

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
*(Formerly West Bengal University of Technology)*  
**Syllabus for B. Sc. In Fashion Design & Management**  
**(Effective for Academic Session 2019-2020)**

**SEMESTER V**

**BFD501**

**Full Marks: 100**

**Historical, Contextual & Cultural Studies-V (Theory)**

**Objectives**

- To help the students to trace the evolution of clothing, right from the obscure beginnings of the Paleolithic Age right to the modern age, with cross references in clothing between diverse civilizations in different centuries.
- To teach the students the creative use of research and inspirational library sources to co-ordinate the artwork in the development of current designs based on historic period.
- To enable the students to take up costume for the movie, theater and advertisement industry. Prominent costume designers from the movie and theatre industry are invited for providing training for the students.

Units	Course Content
1	<ul style="list-style-type: none"> <li>• Beginning of costumes- Body decoration, Body ornamentation, Dress for Protection, Invention of the needle, Development of sewing, Development in spinning, Development in weaving, Discovery of natural fibers and development of garment styles</li> <li>• Primitive and Aboriginal peoples-Dresses-Garments, Hair, Headdress, Footwear, Accessories, Jewelry, Typical colors, Typical materials &amp; Make – up.</li> <li>• Mesopotamian, Sumerian, Assyrian, Babylonian-Dresses-Garments, Hair, Accessories, Jewelry &amp; Typical materials. Ancient Egyptian Costumes- Dresses-Garments, Typical materials, Headdresses, footwear, colors &amp; ornaments.</li> <li>• Ancient Greek-Dresses-Garments, Headdresses, Footwear’s, Jewelry, Colors, Fans &amp; shades &amp; Typical materials used for the costumes. Ancient Roman-Dresses-Garments, Materials used, Typical colors, Hair dresses, footwear’s, Jewelries &amp; Accessories</li> <li>• Byzantine-Dresses-Garments, Headdress, Footwear, Typical colors, Materials Accessories &amp; Jewelry. China &amp; Japan- Dresses-Garments, Typical materials, Headdresses and footwear’s.</li> <li>• Europe in Middle ages (5<sup>th</sup> to 15<sup>th</sup> century)</li> <li>• Renaissance- French costumes in Renaissance (1500-1700) Twentieth Century (1901-1940), (1940-1960), (1960-till present)</li> </ul>
2	<ul style="list-style-type: none"> <li>• Introduction to evolution of theater costume with examples of Greek Theatre costume.</li> <li>• Study of selected theatre costumes around the world- Greek, Roman, India, Egyptian, Elizabethan Theatre, Italian Theatre, Chinese Theatre, 19<sup>th</sup> Century Theatre, Japanese Theater.</li> <li>• Sketch and colour: Costume, Mask, Footwear’s, Accessories and Jewelry of the following theatres. Greek, Egypt, Roman, China, Japanese and 19th century. (One Each )</li> <li>• The difference in theater costume from that of everyday costume/ Fashion costume.</li> <li>• Study and preparation of any one variety of theatre costume based on a Movie or book.</li> </ul>
<b>References</b>	

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**Books**

1. Fashion in the western world, Doreen Yarwood, Trafalger Square.
2. A history of Fashion-Kenneth, Black and Garland.
3. Western World Costume-An outline history-Carolyn G. Bradley, Dover Publications.
4. Historic Costume-From Ancient Times to Renaissance-Dover Publications.
5. A Pictorial History of Costume-Pepin Press.
6. The complete History of costume and Fashion: from ancient Egypt to the present Day, Bronowyn cosgrave, Facts on file.
7. Fashion in Film, Regine Engel Meier, Peter.W Barbara Einzing, Prestel publishing.
8. Stage costume: Step – By Step: The complete guide to designing and making stage.
9. Costumes for all major drama periods and Geness from Cl, Mary.T.Kidd, F& WPublications

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**BFD502**

**Sustainable & Ethical Studies – III (Theory)**  
**(Sustainable Materials, Production & Processes)**

**Objectives**

To develop students awareness, understanding and knowledge in:

- This module enables students to explore and investigate the possibilities in sustainable and ethical fashion.
- The research process is informed by collating and sourcing through vintage and recycled outlets including discarded materials, whilst documenting and editing visual information from discarded journals and other sources. Students utilize research to inform a design process of ideas and development through sketchbooks in order to explore creativity and design in drawing and illustration. From the 2D process designs are translated and presented as final outcomes visually in 3D within a location to raise awareness and cause for debate.
- Develop research and analytical skills with reference to sustainable designers and their work.

