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Syllabus for B. Sc. In Fashion Design & Management (Effective for Academic Session 2019-2020)

Semester-I

BFD101 Full Marks: 100

Historical, Contextual & Cultural Studies-I (Theory)

Objectives

- To equip the students with the necessary knowledge & understanding of the chronological and cultural history associated to the Art, Craft and Design movements and developments through historical periods.
- To give an understanding of key developments in societies, technologies and techniques.
- To develop students research and analytical skills.
- To develop students written, recording and referencing skills with relevance to associated Art, Craft and design developments.

Units	Course Content
1	History of the world's influential civilizations and associated art, craft & design movements in chronological order.
2	 Cave painting and Paleolithic sculpture Ancient Near Eastern art and architecture Egyptian art and architecture Greek and Roman art and architecture Arts of the Islamic World Chinese visual culture Early Modern Art European Renaissance and Baroque Art and Design Early Modern Korean and Japanese Art and Design
3	Research and analysis of key/major art, craft and design movements and styles throughout the varied civilizations and societies in world history.
4	Research and identify key Art, Craft and Design developments and styles within India and South East Asia.
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Books

- 1. History of Modern Art: Painting Sculpture Architecture Photography By <u>H. Harvard Arnason</u>, Peter Kalb
- 2. Art History by Marilyn Stokstad, David Cateforis
- 3. The Story of Art: E.H. Gombrich
- 4. Gardner's Art Through the Ages 10th Reiss Edition by Richard Tansev (Author), Fred S. Kleiner (Author), Horst De LA Croix (Author)
- 5. Art history's history Originally published: 1994 Author: Vernon Hyde Minor

Websites

- https://www.historytoday.com/alex-potts/what-history-art
- http://www.visual-arts-cork.com/history-of-art.htm
- http://www.all-art.org/
- https://en.wikipedia.org/wiki/History of art
- https://en.wikipedia.org/wiki/History_of_painting
- http://arthistoryresources.net/ARTHindia.html

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Full Marks: 100

BFD191

Visual Interpretation & Communication-I (Practical)

Objectives

To enable the students to:

- Understand the formal elements and principles used to create art, craft and design.
- Develop their basic practical drawing and rendering skills.
- Develop accurate observational drawing skills for sketches and detailed drawings.
- Develop an understanding of the application of art principles in design composition of traditional and contemporary art, design and textiles in fashion design.
- Develop skill in creating designs and making art objects.
- Develop skills in developing design ideas within a thematic context of art and design.

Units	Course Content
	Introduction to the Formal Elements of Art, Craft and Design
	Design definition and types (structural & decorative)
1	• Elements of art & design: point, line, shape, form (O-D, 1-D, 2-D, 3-D), structure, texture & colour
	Drawing and shading techniques
	Observational drawing techniques (by hand/eye) - Proportion and Scale Shedien to be increased by the line of the lin
2	• Shading techniques – hatching, cross hatching, tonal drawing techniques, stippling (pointilism), stumbling etc.
	Geometric shapes – squares, rectangles, pyramids, hexagons/octagons
	Circles, cylinders and ellipses.
	Colour Theory
	A body of practical guidance to colour mixing and the visual effects of a
	specific colour combination.
	• Definitions (or categories) of colours based on the colour wheel: Primary, secondary and tertiary colours
2	• The Colour Wheel
3	How colour is formed.
	Colour schemes & effects.
	Additive and Subtractive colour schemes
	Perspective Drawing & Theory
	PERSPECTIVE DRAWING as a technique used to represent three-dimensional images on a two-dimensional picture plane.
	LINEAR PERSPECTIVE which deals with the organization of shapes in space
	AERIAL PERSPECTIVE (also called ATMOSPHERIC PERSPECTIVE) which deals with the
4	atmospheric effects on tones and colours. See our separate painting lesson on Aerial Perspective.
	• 1 Point, 2 Point, 3 Point, Multi Point Perspective.
	Low Level Perspective, Human Eye perspective, Aerial Perspective.
	Perspective of a circle and cylinder.
	Perspective of a cylinder

