Flat Knitting-Techniques and Applications 	
4	Crochet <ul style="list-style-type: none"> • Single Crochet • Double Crochet • Treble Crochet 	
5	Macramé i. Basic Knots <ul style="list-style-type: none"> • Square Knot • Half Hitch Knot • Double Half Hitch Knot 	

	<ul style="list-style-type: none"> • Lark's Head Knot • Vertical Lark's Head Knot <p>ii. Advanced Knots</p> <ul style="list-style-type: none"> • Spiral Knot • Josephine Knot • Berry Knot <p>iii. Braiding Techniques</p> <ul style="list-style-type: none"> • Simple Braids • Three-Strand Braids • Four-Strand Braids • Five-Strand Braids <p>iv. Creating Patterns</p> <ul style="list-style-type: none"> • Combining Knots and Braids
6	Macramé Sampler Project
7	Combined Techniques Project (e.g., Embroidery on Knitted/Crocheted Fabric, Macramé with Embellishments)

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Program: Fashion and Apparel Design		Semester: II
Course Title: LANGUAGE - 1		Course Code:22DFDH103
L-T-P: 2-0-0	Credits: 2	Contact Hours: 3 hrs
ISA Marks: 80	ESA Marks: 20	Total Marks: 100
Teaching Hours: 40	Examination Duration: 2 hrs	
Chapter 1: Sentence Structures Auxiliary Verbs- Present, Past and Future, PNQ Paradigm		
Chapter 2: : Basic Sentence Structures Forms of Verbs – Regular, Irregular, Present, Past and Past Participle, Tenses		
Chapter 3: Advanced Writing Strategies Active and Passive.		
Chapter 4: Prepositions, Articles and Diction for Fashion Prepositions of Place, Time and Position, Vocabulary Building		
Chapter 5: Principles of Writing Paraphrasing, Structure - Introduction, Body, Conclusion		
Chapter 6: Promotional Writings Know your Reader, Article Writing, Blogging, Introduction to Content Writing.		
Text Books English for the Fashion Industry by Mary E. Ward		
Reference Books:		

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Program: B.Sc Fashion and Apparel Design		Semester: II
Course Title: LANGUAGE - 2		Course Code:22DFDH104
L-T-P: 2-0-0	Credits: 2	Contact Hours: 3 hrs
ISA Marks: 80	ESA Marks: 20	Total Marks: 100
Teaching Hours: 40	Examination Duration: 2 hrs	
Chapter 1: Introduction to Fashion Describing Job Roles, Verb forms – ing verbs, Vocabulary – Clothes, Phrases _Talking about Current Projects.		
Chapter 2: History of Fashion Usage of Simple past, Usage of Past Participles <i>Used to</i> , Talking about illustration briefs.		
Chapter 3: Textiles Explaining Process, The Passive Voice, Requests and Responses.		
Chapter 4: Garment Construction Talking about specifications, Fitting Phrases, Adjusting Measurements		
Chapter 5: Production Explaining Causes and Effects, Reporting Information, Describing Packaging		
Chapter 6: Promotion Promotional Verbs, Explaining Objectives and Priorities, Making Suggestions, Responding to Suggestions.		
Chapter 7: Events Talking about Delegation, Discussing Problems and Apologies, Describing Fashion		
Chapter 8: Retail Asking for Help, Offering help, Making, Accepting and Rejecting Conditions.		
Text Books English for the Fashion Industry by Mary E. Ward		

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Program: B Sc Fashion & Apparel Design		Semester: II
Course Title: Indian Textile Art & Crafts		Course Code: 22DFDE102
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>Unit I</p> <p>Chapter 1 Handloom and Handicrafts– Introduction, History of handicrafts in India, types of textile art and craft in India.</p> <p>Chapter 2 Introduction to the basic concept in art & crafts. Factors influencing Craft - Social, Economic, Psychological, Technological influence. Production & Market. Current Scenario of art & crafts in India - Current scenario of textile Art & craft in Domestic and International Market.</p> <p>Chapter 3 Textile Art & Craft of South India- Karnataka -Doll Making, Stone Carving, Ganjifa Art, Hase Chittara, Mysore Paintings, Ivory Carving, Wood Carving, Sandalwood Craft, Kasuti, Ilakal Saree & Mysore Silk. Kerala - Ayurvedic textiles, Mural Paintings, Carvings in Metal and Wood, Metal Jewellery, Banana Fibre products, Coir Products and Lacquerware. Tamil Nadu- Kanjeevaram Saris, Tanjore Paintings, Kolu Dolls, Grass Mats, Muthangi, Metalware, Toda Embroidery and Stone Carving. Telangana - Dhokra Craft, Bidiri Craft, Nirmal Artworks, Cherial Paintings, Banjara Needlecraft, Brassware Andhra Pradesh- Kondapalli Toys Made Of Softwood, Golden-Hued Nirmal Paintings, Kalamkari Paintings, Leather puppets, Mangalgi, Pochampalli Sarees.</p>		
<p>Unit II</p> <p>Chapter 4 Textile Art & Crafts of Northern India- Kashmir- Kashida, Carpets Rugs, Pashmina Shawls, Papier Mache, Silverware, and Woodworks. Haryana -Pottery, Weaving - durries, and Grass craft. Himachal Pradesh - Chamba rumal, Shawls, Paintings, Leather Craft, Metal Work and Stone Craft.</p> <p>Chapter 5 Textile Art & Craft of Northern India-Punjab - Phulkari, Jootis, Durries and Mud Work. Chhattisgarh - Clay Art, Godna Art, Bamboo Craft, Kosa & Wrought Iron Craft.</p>		

Madhya Pradesh- Gond Painting, Pithora painting, Mandana painting, Nandna Print, Chanderi Sarees, Maheshwari Saris, Leather Craft.

Chapter 6

Art & Craft of West India-

Rajasthan- Phad Painting, Pichwais, Blue Pottery, Gota Pati & Applique Work, Usta Art, Printing – Bagru hand block printing, Sanganeri Block Printing

Gujrat- Khavda Pottery, Bandhej, Patola, Rogan art & Kutch embroidery.

Maharashtra- Warli Painting, Paithani Saris, Kolhapur Chappal, Banjara Embroidery, Seashell Craft, Dhurrie Weaving, Metal Embossing.

Goa- Seashell Crafts, crochet, Kaavi art & Hand Painted Tiles,

Unit III

Chapter 7

Art & Craft of North-East India-Arunachal Pradesh- Thangka Painting & Weaving Craft.

Assam- Mask, Bamboo Craft, Silk Textiles,

Manipur- Saphee Lanphee, Kauna products

Meghalaya- Textiles, Bamboo and Cane.

Mizoram- Traditional Weaving.

Sikkim – lepcha weaving

Nagaland- Textiles & woodcarving

Tripura- Risha handwoven cloth

Chapter 8

Art & Craft of East India- West Bengal- Kantha, Jamdhani, Baluchari, Tangail

Odisha- Pipli appliqué, Bandhas of odisha , Pattachitra,

Jharkhand- Jadupatua Painting, Sohrai Painting

Bihar - Bavanbutti weaving Nalanda, Kheta embroidery, Madhubani

References

1. Aditi Rajan & M.P.Rajan, 'Crafts of India- Handmade in India', Mapin Publication Pvt Ltd, 2014
2. Jaya Jaitly, 'Crafts Atlas of India,' Niyogi Books, 2012
3. Marthand Singh,' Handcrafted Indian Textiles,' Roli Books, 2005
4. Craft Traditions of India-Past, Present and Future, NCERT publication, 2011
5. K.Prakash,' Warli, Traditional Folk art from India, Shree Book Center, 2016
6. Chattopadhyya K.D, Indian Carpets and Floor Coverings, All India Handicrafts Board, New Delhi, 1977
7. K.Prakash,' Rajasthan Folk Art'" English edition publishers

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Program: B Sc Fashion & Apparel Design		Semester: II
Course Title: Digital & Social Media Branding		Course Code: 22 DFDO102
L-T-P: 1-0-1	Credits: 2	Contact Hrs: 3
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Introduction digital branding and its importance.	
2	Case study on fashion brands and designers branding assets	
3	Create digital branding content like about us, skills, academic designs etc	
4	Create branding assets like Logo, images, icons etc	
5	Create mood board and layouts for website, social media and marketing	
6	Create an account and subdomain with WordPress	
7	Explore and apply WordPress theme for fashion branding	
8	Create posts with fashion branding content	
9	Create About us and contact us page	
10	Create post and page content using text, images, link and gallery	
11	Create categories, tags and featured images	
12	Crate Menus and widgets	
13	Design branding assets like flyers, posters and banners	
14	Create social media professional accounts with proper has tags/usernames	
15	Create social media posts using website link, text and flyers	
16	Create landing page using Convertkit	
17	Publish and generate traffic to social media and website	

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III Semester

Program: B Sc Fashion & Apparel Design		Semester: III
Course Title: Textile Wet Processing		Course Code: 23DFDC201
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>UNIT I</p> <p>Chapter 1 Basic Terminologies in Dyeing Affinity / substantivity, Exhaustion, M:L ratio, Expression, Shade %. Dyeing assistants – Exhausting agents, dispersing agents, levelling agents, retarding agents. Classification of dyes. Mechanism of dyeing.</p> <p>Chapter 2 Dyeing of cellulosic fibres. Dyeing of cotton using direct, reactive, vat, Sulphur dyes and their properties.</p> <p>Chapter 3 Dyeing of animal fibres. Dyeing of wool and silk with acid, basic (cationic) dyes and their properties.</p>		
<p>UNIT II</p> <p>Chapter 4 Dyeing of synthetic fibres. Dyeing of polyester with disperse dyes by carrier and HTHP method and their properties. Dyeing of nylon and acrylic fabrics.</p> <p>Chapter 5 Dyeing machines Dyeing machines: Jigger, winch, jet dyeing machine, beam dyeing machine, J-box, padding mangles, hank and yarn package dyeing machine. Garment dyeing –rotary drum, tumbler.</p> <p>Chapter 6 Printing Ingredients in the printing paste & their functions, Making of screens for flat bed, rotary. Working of flatbed screen printing, rotary screen printing and chest printing machine.</p>		
<p>UNIT III</p> <p>Chapter 7 Printing Methods Printing of cotton fabric using reactive dye and pigments. Printing of wool with acid dyes. Styles of printing-direct, discharge and resist. Other types of printing – Block printing, transfer printing, tie and dye, foil and flock printing. printing faults- causes and remedies.</p> <p>Chapter 8 Finishing</p>		

Introduction to finishing- objectives- mechanical and chemical finishing. raising, calendaring, anti-shrink finish / zero-zero finish, water proof and repellent finish, Denim finishing- stone wash, bio-polishing.