Units	Course Content
1	<ul style="list-style-type: none"> <li>• Sustainable design concepts</li> <li>• The changing role of the designer</li> <li>• Sustainable materials</li> <li>• The fashion supply chain</li> <li>• Lifecycle of a fashion product</li> <li>• Case studies of inspiring and successful sustainable fashion initiatives</li> <li>• Future trends within sustainable fashion</li> <li>• An overview of sustainability and an understanding of the impacts of our materials choices</li> <li>• An overview of the key issues the fashion and textiles industry faces</li> <li>• Discussion on the impact of new emerging technologies</li> <li>• A materials comparison exercise - Opportunities to discover alternatives to encourage diversity of fibre choices</li> </ul>

**Reference:**

1. Centre for Sustainable Fashion- [www.sustainable-fashion.com](http://www.sustainable-fashion.com)
2. MISTRA Future Fashion- [www.mistrafuturefashion.com](http://www.mistrafuturefashion.com)
3. Sustainable Clothing Action Plan: Clothing Knowledge Hub- [www.wrap.org.uk/node/19930](http://www.wrap.org.uk/node/19930)
4. Textiles Environment Design- [www.tedresearch.net](http://www.tedresearch.net)
5. Textile Futures Research Centre -[www.tfrc.org.uk](http://www.tfrc.org.uk)
6. Sandy Black | *The Sustainable Fashion Handbook* 2012  
Tamsin Blanchard | *Green is the New Black: How to Change The World with Style* 2008
7. Michael Braungart and William McDonough | *Cradle to Cradle: Remaking the Way We Make Things* 2009
8. Sass Brown | *ReFashioned: Cutting Edge clothing from Recycled Materials* 2013
9. Elisabeth Cline | *Overdressed: The Shockingly High Cost of Cheap Fashion* 2012
10. Kate Fletcher and Lynda Grose | *Fashion and Sustainability: Design for Change* 2012

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**BFD591**

**Full Marks: 100**

**Grading & Indian Apparel Pattern Making (Practical)**

**Objectives**

To develop students awareness, understanding and knowledge in:

- This module enables students to understand the garment pattern grading and sizing techniques in detail both manually to get an industry standard graded pattern.
- The module initiates students to understand the principles of grading in patterns according to standard measurement systems.
- Analysis of existing garments and creation of patterns for Indian ethnic garment styles.

Units	Course Content
1	<p><b>Grading and sizing:</b></p> <ul style="list-style-type: none"><li>• Grading basic size 8 pattern blocks to 2 sizes up (size 10,12) and 1 size down (size 6)</li></ul> <p><b>Pattern making:</b></p> <ul style="list-style-type: none"><li>• Drafting of women kurta and pyjama blocks</li><li>• Drafting of women's basic Anarkali pattern pattern and its variations</li><li>• Introduction to Indian Choli Blouse</li><li>• Introduction to advanced couture tailoring and finishing's for Indian Wear</li></ul>

**Reference:**

1. Patternmaking for Fashion Design (5th Edition) Written by Helen Joseph Armstrong
2. Patternmaking for Menswear Book by Gareth Kershaw
3. Design-It-Yourself Clothes: Pattern-making Simplified *Written by Cal Patch:*
4. Pattern Grading for Women's Clothes: The Technology of Sizing Textbook by Gerry Cooklin
5. Pattern Grading for Women's Clothes: The Technology of Sizing by **Gerry Cooklin**

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**BFD592**

**Full Marks: 100**

**Introduction to Kidswear (Practical)**

**Objectives**

To enable the students to:

- To familiarize students with the growing Kidswear market with special reference to local and international brands.
- Understanding different categories of this segment, methodology of conducting a market survey, incorporate both aesthetic as well as practical design details in order to co-relate international fashion forecast with requirements of the domestic Indian market to create a global design vocabulary.
- To construct basic kidswear blocks in pattern.
- To illustrate kidswear, basics and creative's.
- To be able to Design, plan, and create an original design through the flat pattern process.
- Experiment with both pattern manipulation as well as pattern drafting to create individual design patterns for garment construction.
- Correct fitting techniques and basic construction of muslin basic patterns will result in a fitted personal pattern by which all designs and styles can be applied and drafted.

Units	Course Content
1	<p><b>Illustration</b></p> <ul style="list-style-type: none"> <li>• Illustration of Kids – girl and boy.</li> <li>• Creative Illustration of Kidswear using different medium and mixed mediums as well.</li> </ul> <p><b>Pattern Making and Construction</b></p> <ul style="list-style-type: none"> <li>• Drafting and construction of basic kidswear pattern.</li> <li>• Introduction to tailoring and finishing's for Kidswear.</li> </ul>

**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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**BFD581**

**Full Marks: 100**

**Professional Industry Internship & Documentation (Practical) SESSIONAL**

**Objectives**

To enable the students:

- This module will introduce students to the professional practices and considerations associated with the creative industries. Students will research, secure and undertake a period of work experience or industry placement in a business or organization appropriate to the student's area of study and career aspirations.
- The industry internship programme offers the opportunity of practical orientation of the industry to the student and understanding of designer's role and responsibility in this context. It is aimed at providing the students with professional design experience by familiarizing them with a working knowledge of functioning of the design industry and the relationship between design and the other facets of production, thus also initiating team work.