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Principles of Design Composition
• Contrast & Harmony
• Figure: ground relationship, grouping of figures, elements by spatial tension in Achromatic.
• Unity in diversity or variety
• Balance
• Movement
• Proportion or scale
• Rhythm
Dominance or subordination
Free Hand Drawing
• Introduction to rendering through brush and pencil, poster colour, water colour, steadlers, pastels, dry chalk, rotoring pen and Chinese inks.
Introduction to Tessellation art.
Pattern and Motifs Development
Introduction to mounting techniques and presentation
• Lines, forms, shapes/light and shadow/material renderings
Texture exploration and generation through nature
Texture exploration and generation through man-made tactile objects
Still Life drawings
Human Form and Figure
• Introduction to Basic Human Forms and Figures for Fashion Illustration – women.
• Introduction to 8 heads and 12 heads fashion croqui and fashion rendering using brush and pencil, poster colour, water colour, steadlers, pastels, dry chalk, rotoring pen and Chinese inks.
Accessories – Form, Detail and Renderings
 Introduction to Fashion Accessories sketching and rendering. Introduction to Design detailing and Rendering of accessories (bags, shoes, belts, headgears, jewellery etc.) using brush and pencil, poster colour, water colour, steadlers, pastels, dry chalk, rotoring pen and Chinese inks.

References

Books

- Bhat Pranav & Goenka Shanita, The Foundation of Art & Design, Lakani Book Depot, Bombay, 1990.
- ^{2.} Goldstein, H & Goldstein V, Art in Everyday Life, Oxford & IBH Publishing Company, New Delhi, 1967
- 3. Bhat Pranav & Goenka Shanita, The Foundation of Art & Design, Lakhani Book Depot., Bombay, 1990
- ^{4.} Goldstein H & Goldstein V, Art in Everyday Life, Oxford and IBH Publishing Company, New Delhi, 1967.
- Scott R G, Design Fundamentals
- o. Visual Notes for Architects and Designers (Norman Crowe and Paul Laseau)
- 7. Geometry of Design: Studies in Proportion and Composition (Kimberly Elam)
- 8. Elements and principles of design confusion by Marvin Bartel
- Composition and Design by Marvin Bartel
- 10. Colour Forecasting for Fashion by Kate Scully and Debra Johnston

Websites

- https://www.creativebloq.com/colour/colour-theory-11121290
- http://www.artyfactory.com/perspective drawing/perspective index.html
- http://rapidfireart.com/2016/07/19/how-to-shade-the-ultimate-tutorial/
- https://vanseodesign.com/web-design/visual-tension/

Videos

- https://www.youtube.com/watch?v=KHxYwPSOKl0
- https://www.youtube.com/watch?v=24rnfO8s0hU

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BFD102 Full Marks: 100

Sustainable & Ethical Studies - I Issues Effects & Causes (Theory)

Objectives

To develop students awareness, understanding and knowledge in:

- Global & National Environmental, Sustainable & Ethical issues and agendas facing the world today.
- The causes of environmental impact, local, national and global.
- Issues of ethics within industries and business.
- The role of consumerism and capitalism in national and global environmental and ethicalissues.
- The roles and impact designers have on the natural resources and the environment.
- Sustainable, ethical and environmental organizations, agencies and regulatory bodies.

Units	Course Content
1	Environmental & Sustainability Issues (Local, National & Global): Climate Change & Global Warming Pollution Resource depletion Capitalism Consumerism and the throw away society Genetically Modified Species
2	Ethics and Fair Trade Issues (Local, National & Global): • Ethical issues – workers rights, exploitation, sustainable wages, conditions & health & safety.
3	Sustainable & Ethical focused Organizations, bodies and Agencies
4	Environmental Impact: (Giant Industry Impacts) Oil Mining Timber Fishing Fashion and Textiles
5	Innovations in sustainable thinking for the future UN Sustainable Development Goals The Paris Climate Agreement Ocean Clean-Up Others
6	Resource consumption and depletion:

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	• Water
	Renewable Energy Vs. Non-Renewable Energy:
7	 Impact of non-renewable i.e. traditional fossil fuel based energies.
/	Renewable energy systems and technology innovations
	 Sustainable energy schemes and initiatives in India.