References:

1. C.V Koushik and Antao Irwin, "Chemical Processing of Textiles – Preparatory process and dyeing" NCUTE 2003.
2. Marie Christine Noel and Michael Cailloux, "Printed Textile Design" Paperback publisher, 2015
3. K.L.Mittal and Thomas Bhaners,"Textile Finishing: Recent development and Future Trends" ISBN 9781119426769, 2017.
4. J.N. Chakraborty, "Fundamentals and Practices in Colouration of Textiles", Woodhead publications, 2014.
5. V.A. Shenai, "Principles & Practice of Dyeing", Sevak Publications, Bombay, 2000
6. Arthur D Broadbent, "Basic Principles of Textile Coloration", Society of Dyers and Colouris, 2001.
7. Bhagwat R.S "Handbook of Textile Processing Machinery", Colour Publication, Mumbai, 1999.
8. K.L.Mittal and Thomas Bhaners,"Textile Finishing: Recent development and Future Trends" ISBN 9781119426769, 2017.

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Semester III

Program: B Sc Fashion & Apparel Design		Semester: III
Course Title: Textile Wet Processing Lab		Course Code: 23DFDP201
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Dyeing of cotton using direct dyes	
2	Dyeing of cotton using reactive - cold brand dye.	
3	Dyeing of cotton using reactive – bi functional dye	
4	Dyeing of cotton using vat dyes.	
5	Dyeing of silk using acid dye.	
6	Dyeing of wool using basic dye.	
7	Dyeing of wool using acid dye.	
8	Dyeing of nylon fabric using acid dye.	
9	Dyeing of acrylic using basic dye.	
10	Print the cotton fabric using cold brand reactive dyes – by screen printing method.	
11	Print the cotton fabric using hot brand reactive dyes– by screen printing method.	
12	Print the fabric using pigments - by screen printing.	
13	Print the fabric by discharge style method	
14	Print the fabric by using blocks on fabric.	
15	Create design by Tie & dye method.	

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Program: B Sc Fashion & Apparel Design		Semester: III
Course Title: Fashion Art & Design		Course Code: 23DFDC202
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>UNIT I</p> <p>Chapter 1- Fundamentals of Design thinking Fundamentals of Design thinking. Stages of Thinking, Creative Thinking Methods - Innovation through Design Thinking - The Need for Creative and Design Thinking.</p> <p>Chapter 2- Research and Design Process Research and Design Process - Introduction, types and source of Research for design collection, Concepts & Ideation —Design Process, Understanding Design Briefs and types, idea generation through brainstorming & mind-mapping, research planning, Inspiration and Identification - Inspiration meaning, sources of inspiration, inspiration/ theme board development, concepts and process of fashion portfolio designing.</p> <p>Chapter 3 - Apparel Design Apparel Design- Designing of garments based on figure types, creating visual illusions in dress through elements and principles of design.</p>		
<p>UNIT II</p> <p>Chapter 4 - Fashion Forecasting FASHION FORECASTING- Introduction and types of forecasting (time Based) short-term, long-term forecasting, process of Fashion Forecasting, forecasting methods, Fashion forecasting services and resources, colour forecasting, Introduction, its importance, impact on fashion.</p> <p>Chapter 5 - Trend Analysis Trend Analysis- Trend forecasting- Introduction, Objectives. Importance of forecasting, Elements of forecasting, Principles of forecasting, Theories of forecasting, Steps in forecasting, Major areas of forecasting, Advantages, and limitations in forecasting. The process & methods of fashion trend analysis & forecasting.</p> <p>Chapter 6 - Flat Sketches & Specs Flat Sketches & Specs –Introduction, its importance and application, drawing flats, styling the flats, sketching flats freehand, proportions for flats for women, men and children, sketching technique for flats, structure for flats, flats for manufacture. Spec types-manual, computerized, detailed</p>		

content- season, description, client, fabrication, trims and accessories, brand label, care label, style, size and other details.

UNIT III

Chapter 7 - Design Layout

Design Layout- Design direction, attitude in a pose, Design Emphasis, Stylization for Designers, Design objectives, Design Journal pages, Design journal, Thumbnail sketches, maximizing design impact, composition direction, grouping figures, layout or line-up.

Chapter 8- Sustainable Fashion

Sustainable Fashion- Meaning and significance; Environmental concerns related to fashion, linear fashion and circular fashion. 4R's in Sustainability- Repair, Recycle, Reuse, and Reduce. Moving towards sustainable fashion- ECO Fashion, Slow Fashion, Environmental impact of fast fashion. Life cycle thinking & Sustainable design strategies.

References

1. Bina Abling, "Fashion Sketchbook", Fair child Books, Canada, 7th Edition, 2019.
2. Brockman HL, "Theory of Fashion Design" John Wiley and Sons. Inc., New York, 1990.
3. Jaeil Lee, Comitte Steen, "Technical Source Book for Designers", Bloomsbury Academic USA, 2nd edition, 2015.
4. Stecker P, "The Fashion Design Manual", Macmillan, Australia, 1997.
5. Tisianna Paci, "Figure Drawing for Fashion Design", Pepin Press Publication, 2002.
6. Karl Aspelund. (2010). *The Design Process*. Fairchild Publications.
7. Bryan Lawson. (2005). *How Designers Think: The design process demystified*. Biddles Ltd.
8. Nigel Cross. (2011). *Design Thinking*. Breg Publishers.

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Program: B Sc Fashion & Apparel Design		Semester: III
Course Title: Fashion Art & Design Lab		Course Code: 23DFDP202
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	High end rendering techniques- Sketching ruffles, cascades, cowls, smocking, shirring, gathers, gores & pin tucks.	
2	High end rendering techniques- luxe fabric rendering, black fabric rendering, design & render gown & bridal wear.	
3	Creating illusion in garments - Line, shapes, form & space. (2 each)	
4	Creating illusion in garments - texture, colours, and silhouette. (2 each)	
5	Designing of various garments from the following categories - Children wear: evening wear, summer wear, winter wear and party wear (2each).	
6	Designing of various garments from the following categories - women's wear: evening wear, summer wear, winter wear and party wear (2each).	
7	Designing of various garments from the following categories - men's wear: evening wear, summer wear, winter wear and party wear (2each).	
8	Fashion sketching of advanced illustration techniques and 3 dimensional views (only hand) - Foreshortening of figures	
9	Design layout- Direction, attitude in a pose, emphasis & stylization	
10	Fashion sketching of advanced illustration techniques and 3 dimensional views (only hand) - grouping of figures	
11.	Research design- design journal pages, Preparation of portfolio based on inspiration, mood, colour, client, texture and fabric swatch boards based on current trend.	
12	Design development - thematic figure composition.	

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Program: B Sc Fashion & Apparel Design		Semester: III
Course Title: Garment Manufacturing Technology		Course Code: 23DFDC203
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>UNIT I</p> <p>Chapter 1- An overview of Indian Apparel Industry: Organizational structure and sectors of the garment industry, apparel product types, developments in recent years, opportunities and challenges in Indian apparel sector, Global scenario and future trends in apparel manufacturing.</p> <p>Chapter 2- Sourcing- Fabric and accessory sourcing and its types, Seams and stitches: types and end use, Preproduction activity: Pre-production & TNA meetings, sampling - developing samples, sample types, sample approvals, lab dip, yarn dip, bit loom, strike offs, pre-costing and order follow-up</p> <p>Chapter 3- Sampling department- importance of sampling department, objectives, types of sample-prototypes, fit sample, pp sample, size set, production sample, shipment sample. Introduction to Spec sheet and its importance, technical design reading, Tech pack analysis & objective, creating tech pack.</p>		
<p>UNIT II</p> <p>Chapter 4 - Garment Production sequence: Fabric selection, pattern making, marker planning-requirements, methods of marker planning, marker duplicating. Spreading: requirement of spreading, spreading styles, methods of spreading. Cutting- requirements of cutting, methods of cutting. Sorting, numbering and bundling. Cutting machines and its working principle, recent advancements in cutting, working environment and safety measures.</p> <p>Sewing: single needle lock stitch machine, parts and functions.</p> <p>Chapter 5 - Garment production system- batch production system, straight line production system, progressive bundle system, unit production system, modular manufacturing, piece work.</p> <p>Chapter 6- Garment pressing: Pressing types and pressing equipment. Packing Types of packing and different types of packing materials. Garment finishing. Pressing and packing process: Steam boilers, pressing tables, machinery and equipment, types of folds, folding equipment and accessories. Warehousing - assortment and storage methods, packing methods, and labelling considerations for shipment by air and sea, packing marks.</p>		

UNIT III

Chapter 7 - Trims- Labels, linings, interlinings, wadding, lace, braid, elastic, hook and loop fastening, shoulder pads, eyelets and. zip fasteners, buttons, tags. Fusing – Fusing process, advantages, and requirements and fusing equipment. Fusing machines, fusing materials, components of fusing, types of resin coating & its applications for various apparel products Fusing machines, fusing materials, components of fusing, types of resin coating & its applications for various apparel products.

Chapter 8- In process quality inspection, objectives, advantages, inspection methodology. Final inspection, random inspection, general inspection method for shirts, trouser and kid’s garments.

References

1. Rajkishore Nayak Rajiv Padhye, "Garment Manufacturing Technology" Ist Edition, woodhead publication, 2015.
2. Ganesan, P., Gopalakrishnan, D., Karthik, T, "Apparel manufacturing technology", CRC Publication, 2016.
3. Gerry Cooklin, Steven George Hayes, John McLoughlin, Dorothy Fairclough. "Cooklin's Garment Technology for Fashion Designers", John Wiley & Sons, 2011
4. Francis Cherunilam, "International Buisness Text and Cases", Prentice Hall India, 2009
5. Harold Carl Barbara Latham. "The Technology of Clothing Manufacture", Wiley,1994.
6. T.A.S Balagopal, " Export Management ", New age Publishers,2008.