Units	Course Content
1	<p>This module consists of a series of commercial industry-linked projects with the possibility of an internship reward through portfolio presentation. Continuing and developing with the research and design process, students will now work to a live brief from industry and develop skills through brand analysis and a creative yet considered design process. Projects are 2D portfolio including research, design development and final presentation through drawing and CAD which they have worked upon during their design internship.</p> <p>Throughout this module students build an awareness and appreciation of fashion brands, they are interning with. This includes the brands aesthetic, customer profiles, and an understanding of current trends, colour predictions and fabric sourcing to produce concepts for a brand.</p> <p>Students will present a portfolio project visually and verbally through communication skills developed in different modules of the course to build confidence in interviewing techniques and professionalism during their final placement/opportunities.</p>

**Reference:**

Internship Success by Marianne Ehrlich Green

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BFD582

Full Marks: 100

**Fashion Styling, Photography & Digital Design Communication (Practical)**  
**SESSIONAL**

Objectives

- This module introduces collaboration and teamwork. Working in pairs or groups, the module will develop team building skills, communication and shared creative practice through styling, imagery, photography and illustration.
- To Explore and create an exciting example of 'fashion exposure' that demonstrates the role of images, photography, etc., to create fantasy, desire and the look of garments within a created visual narrative.
- To create a book which can be used as a Personal Portfolio presentation work.
- Present a predictive fashion editorial/concept outcome visually.

**Units**

**Course Content**

1

**FASHION STYLING TECHNIQUES**

- The subject investigates the in-depth look at the dynamics of the image – making industry and thereby the main roles of the fashion stylists today along with Photography. The integral focus is on the creation of a fashion image be it for the runway, editorial fashion pages, advertising, catalogues or music promos, to inculcate understanding and projecting styling as an attitude, a fantasy or a way of living.  
 Topics: Fashion Knowledge - City/Market Research - Items Knowledge - Styling by Situation - Different Shapes - Virtual Bustier - Colour Knowledge - Runway to Real Way - History Designers - Accessories Shooting - Fashion Icons - Stylize a Girl's week - Styling & Video - Exercises with real items - Fashion photography - Campaign Style for affordable prices -Fabrics Knowledge - Shop the look - Create your own Web Based Portfolio
- This module provides students with the opportunity to research contemporary fashion imagery and art through journals and publications creating visual storyboards and sketchbooks to explore creativity and techniques in drawing to illustrate concepts. As a team, students have the opportunity to demonstrate their communication and correspondence skills in creating a shoot by securing garments, casting models, sourcing location, booking studio, hair/ and make-up team.  
 Students have the opportunity to develop basic skills in professional photography, exposure, retouching and editing.  
 Students will collectively produce a visual and oral presentation to explain the application and relationship of their finished work in the context of contemporary fashion editorials and/or fashion advertising campaigns.  
 This module is supported by a series of workshops in photography, digital techniques and CAD (Photoshop).

**References**

1. Kent T & Omar O,2003, Retailing, Palgrave Macmillan Jackson T & Shaw D, 2001,
2. Fashion Buying & Merchandise Management, Palgrave Macmillan Goworek H, 2007,
3. Fashion Buying 2nd edition, Blackwell Publishing Further Reading: Grose V, 2012,
4. [www.wgsn.com](http://www.wgsn.com)
5. [www.style.com](http://www.style.com) www.
6. [thebusinessoffashion.com](http://thebusinessoffashion.com)
7. <http://www.brc.org.uk>
8. <http://www.fashionmonitor.com>
9. <http://uk.fashionmag.com>

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**BFD583**

**Full Marks: 100**

**Design Studio V- Kidswear Project (Practical)**  
**SESSIONAL**

**Outline**

The project incorporates and integrates the understanding of visual interpretation and representation, fashion illustration, pattern making, and construction techniques alongside sustainable design practices thereby making a meaningful correlation and application within a capsule collection of garments in the design project for fashion. This project also incorporates the entire gamut from concept, research, design process and a technical application for design realisation allowing individual interpretation within a thematic concept.

**Objectives**

To enable the students to:

- This project also incorporates the entire gamut from concept, design process and a technical application for design realization allowing individual interpretation within a thematic concept.
- The Project will culminate in a design collection with final pieces and understanding and exploration of research and its importance in design for a selected theme.

Units	Course Content
1	<p>Students map out how to create a capsule collection of garments with an innovative design idea (both tangible and intangible) incorporating sustainable materials and practices. Tracing the full life cycle of a product/garment development process-from ideation to research and development to conceptualization to design development to raw materials to final product and showcase, students will look at fusing traditional and contemporary modern techniques with their design ideations and conceptual imaginations.</p> <p>The module represents the culmination of study of the entire semester through different design modules for a more creative outcome in the form of a Kidswear design project with a realization of at least 1 ensemble created through a full design process.</p>

**References:**

1. Developing a fashion collection by Elinor & Colin Renfrew
2. Research & Design for Fashion by Simon Seivewright & Richard Sorger
3. Basics Fashion Design: Developing a Collection - Elinor Renfrew
4. Basics Fashion Design: Research and Design - Simon Seivewright
5. Creating a Successful Fashion Collection: Everything You Need to Develop a Great Line and Portfolio - Steven Faerm
6. Creativity in Fashion Design - Tracy Jennings
7. Creative Fashion Presentations - Polly Guerin
8. Doing Research in Fashion and Dress: An Introduction to Qualitative Methods - Yuniya Kawamura