References

Introduction to Sustainability Paperback – 2016 by Robert Brinkmann (Author)

Sustainability in Interior Design Book by Sian Moxon

Websites

https://www.theoceancleanup.com/

Videos

https://www.youtube.com/watch?v=AqhpFVFdEM0 - Sustainable Building Materials Segment 2

https://www.youtube.com/watch?v=RocreN7_sqs - Sustainable Building Materials Segment 1

https://www.youtube.com/watch?v=g1yUFUL- AI - Sustainable materials: with both eyes open

https://www.youtube.com/watch?v=WPRgRBxfbss - Green Building Concepts-3.0

https://www.youtube.com/watch?v=JEUShQ7r_tE - Green buildings are more than brick and mortar | Bryn Davidson |

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BFD192 Full Marks: 100

Pattern Making & Garment Construction Techniques (Womenswear) – I(Practical)

Objectives

To enable the students to:

- Familiarizes with the basic concepts of pattern making as an integral input for design development.
- Familiarize with the tools and terminology of pattern making while developing their ability to create designs through the flat pattern method.
- Initiates learning and applying utility of various components in a garment and to explore the different techniques used for quality application in garments.
- Develop the understanding of the significance of proficiency on the lock stitch machine and its application.

Units	Course Content
	Pattern Making
	• Basic principles of flat pattern making – tools, industrial dress form, workroom terms and definitions. How to take body measurements.
1	• Draft basic bodice blocks- front and back. One dart and two dart basics.
	• Draft basic sleeve and basic collar and its variations. Drafting of princess panelled bodice and its variations.
	• Variations of the basic sleeve - cap sleeve, puff sleeves, circular sleeve, petal sleeve, lantern sleeve, leg-o-mutton sleeve, cowl sleeve, shirt sleeve, bishop sleeve, kimono sleeve, raglan sleeve and sleeve cuffs.
	 Draft basic skirt block – A-Line front and back. Variations of the basic skirt - circular skirt, petal skirt, gathered skirt, skirt with a yoke, panelled skirt.
	Garment Construction
2	• Introduction to Industrial Sewing machine – machine parts, terminology, safety rules, care and maintenance, Threading the machine, setting the needle, adjusting stitch length regulator, thread tension, adjusting knee lift, presser foot and functions of all machine parts.
	• Stitching practice on muslin (10" X 12" size)—straight lines, broken lines, cornered lines and waves.
	• Basic hand stitches and their classifications :- (i) Temporary stitches: basting-even, uneven and diagonal. (ii) Permanent stitches: hemming, slip stitching, blanket, and fagoting.
	• Different types of seams:- super imposed, lapped, bound, self enclosed-French seam, mock French, flat felled, self bound seam and decorative seams. Seam finishes- pinked seam, hand overcast, over locked, bias bound, edge stitch etc.
	• Hem Finishes: Hand hemming- visible and invisible hemming, decorative hem-piped, faced hem and ruffled hem.
	• Introducing fullness: - Tucks -blind, spaced and pin tucks, Pleats - knife, box, inverted, pleat with separate underlay, gathering, shirring, 10 Ruffles -straight and circular ruffle, and godets.
	 Neck lines:-round and jewel, scoop, square and glass, 'V' shaped, straight and curved, scalloped, sweet heart, key hole, boat neck and asymmetrical. Neck line finishes:-shaped facing, corded or piped neck line, bias facing-single layer binding, double layer
	binding, banded neckline and placket bands.
	• Collars:-how to assemble a collar, Types of collars-flat collar, rolled collar, stand collar, tie collar, turtle neck collar, shirt collar, peter-pan collar, one piece convertible collar and
	 shawl collar. 13. Sleeves:-sleeveless - with facing, set-in-sleeve, half sleeve, puff sleeve, flared sleeve, full sleeve, petal sleeve, leg-o-mutton sleeve, bishop sleeve, cap sleeve raglan sleeve and

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kimono sleeve. Sleeve finishes:-self hem, faced hem, double binding and casing. Cuff application;-basic shirt cuff, French cuff and continuous cuff.

References

- Pattern making for Fashion Design ., Armstrong & Joseph.H., Harper & Row Publications.
- Designing Apparel Through the Flat Pattern ., E. Rolfo Kopp & Zelin., Fairchild Publications.
- Readers Digest, Guide to Sewing and Knitting.
- Sewing for the Apparel Industry Claire Shaeffer, Prentice Hall.