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Program: B Sc Fashion & Apparel Design		Semester: III
Course Title: Garment Detailing-II Lab		Course Code: 23DFDP204
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1.	KID'S WEAR- Designing and construction of garments with style features using drafting, flat pattern technique Kid's wear- Girl's Frock. Specification sheet & cost sheet for the design developed.	
2.	Designing and construction of garments with style features using drafting, flat pattern technique Kid's wear- Boy's Dungarees. Specification sheet & cost sheet for the design developed.	
3.	Designing and construction of garments with style features using drafting, flat pattern technique Women's wear- Top and Bottom. Specification sheet & cost sheet for the design developed.	
4.	Designing and construction of garments with style features using drafting, flat pattern technique Men's wear- Casual Shirt and Trouser. Specification sheet & cost sheet for the design developed.	
5.	Designing and construction of garments with style features using drafting, flat pattern technique Sport wear Shirt and Shorts. Specification sheet & cost sheet for the design developed.	
6.	Identify different types of textile swatches collection for 40.	

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Program: B Sc Fashion & Apparel Design		Semester: III
Course Title: Digital Fashion-I		Course Code: 23DFDP205
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Introduction to Computer Aided Design-Fundamentals, general process of design, application of computers in design, benefits of CAD and CAD in today's fashion industry.	
2	Introduction to Fashion Design Software's- tools in detail, enhancing images, Masking, transforms, working with layers. Merging & blending layers, text effects. Creating an advertising brochure, Brand Label, care label designing, logo designing, development of Visiting card, letterhead.	
3	Creating various boards- Mood, Inspiration, client boards using Photoshop based on chosen theme. Creating various boards- colour and Texture boards using Photoshop based on chosen theme.	
4	Designing using software's- Introduction, Learning basic tools. Using Basic Shapes, Transformations, Duplicate, Cloning. Applying fill, outlines, special effects, shaping objects, creating custom Shapes using basic shapes and other drawing tool, working with the text, Effects, shaping object with envelope tool, Power Clip objects, splitting and erasing portion of objects. Creating fashion accessories like necklace, bracelet, anklets, ear ring, and head gear etc.	
5	Motifs development – Natural, Stylised, Geometric & Abstract Motifs development -Layouts– ½ drop, ¼ drop, ¾ drop & Brick repeat Symmetrical and Asymmetrical designs	
6	Design & develop flat sketches for the following: Children – Girls (A-line & yoke frock). (any 1) Design & develop of flat sketches for the following: Boys (shirt & shorts). (any 1)	
7	Design & develop of flat sketches along with stitch specification for the following: Adults – Women 's (Top, Skirt, gown). (any 2) Design & develop of flat sketches along with stitch specification for the following: Adults –Men 's (Shirt, Kurta, Trouser). (any 2)	

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Program: B Sc Fashion & Apparel Design		Semester: III
Course Title: Professional Communication-III		Course Code: 23DFDH201
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
Module No.1 Bridge Course Common Errors made by Non – Native Speakers of English, Vocabulary, Word Formation, Usage of Tenses, Positive, Negative and question (PNQ) Paradigm.		
Module No.2 Imitation Technique (To acquire English Language through imitation) Listen and imitate, Read and imitate, Stress Intonation and Pause Pattern (SIP), Structural Practice, Self-Introduction, Impromptu Speech.		
Module No.3 Speaking Skills Seminar (Individual Presentation), Mock GDs, Situational Role Plays, Activity on decision making, Activity on Self Realization and Self-Discovery.		
Module No. 4 Writing Skills Passive Writing, Letter Writing and Email Writing, LinkedIn Profile (Creating digital Foot print), Report Writing, Passage Writing, Introduction to Academic Writing (Research Paper Writing).		
Module No. 5 Listening Skills TEDx Talks, Podcasts, English Songs and Tongue Twisters, Great Speeches by Great Leaders.		
Module No. 6 Reading Skills Reading Plays, Book Review, Poetry Reading.		
References <ol style="list-style-type: none"> 1. Collins Cobuild Advanced Learner’s English Dictionary 2. Raymond Murphy - Intermediate English Grammar, Cambridge University Press 3. Martin Hewings- Advanced English Grammar, Cambridge University Press. 		

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Program: B Sc Fashion & Apparel Design		Semester: III
Course Title: Design Thinking & 3d Printing		Course Code: 23DFDO201
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Module 1: Introduction Introduction to Social Innovation with design process: - Significance, Goals, and Phases Introduction to 3D Printing in Fashion Technology: - Steps in 3D Printing process, Additive manufacturing, Type of Additive Manufacturing, FDM (Fused Deposition Modelling), SLS (Selective Laser Sintering), SLA (Stereolithography), Components of an FDM 3D Printer, support and raft of a 3D model, Materials used in 3D printing, why 3D Printing is Required in Fashion Design Technology, applications of 3D printer in Fashion Technology.	
2	Module 2: Problem Space Empathy: - What is Empathy, Need for Empathy, Ways to empathize, interaction protocol, Interview questionnaire for target groups, social problem articulation: - Stakeholders and their needs, Empathy Map, Problem statement Generate Solutions for social problem: -Significance of ideation; Tools to ideate: Brainstorming, Idea Filtering; Idea Evaluation.	
3	Module 3: Basics of CAD and ON SHAPE software. Introduction CAD: - Principle of Projection, Orthographic Projection, First angle projection Pictorial projection to orthographic projection. Introduction to ON SHAPE software: use of sketch, Extrusion, revolved protrusion, fillet, trim, sweep, loft, part drawing, assembly of parts	
4	Module 4: CAD model Slicing using Ultimaker software. Introduction to Ultimaker, modifying the dimensions of the model, rotation of the model, assigning material to the filament, layer height selection, wall thickness, fill density, speed of nozzle, temperature of nozzle and printing bed, support for the model, travel, build plate adhesion using skirt, brim, raft. 3D printing using Fused Deposition Modelling: Introduction to Fused Deposition Modelling, parts of FDM, working principle of extruder, stepper motor, preparation of acetone and ABS paste, lcd display to control nozzle temperature and bed temperature, control the axis movement, print from media, controlling the speed of nozzle, replacing the filament.	
5	Module 5: Solution Space Stakeholder feedback: -User-experience feedback, Identify limitations and scope for further improvement Report writing and Presentation: - Guidelines for research and citation, Assignment description, Bibliography, Conclusion, Presentation skills and tips	

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Semester: IV

Program: B Sc Fashion & Apparel Design		Semester: IV
Course Title: Apparel Quality & Testing		Course Code: 23DFDC206
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>UNIT I</p> <p>Chapter 1 Introduction to quality standards: Evolution of quality, quality planning, quality control, quality assurance, total quality management-contributions of Deming, Juran and Crosby, Quality Management System- Quality policy, Quality standards: importance, benefits, levels and sources of standards- ISO, AATCC, ASTM, BS, BIS, DIN.</p> <p>Chapter 2 Quality Specifications: Garment Specifications, Analysis of pre-sample specification of garment, understanding of quality assurance in terms of measurement, sewing operations and finishes.</p> <p>Chapter 3- Eco friendly textiles and garments: Global scenario, eco textiles, eco standards and certifications - ISO 14001, Eco-mark, Oeko Tex 100, GOTS.</p>		
<p>UNIT II</p> <p>Chapter 4 - Determination of fabric tensile, tearing and bursting strength. Determination of stiffness, crease, drape of fabrics. Fabric hand feel and its importance. Measurement of fabric by KES and FAST system and its application in garment production.</p> <p>Chapter 5 – Colorfastness of a dyed material, Types of colorfastness, Factors affecting the colorfastness property of a dyed material, Methods and equipment’s used to determine colorfastness to washing, colorfastness to water, colorfastness to rubbing, colorfastness to perspiration and colorfastness to light.</p> <p>Chapter 6- Difference between quality assurance & quality control, different techniques of quality control in garment Industry.</p>		

UNIT III

Chapter 7 - Quality Assurance in Supply Chain Management

Quality assurance practices in the garment supply chain. Vendor evaluation and selection criteria, ethical considerations in supply chain management.

Chapter 8- sustainability in supply chain & value chain in garment Industry.

Facilities in environment management, BRSR certification process.

References

1. Amutha K, "A Practical Guide to Textile Testing", Woodhead publishing India Pvt. Ltd., 2016.
2. David H, "ISO 9000 Quality System Handbook", Butterworth publishing, New Delhi, 2006.
3. Juran J M and Gryna, F M, "Quality Planning and Analysis - From Product Development through Use", Tata McGraw Hill Publishing Limited, New Delhi, 2001.
4. Pradeep V Mehta, "Managing Quality in Apparel Industry", NIFT publication.
5. Purushothama B, "Effective Implementation of Quality Management Systems", Woodhead Publishing India Pvt. Ltd., 2010.
6. Purushothama B, "Implementing ISO 9001:2015", Woodhead Publishing India Pvt. Ltd., 2015.
7. Saville, B.P. "Physical testing of textiles", Woodhead Publishing Ltd and CRC Press LLC, 1999.
8. Subrata Das, "Quality Characterization of Apparel", Woodhead Publishing India Pvt. Ltd., 2nd edition, 2019.
9. Subrata Das, "Product Safety and Restricted Substances in Apparel", Woodhead publishing India Pvt. Ltd., 2nd edition, 2016

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Program: B Sc Fashion & Apparel Design		Semester: IV
Course Title: Apparel Quality & Testing Lab		Course Code: 23DFDP206
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1.1	Determination of fabric Stiffness	
1.2	Determination of fabric crease recovery	
2.1	Determination of color fastness to rubbing by crock meter	
2.2	Determination of pilling resistance of fabric	
2.3	Determination of fabric tearing strength.	
3.1	Determination fabric tensile strength by tensile strength tester.	
3.2	Determination fabric seam slippage.	
4.1	Determination of color fastness to washing method.	
4.2	Drapability Test	
5.1	Understanding different light setup and mechanism of Colour cabinet	
5.2	Grey Scale Reading	

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Program: B Sc Fashion & Apparel Design		Semester: IV
Course Title: Historical Costumes		Course Code: 23DFDC207
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
UNIT I		
Chapter 1		
Introduction to world textiles and costumes- History, Functions of clothing, Textile Motifs -Types of motifs from India, China, Japan, Persia		
Chapter 2		
Ancient Textiles & costumes- Egypt, Mesopotamian, Greek, Roman & Japanese.		
Chapter 3		
Textiles & costumes -		
<ul style="list-style-type: none">• French Costumes during renaissance 1400-1600• English costumes - English Costume during Middle Ages, Victorian & Edwardian era• American costumes: American costumes from 18th to 20th centuries.		
UNIT II		
Chapter 4		
Ancient Indian textiles & costumes- Indus Valley & Vedic		
Chapter 5		
Ancient Indian textiles & costumes- Mauryan, Kushans, Satavahanas, & Gupta		
Chapter 6		
Textiles & costumes-		
<ul style="list-style-type: none">• Mughal• Colonial and Post-Colonial Clothing		

UNIT III

Chapter 7 - Regional Costumes of India- North & Eastern states of India

Traditional costumes of North India - Jammu & Kashmir, Punjab, Himachal Pradesh, Haryana, Uttaranchal and Uttar Pradesh.

