B.Sc. in Fashion Design & Management

AIMS AND OBJECTIVES OF THE PROGRAMME

Aim:

B.Sc. in Fashion Design & Management (BFDM) is a six semester full-time program, which employs the best methods to equip the students with the tools and techniques balanced with theory in today’s world, which has today taken the shape of fashion industry.

India, which has always been a centre for the traditional textile and garment trade, has in the past decades become a centre of innovation in garment and fashion design. As one of the major players in the global apparel market, the need for professionals in the field of fashion is increasing tremendously in India.

This program equips students to pursue a wide range of career prospects as designers in apparel manufacturing, merchandising, marketing management, quality assurance, production planning & control and product engineering. The course also tunes student’s entrepreneurial skills to set up their own manufacturing units and export start-ups.

Objectives:
To develop students’ aesthetic, intellectual and technological abilities through programs that integrates theory and practice.
To offers students a rigorous and innovative curriculum taught by faculty with outstanding academic and industry experience.
To promote students’ growth and self-development through internships, guest lectures, industry-sponsored projects, and opportunities for experiential learning.

Eligibility:

i) A pass in plus two or equivalent examinations recognized by the university, irrespective of the streams/subjects.
ii) Applicants should appear for an entrance examination comprising of a) General aptitude test, b) Creative aptitude test and c) Personal Interview conducted by the institute.

Duration of the Course:
The BFDM shall be a six semester full time program extending to three academic years.

Program:
B. Sc. in Fashion Design program- is grouped under the Model III-New Generation Courses.
# B.Sc. in Fashion Design & Management

## COURSE STRUCTURE

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**B.Sc. in Fashion Design & Management**

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**Specializations**

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**INFRASTRUCTURE REQUIREMENT FOR THE PROGRAMME**

1. The Fashion Art Room with drawing table per student.

2. Theory Class rooms with Audio Visual aids like OHP/LCD etc.

3. The Garment Construction Lab with
   - One Industrial single needle lock stitch machine per student.
   - Vacuum Suction ironing table and steam iron.
   - Industrial Five-Thread Over lock M/c.

4. The Pattern Making Lab with
   - One Dress form per 3 students with size UK-12.
   - Cork Topped Pattern making tables.
   - Students Locker

5. Well-equipped Library & resource center with regular subscription of Indian & International fashion magazines.

6. **Advanced Textile Designing software.**

7. **Advanced Pattern Making and Grading software.**

8. Dyeing/Printing Lab.
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SEMESTER I

BFD 101: BASIC FASHION KNOWHOW (T)

Credits: 4


Books

1. Fashion Promotion: Building a Brand Through Marketing and Communication, Gwyneth Moore
2. A Beginners Guide to Sewing, Quayside Publishing
4. Fashion from Concept to Consumer, Gini Stephens Frings
5. Encyclopedia of Fashion Details, Patrick John Ireland
6. Introduction To Fashion Design, Patrick John Ireland

SEMESTER I

BFD102 - TEXTILE SCIENCE (T)

Credits: 4

Objectives
To gain knowledge about Textile fibers and their uses.
To develop an understanding about various kinds of fabrics, their structure and the utility.
To impart knowledge about Textile dyeing and printing.
To develop skill in understanding textiles available in the market.

Contents

Module I
Introduction to Textiles and classification of fibers according to source – Natural and Manmade.
Identification and properties of Textile fibers- Cotton, Silk, Wool, Linen, Rayon (regenerated), Acetate, Polyester, Nylon and Acrylic.

Module II
Process of yarn formation – hand spinning, mechanical – ring spinning and modern- open end spinning.
Yarn classification – blended and union fiber, simple and novelty yarns, characteristics, properties and uses of different yarn.

Module III

Module IV
Finishes- definition, importance to the consumer, classification according to durability and function. singeing, scouring, bleaching, mercerization calendaring, sizing, de-sizing, brushing, carbonizing, crabbing, fulling, heat setting, shearing, weighting, stentering, napping and emerizing.
Special Finishes and Treatments- water repellent and water proof finishes, antistatic finish, anti-slip finish, flame retardant finishes, crease resistant finishes, durable press and shrink resistant finishes.
Factory Finishing- checking for cloth defects, viewing, burling, darning, cropping, brushing and boiling.