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BFD193 Full Marks: 100

Computer Basics (Practical)

Objectives

To enable the students:

- To make the student proficient enough to interpret and use the application of Ms-Office.
- To make the student proficient enough to do documentation on Word.
- To make the student proficient enough to do PowerPoint presentation.
- To use excel with proficiency.

Units	Course Content
	Introduction to computer Peripherals, Operating systems, Internet & its scope, Connecting to internet, Opening an Email account, sending & receiving Emails, Browsing the WWW, Scanning a document, scanning a picture
1	 Microsoft Word-Introduction to Microsoft Word, Familiarizing with Microsoft word-Typing, editing & designing the document, Image Manipulation, developing report & research work Microsoft Excel - Introduction to ms excel: formula, formatting worksheet, preparing cost sheet Microsoft PowerPoint-Working in Microsoft PowerPoint - animation in PowerPoint, slide transition in PowerPoint & presentation.

Assignment:

- 1. Students are required to write an article in MS-Word on any well known fashion designer to be published in a fashion magazine. It should include his/her personal details, photo, major achievements, contribution to the fashion world, glimpses of his/her work. The article should be properly formatted, placement of the pictures in alignment with the text matter with a suitable caption, name of the authorete
- 2. Students are to prepare a Power point presentation on the same topic using the available information. The presentation should use the support of clip arts, drawing objects, external image files, texts with 3D effects, patterns, gradients, backgrounds and templates. The ideas and communication should be easily conceivable by the audience.

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BFD181 Full Marks: 100

Surface Design Development Techniques – I (Practical) SESSIONAL

Objectives

- Develop creative thinking and design ideas development for the conceptual interior design of spaces, demonstrating understanding how colour, texture, pattern and material effects visual environment atmosphere.
- Develop practical design skills and understanding of materials and techniques for surface design developments.
- Develop surface designs fit for specified purposes through the investigation of materials, techniques and design processes, and showing understanding of composition and design elements.
- To develop students contextual research skills and ability to analyze and integrate ideas and styles as appropriate to project specifications.
- To develop visual presentation and associated media skills.

Units	Course Content
1	 Textiles and Its Types Introduction to textiles – Indian (kalamkari, mata ni pachedi, ikkat) and international textiles. Special embellishment techniques: Batik, Tie and dye - lehariya, bandhini ,shibori, sunray and marbling.
	Research soft furnishings and textiles/fabrics used in the design of:
2	 Table Linens Rugs & Carpets Window dressings (Curtains & Blinds) Towels Bedding & Bedspreads Cushions & Throws Lampshades Wallpaper Tiles Flooring
	Printing and its techniques
3	 Print application through block printing, Lino printing, Wood cut printing, Lithograph printing Print application through screen & block printing (vegetable block and wooden blocks, Appliqué, quilting, Smocking, honey comb, Fabric painting, Stencil- dabbing and spraying). Natural dyeing techniques and explorations
	Embroideries and its types:
4	 Basic Hand Embroidery, their technique, variations and applications. Basic running stitch, back stitch, stem stitch, chain stitch, lazy daisy stitch, buttonhole stitch, feather stitch, herringbone stitch, knot stitch, satin stitch and cross stitch. Traditional Embroidery- Origin, application & colours. Kantha, Chikan, Kasuti, Zardosi, Kutch and Mirror work.

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	Exploration of materials, techniques and technologies for the development of surface design:
5	Print – Screen, Block, Mono etc.
	• Stenciling
	Fabric Dye (Natural and Azo free)
	Fabric paints
	Fabric and textiles
	• Embellishment
6	Final surface designs and presentation:
0	Develop surface designs for a range of applications.