Traditional costumes of Eastern states of India – West Bengal, Bihar, Jharkhand, Arunachal Pradesh, Assam, Sikkim, Nagaland, Manipur, Mizoram, Meghalaya and Tirupura.

Chapter 8 - Regional Costumes of India- South & Western states of India

Traditional costumes of Southern states of India – Tamil Nadu, Kerala, Karnataka and Andhra Pradesh.

Traditional costumes of Western states of India – Rajasthan, Gujarat, Maharashtra, Madhya Pradesh and Goa.

References

1. Jamila BrijBhusan Master piece of Indian jewellery, Taraporevala- Bombay,1979.
2. Jamila BrijBhusan, The Costumes and textiles of India, Taraporevala- Bombay.1958
3. Konemann A history of Fashion in the 20th Century - 1974
4. Parul Bhatnagar, Traditional Indian costumes & textiles||, Abhishek Publication.2004
5. Phyllis Tortora, Keith Eubank Survey of historical costumes, A History of western dress||, , Fairchild Publication,2009
6. A History of Fashion – Gertrud Lehnert
7. Indian Costumes – Renee W. Chase
8. Costume, Textiles and jewellery of India – Vandana Bhandari
9. World Dress Fashion in Detail – RosemaryCrill, Jennifer Wearden and Verity Wilson

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Program: B Sc Fashion & Apparel Design		Semester: IV
Course Title: Historical Costumes Lab		Course Code: 23DFDP207
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Design development – Types of motifs from India, China, Japan, Persia and develop contemporary motifs	
2	Create contemporary motifs inspired from traditional motifs.	
3	Sketching of costumes (men & women) of Egypt & develop contemporary design	
4	Sketching of costumes (men & women) of Greek & develop contemporary design	
5	Sketching of costumes (men & women) of Roman & develop contemporary design	
6	Sketching of costumes (men & women) of Japanese & develop contemporary design	
7	Sketching of costumes – Indus valley & develop contemporary design	
8	Sketching of costumes (men & women)– Vedic & develop contemporary design	
9	Sketching of costumes (men & women)–Mauryan & develop contemporary design	
10	Sketching of costumes (men & women) –Kushan & develop contemporary design	
11	Sketching of costumes (men & women) – Gupta & develop contemporary design	
12	Sketching of costumes –Mughal (men & women) & develop contemporary design	
13	Sketching of costumes - North India (men & women)	
14	Sketching of costumes – South India (men & women)	
15	Sketching of costumes – East India (men & women)	
16	Sketching of costumes - Western India (men & women)	
17	Preparation of concept, Research and Mood board for contemporary design based on one world costume	
18	Preparation of concept, Research and Mood board for contemporary design based on one Indian costume.	

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Program: B Sc Fashion & Apparel Design		Semester: IV
Course Title: Entrepreneurship Development		Course Code: 23DFDC208
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>UNIT I</p> <p>Chapter 1 Entrepreneurship Introduction</p> <p>Introduction of entrepreneurship-definition, characteristics and functions; types of entrepreneurs; role of entrepreneurship in economic development, myths of entrepreneurship, entrepreneur vs. manager, Entrepreneur vs Intrapreneur. Entrepreneurial Journey.</p> <p>Chapter 2 Entrepreneurship & Opportunity Identification</p> <p>Factors affecting entrepreneurial growth– concept, functions & problems. Business opportunity identification; idea generation-sources of new ideas, product identification, feasibility analysis, steps in setting up of small business enterprise.</p> <p>Chapter 3 Formulation of Business Plan</p> <p>Preparing a business plan; meaning, concepts and significance of a business plan, formulating a business plan, network analysis, common errors in business plan. Business Model Generation Canvas to support Business Plan completion.</p>		
<p>UNIT II</p> <p>Chapter 4 Taxation, Inventory and Working capital</p> <p>Financing: Financial planning, sources of finance, capital structure, management of working capital, inventory management, fundamentals of taxation.</p> <p>Chapter 5 Lease finance</p> <p>Lease finance: meaning, types, merits and demerits, difference between hire purchase and leasing.</p> <p>Chapter 6 Small scale Industry & Ownership</p> <p>Micro, Small & Medium Enterprises (MSME): Definition as per the Ministry of MSME, importance of small-scale industry, government concessions and encouragement to MSME, procedure for registering MSME under UDYAM portal, Types of ownership – sole proprietorship, partnership and co-operative, limited liability Companies– merits and demerits.</p>		

UNIT III

Chapter 7 Strategies for Growth

Incubation & start India -Introduction to Startup Ecosystem in India, Access to Funding, Market Expansion Strategies, Innovation and Technology Adoption, Regulatory Support and Policy Advocacy Networking and Ecosystem Building.

Chapter 8 Financial support & Social responsibilities

Government agencies and financial institutions – NSIC, SIDO, SSIB, SSID and Industrial estates. Environmental considerations and social responsibilities of entrepreneur.
Mini project: Develop a model for entrepreneurship plan.

References

1. Fashion Entrepreneurship- Retail Business Planning 3rd Edition by Michele M. Granger, Tina M. Sterling & Ann Cantrell
2. Entrepreneurship Development 4rd Edition by Dr S S Khanka
3. "The Fashion Business Plan: How to Start a Fashion Label, Get It Sustainably Off the Ground, and Define Your Brand Today" by Bako Rambini
4. "Fashion Entrepreneurship: Retail Business Planning" by Michele M. Granger and Tina M. Sterling
5. "The Fashion Entrepreneur – Starting Your Own Fashion Business" by Sandra Burke
6. "Start Your Own Fashion Accessories Business: Your Step-By-Step Guide to Success" by Entrepreneur Press and Eileen Figure Sandlin
7. "Fashion Entrepreneurship: Emerging Retail Markets" by Penn State University Department of Apparel, Events, and Hospitality Management
8. "Fashion Entrepreneurship: A Complete Guide to Understanding, Developing and Sustaining a Fashion Business" by Michele M. Granger and Tina M. Sterling

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Program: B Sc Fashion & Apparel Design		Semester: IV
Course Title: Digital Fashion Illustration		Course Code: 23DFDP209
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Introduction to CAD fundamentals Application of Computer software in design Advantages of CAD in Fashion Design Current Trends in Fashion CAD	
2	Study of Design Software Different Software used in Fashion and apparel Design with specifications Various software with designing features and application. Criteria to select a software.	
3	Introduction to fashion designing tools Designing software tools in detail (Basic and advance, workspace and layouts) Image editing, Enhancing, Masking, Transformation, Merging and Blending, Working with layers. Design a Fashion Editorial using Designing and editing tools	
4	Fashion Projects and Boards Painting and Rendering using Software Creating & Manipulating Fashion model Drawing. Creation of Boards- Mood board, Color board, Texture board Client Board, client board for a chosen theme.	
5	Motif Development Mind mapping & Motif development Use the motif for pattern creation – Pattern layout - ½ drop, ¼ drop, ¾ drop & Brick repeat, Mirror, Toss repeat. (any 3) Create all over, Seam less pattern Design and develop of Saree with Borders, Pallu and Allover.	
6	Designing Apparels Design women 's casual, party, night, sports, office/formal wears using software. (Any 3) Design men 's casual, party, night, sports, office/formal wears using software. (Any 3) Design children casual, party & night wears using software. (Any 2)	



7	<p>Flat sketches, Spec sheets and Cost sheets</p> <p>Design & develop flat sketches along with stitch specification for the following:</p> <ul style="list-style-type: none">- Children – Girls (A-line & yoke frock). Boys (shirt & shorts).-Adults – Women 's (Top, Skirt, gown) Men 's (Shirt, Kurtha, Trouser) <p>For the same create spec sheets, cost sheets for each garment using software's.</p>
8	<p>Introduction to PDS</p> <p>Introduction, pattern for digitizing, Pattern Design – Introduction to PDS (pattern design screen), File menu, Opening and saving, Managing Pieces on the screen, measure, Edit and View functions. Point & Notch Functions, line functions, Piece functions.</p> <p>Prepare basic Pattern set, grade the patterns to smaller, larger size, Grading and create Marker plan –</p> <ul style="list-style-type: none">A-Line FrockSkirtShirtDress/ TopShorts/Trousers and Kurtha.

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Program: B Sc Fashion & Apparel Design		Semester: IV
Course Title: Fashion Draping LAB		Course Code: 23DFDP210
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 4 hrs	
1	Draping Introduction to draping. Terminologies used in Draping Tools and Equipment used in Draping Principles & techniques of draping.	
2	Draping Basic Blocks Dress form and fabric selection Draping Steps of basic patterns – Basic Bodice (Front and Back) Basic Skirt (Front and Back) Basic Sleeves	
3	Developing Design Variations Bodice variations- Dart Manipulation and variations- French Dart Neck line Darts Armhole Dart Center Front Dart Shoulder Dart Insertion of Gathers, Tucks and Pleats Draping to Style Lines – Panel line, Princess line (Armhole, Shoulder) Draping Cowl –creating a cowl Dress using any of Cowl draping techniques	
4	Draping Yokes -Midriff yoke -Straight Yoke -Hip Yoke Fabric preparation, Draping method, Marking and Truing. Drape a Yoke dress for women (Skirt or Top)	
5	Draping Sleeves Sleeves – -Gathered Sleeves -Leg-O-Mutton - Bishop Sleeve Fabric preparation, Draping method, Marking and Truing. Drape a Innovative sleeves suitable for women’s Top	

6	<p>Developing Garments Straight Shift Sheath Dress Princess Dress</p>
7	<p>Creative Draping Origami Zero waste Drape a Garment using combining any of the creative draping methods</p>
8	<p>Garment Draping and Construction Skirt & Top using draping technique with combining any of the draping techniques with any two Style features. Evening gown using draping technique based on theme, with any two Style features.</p>

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Program: B Sc Fashion & Apparel Design		Semester: IV
Course Title: Functional English		Course Code: 23DFDH202
L-T-P: 2-0-0	Credits: 2	Contact Hrs: 2
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 30	Examination Duration: 3 hrs	
Chapter No. 1. Fashion Vocabulary and Descriptive Writing Basic Fashion Vocabulary, Descriptive Writing for Fashion, Fashion Product Descriptions, Fashion Picture Descriptions		
Chapter No. 2. Fashion Presentation and Speaking Skills Basic Verbal Communication in Fashion, Fashion Show and Tell, Fashion Role Play, Fashion Presentation Skills		
Chapter No. 3. Basic Fashion Communication Strategies Writing Simple Fashion Emails, Fashion Social Media Basics, Visual Communication in Fashion, Fashion Presentation Practice		
Chapter No. 4. Portfolio Development and Final Project Portfolio Development, Presentation Preparation, Portfolio Presentation		
Text Book:		
References:		
<ol style="list-style-type: none"> 1. Collins Cobuild Advanced Learner's English Dictionary 2. Raymond Murphy - Intermediate English Grammar, Cambridge University Press 3. Martin Hewings- Advanced English Grammar, Cambridge University Press. 		