Module V
Printing- Direct roller printing, block printing, duplex printing, discharge printing, screen printing- flat and rotary, resist, batik and tie-dye.

Related Experience
Study of fabric count using a pick glass.
Identification of fibers- cotton, wool, silk, rayon, polyester, acrylic and blends through burning test.
Swatch folder- Collection of samples for fibers yarns, weaves and finishes.

Suggested Readings:

2. From fiber to fabrics, E.gale,Allman & Sons Ltd.
3. Fiber Science and their selection., Wingate, Prentice hall
B.Sc. in Fashion Design & Management

6. The complete Technology Book on textile processing with Effluent
7. Treatment., NIIR Board, Asia Pacific business Press Inc; Delhi.

SEMESTER I

BFD191- FUNDAMENTALS OF DESIGN AND ITS APPLICATION [P]

Credits: 4

Objectives
To familiarize students with the design elements and principles and its application in fashion designing.
To induce an organized methodology in developing a successful collection / line of garments.

Contents

Module I
Types of Design- structural and decorative.
Design elements-form, shape, space, line, colour and texture.
Principles of design-balance-formal, informal and radial, proportion, emphasis, rhythm and harmony.

Module II
Functions of Lines. Silhouettes.
Different types of lines & its characteristics.
Use of line in clothing according to body shapes.
Optical illusions created by various combinations of lines.

Module III

Module IV
Trimmings & Decorations.

Related Experiences
A creative Non textile Exhibition should be conducted in which the students are supposed to make a garment using the textures developed from the non textile materials. (E.g. wire, paper, clay, metal, glass etc.)

OR
A project based on exploration of textures & design development.

Suggested Readings:
Fashion Design (Process, Innovation & Practice), Kathryn Mckelvey & Janine Munslow

SEMESTER I

BFD-192- INTRODUCTION TO FASHION ART & ILLUSTRATION [P]

Credits-4

Objectives
To introduce students to
Basic sketching techniques.
Aspects of human anatomy & importance of fashion illustration.
Drawing a fashion figure or a croqui with proportion & body movements.
Various poses required for fashion illustration.
Various mediums for sketching and rendering life forms.

Contents

Module I
Different types of Lines-vertical, horizontal, diagonal, wavy, zig-zag, dotted, dashed, spiral etc.
Free hand drawing techniques & related exercises.

Module II
Two & three dimensional forms, its composition, perspective & Object shading.
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Still life drawings (about 50).
Free hand practice of brush & pencil, introduction to poster paints, watercolors, staedlers, pastels, dry chalks & rotoring ink or indian ink.

Module III
Stick figures & different body actions. Developing blocks for block figure.
Brief idea about face block.

Module IV
Basic 8 head croqui. Basic 10 head croqui.
¾ pose, side pose & back poses.

Module V
Face block
Fashion frontal face-eyes, ears, nose, mouth & head.
Croqui analysis-analyzing figures from fashion magazines & life.

Module VI
Lingerie drawings on fashion figures & its rendering. Step by step application of different mediums.

Suggested Readings:
Book of hundred Hands, George Brant, Bridgeman, Dover publications, New York.
Human Machine-The Anatomical Structure & Mechanism of the Human Body, George Brant, Bridge man.
Fashion Rendering with Colour- Bina Abling.
Fashion Illustration basic techniques-Julian Seaman.
Illustrations in Vogue.
Fashion Illustration-Collin Barnes.
Erte’s Fashion Designs-218 illustrations from Harpers Bazaar.
Foundation in Fashion Design & Illustration, Julian seaman, Chrysalis Books.
Essential Fashion Design.
Portfolios-Janet Boyes, Dullus.
Fashion Sketchbook, Bina Abling

SEMESTER I
BFD-193- SEWING FUNDAMENTALS [P]

Credits-4

Objectives:
To introduce students to various Industrial Machineries.
To acquire basic skills of operating industrial sewing machines.
To understand basic sewing techniques.

Contents
Module I
Introduction to Industrial Sewing machine – machine parts, terminology, safety rules, care and maintenance.
Survey on different sewing machines.

Module II
Study of different types of needles and threads. (Can be given as self study assignment to students).
Threading the machine, setting the needle, adjusting stitch length regulator, thread tension, adjusting knee lift, presser foot and functions of all machine parts.
Cutting muslin rectangles (10” X 12” size), Stitching practice on muslin – straight lines, broken lines, cornered lines and waves.