References

- The Complete Technology Book on Dyes & Dye Intermediates Paperback 1 Jan 2003 by NIIR Board of Consultants & Engineers (Author)
- Biodegradation of Azo Dyes by <u>Hatice Atacag Erkurt</u> (Editor) Publisher: Springer (9 August 2010), ISBN-10: 3642118917
- Second Skin: Choosing and Caring for Textiles and Clothing by India Flint Murdoch Books, 2011 ISBN 978-1-74196-720
- Indigo: The Color that Changed the World by Catherine Legrand Thames & Hudson, 2013 ISBN 978-0500516607
- Warp and Weft:
 - *Woven Textiles in Fashion, Art and Interiors* by Jessica HemmingsBloomsbury, 2012 ISBN 978-1-4081-3444-3
- Quilt National 2013: The Best of Contemporary Quilts by The Dairy Barn Cultural Arts Center
- DragonThreads Extraordinary Textile Arts Books, 2013 ISBN 978-0-9818860-4-6
- Surface Design for Fabric: Studio Access Card Printed Access Code February 15, 2015 by <u>Kimberly Irwin</u> Publisher: Fairchild Books (February 15, 2015) ISBN-10: 1501395033
- Surface design for fabric, Richard M Proctor/Jennifer F Lew, University of Washington Press.
- Art of embroidery: History of style and technique, Lanto Synge, Woodridge
- The Timeless Embroidery, Helen M, David & Charles.
- Readers Digest, Complete guide to Sewing, 1993, Pleasant ville-Nu Gail L, Search Press Ltd.
- Barbara .S, Creative Art of Embroidery, London, Numbly Pub. group Ltd.
- Shailaja N, Traditional Embroideries of India., Mumbai APH Publishing.

Websites

- https://www.houseology.com/masterclass/design-school/chapter-eight-soft-furnishings
- https://www.twosistersecotextiles.com/pages/azo-dyes

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BFD182 Full Marks: 100

Design Studio - I - Accessory Design Project (Practical) SESSIONAL

Overview

This module introduces the students to the fundamental elements of creative investigation of form, space, proportion and structure. The project will require the student to explore and investigate creative and innovative design thinking through initial ideas, sketches and explorations of drawing elements including perspective, 3 dimensional thinking and drawing, scale and model making for a range of fashion accessories. The project incorporates and integrates the understanding of visual interpretation and representation, fashion illustration, different construction techniques alongside sustainable design practices thereby making a meaningful correlation and application within a range of fashion accessories. This project also incorporates the entire gamut from concept, research, design process and a technical application for design realization allowing individual interpretation within a thematic concept.

Objectives

At the end of this module the student should be able to:

- 1. Conceptualize a creative 3-Dimensional structure which explores and pushes the boundaries of function and normal constraints of function and design.
- 2. Appraise the design of form to help create an aesthetically pleasing & creative design.
- 3. Understand the value of coherently incorporating; drawing, sketching, model making and technical drawing, into an acceptable professional standard of communication, using materials and techniques to coordinate the design process.
- 4. Follow the design process to create a creative and stimulating fashion accessories exploring different conceptual form, using the basicstrategic knowledge and tactics of; structure, line, form, space, and shape.
- 5. Document and contextualize research to help inform the design decision making process for the benefit of the end users.
- 6. Further demonstrate and apply basic knowledge of construction and materials for informing a sustainable design project resolution.

Units	Course Content
1	Design Ideas Generation Generation and development of visual design ideas & sketches showing varied viewpoints for the creation of a 3-Dimensional Fashion Accessory form and shape with Functional detailing.
2	Contextual Research & Analysis Source, collect and present a range of images and information of the work of relevant designers and their work which explores creative fashion accessories through structural form and abstract shape.
3	Design Development Through design process develop the visual design idea through the exploration of form, line, structure, space and negative forms, including sketches, perspective drawings, illustrations and diagrams.
4	Exploration and investigation of materials, techniques and technologies for creation of fashion accessory through abstract forms, including models, paint, drawing and detailed rendering.
5	Application of media and drawing techniques to illustrate different viewpoints of a given abstract form/structure, including; perspective drawings, orthographic drawings of views and sections.

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6	Model Making Materials, Techniques & Technologies Production of the prototype of the proposed accessory design.
7	Design Project Presentation Techniques Drawing sheets, sketchbooks, models, and research book.

References

Books

- Accessory Design by Aneta Genova
- Basics Fashion Design 09: Designing Accessories: Exploring the Design and Construction of Bags, Shoes, Hats and Jewellery Book by John H. Lau
- Fashion Design Course: Accessories: Design Practice and Processes for Creating, Book by Jane Schaffer and Sue Saunders