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Program: B Sc Fashion & Apparel Design		Semester: IV
Course Title: Fashion Visualization: Multimedia Techniques		Course Code: 23DFDW201
L-T-P: 1-0-2	Credits: 3	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: VIVA	
1	Introduction to Fashion Film Making: Understanding the significance of fashion films in the fashion industry Assignment: Conduct a Case study on fashion film, formats and styles of fashion films, social media video content, documentary etc	
2	Pre-Production: Concept development and scriptwriting for fashion narratives Assignment: Create 1 minute video concept and script	
3	Creating storyboards and shot lists to plan video production. Introduction to filming equipment, including Cameras, Tripod, lighting, audio recording devices, settings and camera angles Assignment: Create storyboard and shoot list for 1 minute video	
4	Production: Video and Photo Capturing apps and settings. Operating filming equipment: DSLR camera, Mobile Camera, Light, External Mic and Professional settings Assignment: Install and explore various video and screen capturing apps. Assignment: Capture video shots using Proper light, external mic and professional settings	
5	Post-Production: Introduction post production process. Introduction Adobe Premiere software interface, panels, timeline and basic tools	
6	Video Editing in premiere: Types of cuts, Types of Rolls, Video Scale, Position, rotate, opacity and key frames. Assignment: Edit 3-minute video using adobe premiere with all types rolls and cuts	
7	Premiere transitions, effects, blending modes, and colour corrections. Colour Grading, Chroma key, Video Speed Control, Speed ramp and freeze frame Assignment: Produce a video using transitions, effects, colour grading	
8	Working with graphics, text and lower thirds. Working with audio, noise correction, track mixture, Sound levels and effects. Rendering video: Various file formats, sizes for different media Assignment: Render a final video using adobe premiere pro	
9	Working with OBS software: interface, scenes and other panels. Crating scenes and adding inputs, record screen with video and audio Assignment: Record a screen adding text, video, audio and windows	
10	Life Streaming in OBS Software Assignment: Record a live streaming video	

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Semester: V

Program: B Sc Fashion & Apparel Design		Semester: V
Course Title: AI in Fashion Design		Course Code: 24DFDC301
L-T-P : 3-0-1	Credits: 4	Contact Hrs: 5
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>UNIT I</p> <p>Chapter 1: Basics of Artificial Intelligence Introduction: Why does AI Matter? What is AI? Machine Learning What is Intelligence? The Turing Test How Machines Learn: What is Learning, Machine Perception, and language? Topics in Artificial Intelligence: Application Areas, Tools and Techniques</p> <p>Chapter 2: Natural Language Processing and Conversational Shopping. Natural Language Processing: ELIZA, Chatbots, Specialized Chatbots Conversation Commerce: Natural Language Queries, Shopping, Shopping and Messaging, Personalized Shopping Experiences, Bot-to-Bot Interaction, Context-Based Decision Making, Live Chat How Machines Read: Tokenization, Word Embeddings, part-of-Speech Tagging, Names Entity Recognition. Natural Language Understanding: Sentiment Analysis, Relation Extraction.</p> <p>Chapter 3: Computer Vision and Smart Mirrors Retail Meltdown Smart Mirrors: Data Collection, Social Sharing and Checkout, Implementation Computer Vision: Transformation, Filtering, Feature Extraction, Image Classification; Beyond Static and 2D Images .</p> <p>Chapter 4: Neural Networks and Image Search Fashion Industry Images: Image Search: Image Tagging, Reverse Image Search, Visual Search Neural Networks: Types of neural Networks: Feed-Forward Neural Networks, Recurrent Neural Networks, Convolutional Neural Networks, Training Neural Networks, Training Data, Standardized Datasets. Adversarial Examples: Adversarial Image Overlays, Adversarial Additions, Adversarial objects, Possible Implications.</p>		

UNIT II

Chapter 5: Virtual Style Assistants

Virtual Style Assistants: Personal Stylists, Virtual Assistants, Voice Interfaces, Features of The Virtual Style Assistants.

Existing Examples: Amazon's Echo Look, The Hardware.

Image Based Reviews: The Future of Image Based Reviews.

Artificial General Intelligence: Hybrid Intelligence, Pitfalls of Artificial General Intelligence, Dangers of AI.

Chapter 6: Data Science and Subscriptions Services

Subscription Models, Brand Subscriptions, Targeted Subscriptions, User-Selected Subscriptions, Consumable Subscriptions, Rental Subscriptions,

Digital Personalization: Recommendation Engines, Data Science

Chapter 7: Predictive Analytics and Size Recommendations

The Fit Problem; What are Predictive Analytics? Learning Fit, Other Applications for Predictive Analytics, Implementing Predictive Analytics System,

Data Visualization: Models, Enterprise Tools

Technology Blogs at Fashion Companies; Data Responsibility:

General Data Protection Regulation, Data And Third - Party Vendors, Legal

UNIT III

Chapter 8: Generative Models as Fashion Designers

AI Fashion Designer: Artificial Creativity, Mapping Garments onto Images of people, Turning Sketches into Color images

How Generative Models Work: Limitations, Why GANs?

Implementation Example: AL Fashion Blogger How It Works, Training GANs, Improving Results.

The Future of GANs.

Chapter 9: Data Mining and Trend Forecasting

Trend Forecasting; social media: Social media Mining

What is Data Mining? APIs: Web Scraping, Web Crawlers.

Ethical Considerations and Futures of AI in fashion.

References

1. Artificial Intelligence for Fashion: How AI is Revolutionizing the Fashion Industry, Apress

Practical's

List of Activities

#	Topics	Activity	Weightage	
Practices using CALA: Operating System for Fashion Design				
1	Textile Patterns	Creations of Textile designs using Patterned AI – Natural, Stylized, Geometric & abstract https://www.patterned.ai/dashboard?method=text https://www.patterned.ai/prompt-guide	20	JOURNAL SUBMISSION
2	Design - I	Creation of new design using CALA templates and material	20	
3	Design- II	Creation of new garment styles using Staiyl https://staiyl.com/home/projects/draft	20	
4	Fashion Accessories	Design fashion accessories in different colours & textures using CALA templates (5)	20	
Case Studies				
5	Natural fibre & Textile production	Research and Presentation on any one topic	20	Presentation and VIVA
6	Generative Design			
7	Trend Forecasting			
8	Fashion Retail			
		Total	100	

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Program: B Sc Fashion & Apparel Design		Semester: V
Course Title: Fashion Sustainability & Innovation		Course Code: 24DFDC302
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>Unit I</p> <p>Chapter 1- Introduction to Fashion Sustainability Understanding Sustainability: Definition and relevance in fashion. Fast Fashion vs. Slow Fashion, Environmental Impact of Fashion, Social Impact of Fashion, Economic Considerations, Supply Chain Transparency, Global Policies and Frameworks: SDGs, international agreements, regulations (e.g., EU Green Deal, circular economy policies).</p> <p>Chapter 2 Sustainable Design Principles Circular Fashion, Zero-Waste Design, Slow Fashion and Longevity, Sustainable Fabric Choices, Sustainable Dyeing and Finishing.</p> <p>Chapter 3 Transforming fashion System Adaptability, Optimized lifetime, Low- impact use, Service and sharing, Local, Biomimicry, Speed, Needs & Engaged</p>		
<p>Unit II</p> <p>Chapter 4 - Innovation in Materials and Technology Material Innovation, Digital Fashion, 3D Printing and Customization, Blockchain for Transparency, AI and Data in Sustainability.</p> <p>Chapter 5 - Sustainable Business Models Circular Business Models, Fashion as a Service (FaaS), Sustainable Retail Practices, Eco-Branding and Marketing, Challenges and Opportunities</p> <p>Chapter 6 – Social Innovation and Ethical Practices Ethical Fashion Movements, Consumer Awareness and Behavior, Diversity and Inclusion in Fashion, Empowering Communities, Certifications and Standards</p>		

Unit III

Chapter 7 - Fashion and the Circular Economy

Circular Fashion Systems, Waste Management, Clothing Rental and Resale and Extended Producer Responsibility (EPR).

Case Studies: Brands successfully implementing circular fashion (e.g., Eileen Fisher, H&M's Conscious Collection).

Chapter 8- The Future of Fashion Sustainability

Future Trends in Sustainable Fashion, Technological Advancements, Designing for the Future, Policy and Industry Collaboration, Future-Oriented Brands and Innovations

References

1. Fletcher, K. & Grose, L. (2011). Fashion & Sustainability: Design for Change, Laurence king publication Ltd.
2. Fletcher, K. & Grose, L. (2014). Sustainable Fashion and Textiles, Routledge Taylor & Francis Group
3. Marsha A Dickson, Suzanne Loker & Molly Eckman (2009). Social Responsibility in the Global Apparel Industry, Fairchild books.
4. L. Horne (2012), New product development in textiles: Innovation and Production, Wood head Publication
5. Safia Minney (2011). Naked Fashion: The New Sustainable Fashion Revolution, Published by New International.
6. Thames & Hudson (2012). The Sustainable Fashion handbook, Sandy black publication.
7. Walker, S. & Giard,J. (2013).The handbook of Design for Sustainability, Bloomsbury publication

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Program: B Sc Fashion & Apparel Design		Semester: V
Course Title: Fashion Marketing & Merchandising		Course Code: 24DFDC303
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>UNIT I</p> <p>Chapter 1- Fashion Marketing Introduction to Fashion Marketing - Fashion and Fashion Marketing – Marketing- Fashion Marketing- Fashion Marketing in Practice, - Fashion Marketing Concepts - Marketing Research and Types of Research. Market mix 4P’s & 4C’s.</p> <p>Chapter 2 Consumer behavior & Market Segmentation Consumer behavior – Definition, Importance, Advantages, Problems, Levels- Major Factor Influencing Consumer behavior – Consumer Decision Making. Market Segmentation – Advantages, Problems, Levels - Types of Market Segmentation – Fashion Market segmentation - Types of Market Segmentation – Target Marketing - Product Positioning.</p> <p>Chapter 3 Fashion Marketing Planning & Product Development Marketing management – Objectives, Importance & Process. Fashion marketing planning – introduction – planning process and objectives, Fashion Marketing Strategies, Fashion Product and Development – product mix and Range planning. Pricing planning and strategies – Functions, Factors influencing pricing, Methods of setting price for new product.</p>		
<p>UNIT II</p> <p>Chapter 4 - Merchandising Introduction to Merchandising -Understanding fashion merchandising - Scope of merchandising, Fashion merchandising terminology, Role of merchandiser. Types of merchandising – Export house- Manufacturer-Buying house, Buying agency-Selection of buyers and buying agency.</p> <p>Chapter 5 - Merchandise Planning Merchandise Planning – Merchandise Planning: Definition, types, Process of Merchandising, Analysis and Comparisons of Past sales to forecast demand, Assortment Planning; Challenges and Importance of Merchandise Planning.</p> <p>Chapter 6 – Marketing Channels and Product Analysis</p>		

Marketing Channels and Product Analysis: Marketing Budget, Idea Generation, Quick Reaction, Just-In-Time, Merchandiser Calendar, Trend Analysis, Forecast Analysis, Ideas for Product Line, Point of Purchase (POP) and Point of Sale (POS), Planning, Directing, Lead Time Coordinating, and Regulating.

UNIT III

Chapter 7 - Retail Marketing

Retail Marketing - Definition, Importance, types, retail organization structure, store – buying, selling, retailing formats, and responsibilities. Fashion Stores: Factory Outlets, Wholesale, and Franchisee, Retail, and Departmental Store, shopping mall and, E-commerce. Fashion Store Chains. Retail Branding and Positioning: Definition, Importance of branding, Functions, Building and managing retail brand identity, Positioning strategies and differentiation in retail.

Chapter 8- Fashion Promotions

Fashion Promotions: Marketing Channels, Planning and Direction, Retail Advertising, Publicity, Special Events, Visual Merchandise, Personal Selling, Promotion Ethics, and Relationship Marketing. Digital Marketing in Retail - Digital marketing strategies for retail businesses, Ecommerce platforms and online retailing, social media Platform – Email, Content, and Native Advertising and Internet marketing – Search Engine Optimization (SEO) Search Engine Marketing (SEM).

References

1. Marketing The Basics by Karl Moore and Niketh Pareek, Routledge Publications, 2010
2. Merchandising Theory, Principles and Practices by Grace I Kunz Fairchild Publications, 2009
3. Fashion from Concept to Consumer by Gini Stephens Frings, Pearson Prentice Hall, 2007
4. Inside the fashion Business by Jeannette A. Jarrow, Prentice Hall, 2002.
5. Gibson G Vedamani, "Retail Management: Function, Principles and Practices", J. Co. Publications, 4th Edition, 2012, ISBN-13: 978-817-9921-517.
6. Leslie Davis Burns, Kathy K Mullet, "The Business of Fashion", Fairchild Books, 1997.
7. Mike Easey, "Fashion Marketing", Blackwell Publications, 3rd edition, 2009.
8. Nancy J Rabolt, Judy K Miler, "Concepts and Cases in Retail and Merchandise Management", Fairchild Books, 1997, ISBN-13: 978-1563670862.
9. Patricia Mink Rath, Richard Petrizzi, Penny Gill, "Marketing Fashion – A Global Perspective", Bloomsbury Publishing India Private Limited, 2012.
10. Sidney Packard, Arthur A Winters, "Fashion Buying & Merchandising", Fairchild Books, 1983.

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Program: B Sc Fashion & Apparel Design		Semester: V
Course Title: Advanced Fashion Draping Lab		Course Code: 24DFDP301
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Advance Draping- -Introduction to the concept of advance draping, Historical Influence and Importance. -Terminologies and Principles	
2	Essentials for draping - Basic tools- Dress form, Fabric, Pins, Draping tape, cord, Dot and cross paper, Tracing wheel, Marking & Cutting Tools. - Dress forms – Components, Types, POM, Selection & Preparation of Dress form Muslin – Types, Study of Grains, types of muslin, preparation of muslin. - Draping Steps.	
3	Draping by Ruching, Fluting and Pleating - Muslin/ Fabric preparation, Draping method, Marking and Truing. -Design a garment using Ruching, fluting and Pleating Draping method (any1) -Develop a garment using Ruching, fluting and Pleating Draping method (any1)	
4	Draping by Cascade and Ruffling method- - Muslin/ Fabric preparation, Draping method, Marking and Truing. - Design a garment using Cascade/Ruffling Draping method (any1) - Develop a garment using Cascade/Ruffling Draping method (any1)	
5	Cowl Draping – Sleeves, Bodice, Skirt - Muslin/ Fabric preparation, Draping method, Marking and Truing. - Design a garment using Cowl Draping method (any1) - Develop a garment using Cowl Draping method (any1)	
6	Draping and construction - Designing Bustier and swim suit - Draping the Designed garments - Preparing a Slopers for standard size.	
7	Creative Draping- - Subtract cutting, TR Cutting, Zero-Waste, - Introducing Twist and Knots in draping. - Design and Develop a complete garment by combining any of the above techniques.	

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Program: B Sc Fashion & Apparel Design		Semester: V
Course Title: Fashion Accessories		Course Code: 24DFDP302
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Fashion accessories- Introduction, definition. History, Classification.	
2	Sketching and rendering of headgear & hand wear, foot wear, hand bags, belts & gloves (three each). Construction of any one accessory from each category.	
3	Introduction to Traditional Indian jewellery.	
4	Sketching of Indian traditional jewellery- Kundan Jewellery, Temple Jewellery, Mughal Jewellery & Thewa Jewellery.	
5	Development of one full set of Jewelleries based on theme.	
6	Sketching of accessories on women croqui (2 each)	
7	Sketching of accessories on men's croqui (2 each)	
8	Designing and development of any 3 Fashion accessory from the following using recycled materials - Head gears, Foot wear, Bows, neckties, belts, Hand bags, Gloves, Scarves & Stoles.	
9	Costing for the developed products.	
10	Study & report of current fashion accessories trends	
11	Development of accessory folio.	

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Program: B Sc Fashion & Apparel Design		Semester: V
Course Title: Fashion Graphic Design		Course Code: 24DFDO301
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Introduction to Fashion Graphic Design, Fashion Branding, Brand Identity and Graphic Design Process. Assignment: Case study on Fashion Brand	
	Client Research in Graphic Design: Importance of Client Research in Graphic Design, Conducting Effective Client Research, Analysing Client Needs and Goals, Understanding Client Competitors in the Fashion Industry Assignment: Choose a fashion brand and conduct comprehensive client research. Create a presentation outlining their brand identity, target audience, competitors, and proposed graphic design strategies based on the research.	
	Style Scape Design: Concept of Style Scape Design. Adobe Photoshop Composition tools. Assignment: Create a 2 style guides for a new fashion brand. Use mood boards to compile visual elements, typography, Colors, and imagery that represent the brand's identity and values.	
2	Fundamentals of Logo Design, Exploring Symbolism and Iconography in Logos, Typography and Its Role in Branding	
	Assignment: Select a new/existing fashion brand and design its logo. Provide rationale for design choices based on brand identity, target audience, and current design trends.	
	Introduction to Logo variations for different print sizes and devices Assignment: Create Fashion Brand Logo variations for various devices	
	Colour Psychology in Fashion Graphic Design, Understanding Colour Theory in Fashion, Utilizing Colour for Brand Communication, Psychology and Emotions Associated with Colors, colour Harmonies and Palettes in Fashion Branding Assignment: Develop a color palette for a fashion brand considering its personality, target audience, and emotional associations. Present the palette and explain the reasoning behind each color choice.	
	Typography and Visual Communication, Importance of Typography in Fashion Design, Choosing Fonts that Reflect Brand Identity, Typography Hierarchy and Layout Design Typographic Elements in Brand Communication Assignment: Typographic Hierarchy Exercise. Design a promotional poster for a fashion brand using typographic hierarchy to emphasize key information. Focus on font choice, size, spacing, and layout to guide viewer attention.	
3	Graphic Design Key principles and elements. Introduction to Digital Branding Designs and mock-up designs Assignment: Design a social media flyer for various social media channels with mock-ups	
	Introduction to stationery designs Assignment: Design stationery designs for a fashion brand with mock-ups	
	Introduction to Print Designs Assignment: Design a standee, name boards and magazine cover page with mock-ups	
	Introduction to Graphic Design Portfolio design Assignment: Design Fashion Graphic Design Portfolio	

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Program: B Sc Fashion & Apparel Design		Semester: V
Course Title: Craft Documentation		Course Code: 24DFDW301
L-T-P: 0-0-3	Credits: 3	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Training	Examination Duration: VIVA	
1	Preliminary survey: the student must carry out literature survey to identify the broad area of interest through research.	
2	Literature review: the research papers should be studied to underlying ideas in the papers & identifying the current needs.	
3	The students should visit the chosen craft area and will study the textile craft and handicrafts of the area in detail: the technicalities as well as the present status of the craft.	
4	The students can define the problem statement, the objectives & scope of the project to cater the current needs & estimate the outcomes.	
5	Develop the designs inspired by the traditional craft	
6	Students should identify the materials required to accomplish the objectives. Study and design the methodology and estimate the volume of work involved.	
7	Develop the specification sheet and the products by understanding and incorporating the traditional art & craft	
8	Costing for the developed products.	
9	Finding & result analysis – the values obtained are tabulated. Establish the relation between the obtained results and set objectives along with the expected outcomes. The bar chart, pie chart or graph is used to analyse and interpret the meaning of the result	
10	Developing the written document -literature review, methodology adopted, tabulating and analysis of the results and concluding. Present in the form of written document and oral presentation.	

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Program: B Sc Fashion & Apparel Design		Semester: V
Course Title: Internship		Course Code: 24DFDI301
L-T-P: 0-0-3	Credits: 3	Contact Hrs: 2
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: Industrial Internship	Examination Duration: VIVA	
1	<p>CHAPTER 1 (INTRODUCTION OF COMPANY)</p> <ul style="list-style-type: none"> 1.1 Introduction 1.2 Objectives 1.3 Methodology <ul style="list-style-type: none"> 1.3.1 Primary Data 1.3.2 Secondary Data 1.4 Scopes of study 1.5 Limitations 	
2	<p>CHAPTER TWO (COMPANY PROFILE)</p> <p>Overview of the organization</p> <ul style="list-style-type: none"> 2.1. Brief History of Apparel Promoters 2.2 Organizational Hierarchy Chart 2.3 Number of Employees 2.4 Name of All Departments 2.5 Product, Buyer & Competitors 2.6 Products 2.7 The policy of the organization 	
3	<p>CHAPTER THREE (ACTIVITIES OF DIFFERENT DEPARTMENT)</p> <p>ACTIVITIES OF DIFFERENT DEPARTMENT</p> <ul style="list-style-type: none"> 3.1 Merchandising Department 3.2 Sample Department 3.3 IE Department 3.4 Human Resource Department 3.5 Maintenance Department 3.6 Store Department 3.7 Fabric Inspection Department 3.8 Cutting Department 3.9 Sewing Department 3.10 Finishing Department 3.11 CAD Department 3.12 ERP Department 3.13 Embroidery Department 3.14 Garments Dyeing (R &D) 3.15 R & D (Washing) Department 3.16 Quality Assurance Department 3.17 Planning Department 3.18 IT policy of Apparel Promoters Ltd 	



4	CHAPTER FOUR (FOCUSING DEPARTMENT) Best Practice in Merchandising 4.1 Merchandising Activities
5	CHAPTER FIVE - SWOT ANALYSIS
6	CHAPTER SIX - RECOMMENDATION
	CONCLUSION
Evaluation	
1	Knowledge about profile of company Administrative system of the organization Nature and scope of the work/s Duties assigned
2	Role and responsibilities of student Tasks performed /Analytical skills and Correlating field knowledge with theoretical. based on design and other departments in the garment Industry. Presentation and communication skill. Team work
3	Attendance and punctuality Application of knowledge to practical application and completion of tasks/assignments given Communication skills (Oral and written) Ability to learn and Initiation taken. - Quality of leadership.
4	Knowledge about the company profile and scope of works in the company. Tasks/ assignments performed during the internship. Correlating field knowledge with academic knowledge in par with standards. Presentation and communication skills. Reflection on lifelong learning from internship.

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Semester: VI

Program: B Sc Fashion & Apparel Design		Semester: VI
Course Title: Smart Fashion Textiles & Accessories		Course Code: 24DFDC304
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>Unit I</p> <p>Chapter-1 Introduction Introduction to Smart Functional textiles, advanced textile materials, Historical context and evolution of smart fashion</p> <p>Chapter-2 Functional Clothing Introduction, Definition, Classification: Protective Functional, Medical Functional, Sports Functional, Cross Functional clothing needs.</p> <p>Chapter-3 Nano Textiles Nano Science and Technology, Carbon Nanotubes, Nano Application in Textiles.</p>		
<p>Unit II</p> <p>Chapter-4 Interactive textile Design Introduction, Types, Interaction design in smart clothing, Specific requirements and applications of Sensors, Actuators, Data processing, Storage and Communication in Intelligent textile assembly.</p> <p>Chapter-5 Wearable Technology Interactive textiles-Light-Emitting Textiles, Physical Sensing-Sector, Application, Function, Products. Phase change materials, Stimuli sensitive materials, Shape memory materials.</p> <p>Chapter-6 Designing with Smart Textiles Principles of designing with smart textiles. Ideation & sketching for smart textiles Case studies of innovative smart textile designs in fashion</p>		



Unit III

Chapter-7 Sustainability and Future Trends

Introduction to eco-friendly textile materials, Green composites, Ethical and Social Impact.

Sustainable practices in smart fashion textiles.

Case studies of sustainable smart textile initiatives in fashion.

Chapter-8 Innovations

Emerging trends in Smart Textiles, Impact of Smart textiles, Uses and Application.

Case studies of innovative smart fashion projects and collaborations

Text Books

Reference Books:

1. "Smart Textiles for Designers: Inventing the Future of Fabrics" by Rebeccah Pailes-Friedman
2. "Wearable and Flexible Electronics for Smart Clothing: Fundamentals, Applications, and Challenges" by Xiaoming Tao, Chang Liu, and Teng Ma
3. "E-Textiles: Smart Fabrics and Wearable Technology" by Tilak Dias, Charlie Dunnett, and P. Mithulananthan
4. "Fashion and Textiles: Breakthroughs in Research and Practice" edited by Information Resources Management Association
5. "Smart Textiles: Wearable Nanotechnology" by Nazire Deniz Yılmaz and Mehmet Uzun
6. "Fashionable Technology: The Intersection of Design, Fashion, Science, and Technology" by Sabine Seymour

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Program: B Sc Fashion & Apparel Design		Semester: VI
Course Title: Boutique Management		Course Code: 24DFDC305
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>UNIT I</p> <p>Chapter 1</p> <p>Introduction to Boutique Management-Overview of retail industry-Terminologies, objectives, types & size of the boutique. Understanding the role of boutiques in the retail industry.</p> <p>Chapter 2</p> <p>Retail Strategy Development Identifying the target market and understanding their preferences. Analyzing competitors to find a unique selling point. Categorize-outline the boutique’s mission, vision and goals. Defining the niche, product range, pricing strategy. Location-Choose a strategic location with good foot traffic. Consider online presence through a website or social media.</p> <p>Chapter 3</p> <p>Fashion Trends and Product Knowledge Staying updated on Fashion trends, Understanding the products and brands offered in the boutique.</p>		
<p>UNIT II</p> <p>Chapter 4</p> <p>Boutique Operations Inventory management and control, Sales and customer service, Merchandising Strategies, promotion, staff management and training, Visual Merchandising and Store Layout, technology and operations efficiency.</p> <p>Chapter 5</p> <p>Financial Planning and Budgeting</p>		

Developing a budget, operating expenses, and capital investments, Sources of Financing, Pricing strategies and profit margins.

Chapter 6

Marketing and Promotions

Understanding Brand Identity, Market Analysis and Segmentation, Marketing Channels for Boutique Management, Promotional strategies to drive traffic and sales.

Digital marketing channels, Social media marketing strategies for boutique businesses, Measuring and evaluating digital marketing performance

UNIT III

Chapter 7

HR Management, Legal and Ethical Considerations

Staffing and Training, Motivation and Team Building, Understanding legal requirements for retail businesses, Ethical considerations in boutique management.

Chapter 8

Business Planning and Future Trends

Market Research, Defining the niche, creating business plan, secure funding, location selection, brand development, production planning, store layout planning, marketing and promotion, launch and operations, customer experience and feedback.

Identifying emerging trends in boutique retailing.

Reference Books:

1. Fashion From Concept to Consumer” by Gini Stephens Frings
2. "Fashion Entrepreneurship: Retail Business Planning" by Michele M. Granger
3. FabJob Guides: Become a Boutique Owner by Debra Mikaelson (2006)
4. The New Boutique: Fashion and Design Merrell by Neil R. Bingham, 2005
5. The Ultimate Boutique Handbook: How to Start, Operate and Succeed in a Brick and Mortar or Mobile Retail Business By Emily Benson
6. The Online Boutique CEO -How to Start an Online Clothing Boutique Line from Scratch by Denise Ulasi
7. Rajagopal, Entrepreneurship & Rural markets
8. Fashion Retailing-3rd Edition by Jay Diamond, Ellen Diamond & Sheri Diamond Litt

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Program: B Sc Fashion & Apparel Design		Semester: VI
Course Title: Leather Technology		Course Code: 24DFDC306
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>UNIT I</p> <p>Chapter-1 Introduction</p> <p>Introduction to Leather Industry: history, significance, and applications, Introduction to leather terminology and classification, Historical Overview of Leather production.</p> <p>Chapter-2 Leather Production</p> <p>Types of raw hides and skins used in leather production, Selection and sourcing of raw hides and skins, Anatomy structure of hides and skins, Cleaning, Soaking and Grading processes.</p> <p>Chapter-3 Tanning & Dying Process</p> <p>Vegetable tanning, Chrome tanning and other tanning process, Post-tanning processes- Pickling, Wetting back, and Neutralization, Fat liquoring and Dyeing , Finishing techniques.</p>		
<p>UNIT II</p> <p>Chapter-4 Vegan leather</p> <p>Introduction, Types of materials used in vegan leather production- Pinatex (Pineapple leather), Apple leather, Cactus leather, Cork leather, Mushroom leather.</p> <p>Chapter-5 Manufacturing techniques & applications</p> <p>Overview of manufacturing processes for vegan leather (coating, laminating, embossing, etc.), Products and applications of Vegan leather, Advantages and Disadvantages of plant leather.</p> <p>Chapter-6 Eco friendly and Ethical practices</p> <p>Environmental impacts of leather production, Sustainable practices and certifications in vegan leather manufacturing, Ethical considerations in sourcing materials and production processes, Regulatory frameworks and stands.</p>		



UNIT III

Chapter-7 Care and maintenance

Importance of proper care and maintenance in preserving leather, Washing instructions, Storage , Protection, Regular Inspection.

Chapter-8 Future trends in leather fashion

Market trends and consumer preferences, Innovation in leather Technology, Emerging applications of leather in various industries.

References

1. "Leather Technology Handbook" by J. Harry DuBois and Robert F. Weston
2. "Leather Chemistry and Technology" by R. E. Heinen and A. D. Roberts
3. "Handbook of Leather Manufacture" by H. R. Procter
4. "Leather Technicians Handbook" by David R. Johnson
5. "Leather Science and Technology" by V. S. S. Raghavan
6. "Leather Processing, Tanning Technology, and Applications" edited by Walid Elshahed
7. "Handbook of Leather Manufacture" by Dr. H. R. Procter
8. "Leather Science and Technology" by Dr. T. D. Sengupta

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Program: B Sc Fashion & Apparel Design		Semester: VI
Course Title: Export Documentation		Course Code: 24DFDC307
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>UNIT I</p> <p>Chapter 1: Introduction</p> <p>Domestic and International Trade, International trade - basics, need and role, terminologies related to export (L/C, FOB, EXW, EPC, BOL, FTA, BOM), WTO, regional trade blocks, Tariff and Non-Tariff barriers.</p> <p>Chapter 2: Export documents related to garments(goods)</p> <p>Commercial documents, regulatory documents, documents related to goods – proforma invoice, commercial invoice, customs invoice, packing note, packing list, certificate of origin. Logistics and its modes.</p> <p>Chapter 3: Export documents related to shipments & payments</p> <p>Shipping bill, mate’s receipt, cart ticket, certificate of measurement, bill of lading, airway bill, bill of entry,</p> <p>Documents related to payments – letter of credit, bills of exchange, trust receipt, bank certificate of payment. Certificate of inspection. Documents related to excisable goods. International distribution.</p>		
<p>UNIT II</p> <p>Chapter 4: Export Payments</p> <p>Types of payments- cash in advance, open account, Payment collection of bills – documents against payment, documents on acceptance, letter of credit. Export pricing – objectives, factors affecting price, pricing methods.</p> <p>Chapter 5: Incoterms</p> <p>Free on board, cost and freight, Cost-Insurance and Freight, Ex works, free carrier, carriage paid to, carriage and Insurance Paid to, delivery at place, delivery at terminal, Delivery duty paid.</p> <p>Chapter 6: Export Credit</p> <p>Export credit - L/C, export packing credit, post shipment credit & types, Buyers credit, Line of credit, short term, medium term, long term finance.</p>		

UNIT III

Chapter 7 EXIM Bank & Order processing

EXIM bank – objectives and functions; ECGC – objectives and functions; Forfaiting – functions and benefits. Processing of an export order.

Chapter 8: Export promotion

Export Oriented Unit (EOU), free trade zones, Special Economic Zone (SEZ), towns of export excellence, deemed exports, marketing assistance-access initiative, market development assistance, trade fair & exhibition, trading house, export houses, Export incentives – Exemption & Drawback.

References

1. Rama Gopal C, “Export Import Procedures Documentation and Logistics”, New age International Pvt. Ltd, 2016, ISBN-13: 978-81-224-2326-6.
2. Senthil Velmurugan J and S Mahalakshmi, “Export and Import Documentation and Procedures”, MJP publishers, 2021, ISBN-13: 978-8180-941832.
3. Francis Cherunilam, “International Trade and Export Management”, HPH, 2009.
4. T.A.S Balagopal, “ Export Management “, New age Publishers,2008.
5. Madhurima Lall, Sultan Ahmad “Export-Import Procedure and Documentation” published by Sultan Chand & Sons, First Edition 2021.

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Program: B Sc Fashion & Apparel Design		Semester: VI
Course Title: Costume Designing		Course Code: 24DFDP303
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: VIVA VOCE	
1	Introduction to Costume Design & process Design costumes - historical periods Visual presentation - Research and Concept board Design Development (3 costumes)	
2	Design costumes - theatre play Visual presentation - Research and Concept board Design Development (3 costumes)	
3	Design costumes - film Visual presentation - Research and Concept board Design Development (3 costumes)	
4	Design costumes - Television Visual presentation - Research and Concept board Design Development (3 costumes)	
5	Design Collection inspired by any one National & International costume designer of your Choice (4 designs each). Develop the concept	
6	Create a range of collections inspired by the chosen costume designer	
7	Report on evolution of film costume and its influence in fashion	

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Program: B Sc Fashion & Apparel Design		Semester: VI
Course Title: Fashion Styling & Photography		Course Code: 24DFDP304
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: VIVA	
1	Introduction to Fashion Styling- - History, Overview, Elements of Fashion Styling, types of Styling & Scope of Styling. Report	
2	Fundamentals of Styling – Colour Theory and Compositions, Body shapes and Proportions, Understanding Fabrics and Wardrobe Essentials Styling Techniques -Wardrobe Selection and Coordination, Accessories and Props, Hair and Makeup. Report	
3	Analysis of Fashion Editorials and Commercial Projects- <ul style="list-style-type: none"> • Personal Styling and consultancy • Creating a Capsule Wardrobe • Building Concept for Editorials • Styling for Commercial Projects • Styling For Fashion Shows Report	
4	Photography - History, Overview, Relationship between Fashion and Photography. Types of Photography, Camera and working principles of professional camera, equipment and accessories, criteria for selecting camera and lens. Report	
5	<ul style="list-style-type: none"> • Types of photography • Shots • Angles • Lighting Setups • Compositions 	
6	Develop a portfolio- Photo-shoot Planning – Pre production, Purpose, Mood Board, Location, Model Casting.	
7	Studio and Outdoor Photography – Difference Between Studio (indoor) and Outdoor Photography.	
8	Post Production – Editing Software Basics, Retouching and Enhancing Images, Developing a Signature Style.	

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Program: B Sc Fashion & Apparel Design		Semester: VI
Course Title: Advanced Fashion Graphic Design		Course Code: 24DFDO302
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Introduction to Fashion Branding and Brand System Brand System: Brand Looks, Typography, Colour, and brand language Assignment: Create brand system including Typography, colour scheme, Logo variations and brand language	
2	Fashion Brand Posters and illustrations design using Adobe Illustrator and Photoshop Assignment: Design Posters/illustrations for fashion brand including Cards, Labels, Stickers etc. using Adobe Illustrator and Photoshop software Fashion Brand Packaging design using Adobe Illustrator and Photoshop Assignment: Design packaging design and mock ups for fashion brand Fashion Brand Look book and catalogue design using Illustrator and Photoshop Assignment: Design Look book and catalogue for fashion brand	
3	Digital Branding Assets: Brand Designs for social media cover page, profile picture for Facebook, Instagram, YouTube etc. Assignment: Design Digital Brand assets for social media Landing page design, Email Marketing Design, Payment gateway design Assignment: Design Brand assets for Landing page, Email marketing and Payment gate way.	
4	Online Shopping page design including products, images etc Assignment: Design a Online shopping page Portfolio Design: Principles and elements Assignment: Graphic Design Final Portfolio	

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Program: B Sc Fashion & Apparel Design		Semester: VI
Course Title: Fashion Portfolio		Course Code: 24DFDW302
L-T-P: 0-0-4	Credits: 4	Contact Hrs: 6
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 60	Examination Duration: VIVA	
1	Introduction to fashion Portfolio	
2	Women's wear Collection: Research and Concept Development	
3	Visual presentation boards: Inspiration, mood board, Client, Color, Swatch board, story board, Trim Board.	
4	Design Development Sheets. Final range of five ensembles Preparing Specification sheets	
5	Men's wear collection Research and Concept Development	
6	Visual presentation boards: Inspiration, mood board, Client, Color, Swatch board, story board, Trim Board.	
7	Design Development Sheets	
8	Final range of five ensembles Preparing Specification sheets	
9	Kid's wear collection Research and Concept Development	
10	Visual presentation boards: Inspiration, mood board, Client, Color, Swatch board, story board, Trim Board.	
11	Design Development Sheets	
12	Final range of five ensembles Preparing Specification sheets	
13	Avant Garde Research and Concept Development Visual presentation boards: Inspiration, mood board, Client, Color, Swatch board, story board, Trim Board. Design Development Sheets	
14	Final range of five ensembles Preparing Specification sheets	
15	Development of any 1 design by drafting, draping and flat pattern method.	
	Making toile fit for the collection Preparing Fabric layout plan	
16	Realize the final collection in appropriate material with proper finishing	
17	Design Collection inspired by any one National designer of your Choice (5 designs).	
18	Design Collection inspired by any one international designer of your Choice (5 designs).	

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Program: B.Sc Fashion and Apparel Design		Semester: VI
Course Title: Constitution of India, Professional Ethics and Environmental Studies		Course Code:24DHSA301
L-T-P: 3-0-0	Credits: AUDIT	Contact Hours: 3 hrs
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hours: 32	Examination Duration: 3 hrs	
<p>UNIT I</p> <p>Chapter No. 1 Features of Indian Constitution Features of Indian Constitution, Preamble to the constitution of India, Fundamental rights under Part III – details of Exercise of rights, Limitations & Important cases. Berubari Union and Exchange of Enclaves, KesavanandBharati vs. UOI, Maneka Gandhi vs. UOI, Air India Ltd. vs. NargeesMeerza, T.M.A. Pai Foundation v. St. of Karnataka, M.C. Mehta vs. UOI etc.,</p> <p>Chapter No. 2 Relevance of Directive principles of State Policy Relevance of Directive principles of State Policy under Part IV, Fundamental duties & their significance. Sarla Mudgal v. UOI</p> <p>Chapter No. 3 Union Union – President, Vice President, Union Council of Ministers, Prime Minister, Parliament & the Supreme Court of India.</p> <p>Chapter No.4 State State – Governors, State Council of Ministers, Chief Minister, State Legislature and Judiciary.</p> <p>Chapter No. 5 Constitutional Provisions for Scheduled Castes & Tribes Constitutional Provisions for Scheduled Castes & Tribes, Women &Children & Backward classes, Emergency Provisions.</p> <p>Chapter No. 6 Electoral process Electoral process, Amendment procedure, 42nd, 44th and 86th Constitutional amendments.</p>		
<p>UNIT II</p> <p>Chapter No. 7 Professional Ethics in Fashion Industry Meaning, definition and purpose of Professional Ethics (concept of Ethical fashion) Responsibility of fashion designers, Impediments to responsibility, Honesty, Integrity and reliability, risks, safety & liability in fashion industry. Concept of sustainable fashion, Fashion and Environment</p> <p>Chapter No. 8 Intellectual Property Rights Intellectual Property Rights (IPRs)- Patents, Copyright and Designs</p>		



Chapter No. 9 Ethical perspectives of professional bodies

Code of ethics in fashion - International Textile and Apparel Association (ITAA) Global Organic Textile Standard (GOTS) and Fair Wear Foundation (FWF)
Fashion laws in India

UNIT III

Chapter No. 10 Effects of human activities on environment

Effects of human activities on environment - Agriculture, Housing, Industry, Mining, and Transportation activities, Environmental Impact Assessment, Sustainability and Sustainable Development.

Chapter No. 11 Environmental Protection

Environmental Protection – Constitutional Provisions and Environmental Laws in India.

Text Books

1. Dr. J. N. Pandey, "Constitutional Law of India", Central Law Agency, 2005
2. Dr. M.K. Bhandari, "Law relating to Intellectual Property Rights", Central Law Publications, Allahabad, 2010.

Reference Books:

1. Durga Das Basu, "Introduction to the Constitution of India", Prentice-hall EEE, 2001

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