Module III
Basic hand stitches and their classifications:- (i) Temporary stitches: basting- even, uneven and diagonal. (ii) Permanent stitches: hemming, slip stitch, blanket, and fagoting.

Module IV
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.

Module V
B.Sc. in Fashion Design & Management


Module VI
Introducing fullness: - Tucks -blind, spaced and pin tucks, Pleats - knife, box, inverted, pleat with separate underlay, gathering, shirring. Ruffles -straight and circular ruffle, and godets.

Suggested readings:
Readers Digest, Guide to Sewing and Knitting.
Sewing for the Apparel Industry – Claire Shaeffer, Prentice Hall.
Garment Technology for Fashion Designers – Gerry Cooklin, Book Link, USA.
New Complete Guide To Sewing, Reader's Digest

SEMESTER I

BFD-194: COMPUTER BASICS [P]

Credits-4

Objective
To make the students proficient enough to interpret and use the application of Ms-Office.

Contents
Module I
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

Module II
Windows Office 2000
- 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 author etc
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.

Suggested Reading:
Computer Fundamentals, R.S. Salaria, Khanna Publishing House
B.Sc. in Fashion Design & Management

SEMESTER II

BHM-102 - ENGLISH LANGUAGE & COMMUNICATION (T)

Credits: 4

Introduction:
Meaning of Communication; Role of Communication in Business; Basic elements of the communication process, level of Communication, forms, models and media of Communications, Verbal and non-verbal Communication functions and types. Barriers to effective Communication.

Grammar:
Subject verb agreement, tense, voice, improvement of sentences, rearrangement of sentences. Vocabulary: usage, synonyms, antonyms.

Comprehension
Forms of Writing:
Role Playing.

Group Discussion

Suggested Reading:
Kulbhushan Kumar: Effective Business Communications, Khanna Publishing House
K. Mohan & M. Banerjee : Developing Communication Skills, Macmillan

SEMESTER II

BFD-201: FASHION PSYCHOLOGY AND GROOMING (T)

Credits:4

Objectives
To enable students to:
Understand the trends in Clothing behavior
Gain an insight on the planning process involved in Clothing selection.

Contents
Module I
Introduction to Clothing
Understanding clothing, Purpose of clothing:-- protection, modesty, attraction etc.

Module II
Clothing Values, Clothing Culture, men and women clothing and ornamentation, groups, Role and status of clothing.
Clothing according to climatic conditions,- Arctic region- African, Asia and Arabs etc.

Module III
Modern Clothing-Youth style and fashion, Teddy boy, skins modes, hippies, punks, taste of youth and their life style.
Ancient to modern clothing, minis maxis, unisex, fit women, glamorous woman. Casual and formal clothing. Fashion for all, ready to wear fashion, mass marketing of fashion.

Module IV
Selection of clothes:- Clothes for children, middle age, adults, Types of clothes according to human figure, Different materials for different clothes. Colors suitable for different garments. Kids to teenage clothing.

Module V
Planning for clothing needs, Clothes for school, Clothes for parties, Clothes for sports, Clothes for resting

Module VI
Wardrobe Planning

Module VII
Social and Psychological Aspects of Fashion

Suggested Readings:
B.Sc. in Fashion Design & Management

Wilcox T. 'The Dictionary of Costume'. U.K.- Batsford Ltd.
Beth Quinlan et al., 'Clothing – An Introductory College Course',
B.Sc. in Fashion Design & Management

SEMESTER II

BFD-202: TRADITIONAL INDIAN TEXTILES AND HISTORY OF INDIAN ART AND COSTUME [T]

Credits: 4

Objectives

To study the different traditional textiles and their origin.
To study costumes through the ages in relation to art, fabric, footwear, head dress & other accessories during different periods.

Traditional Indian Textiles

Module I

History of Indian textile production.
Techniques of textile decoration- brief study on traditional woven fabrics, dyed fabrics, printed fabrics and embroidered fabrics.

Module II

Textiles of Western region- brocade weave, embroidery style, Mochi, Kutch work, appliquéd, bead work, block Printing, screen Printing, Tie & Dye- bhandini, laharia and patola.
Textiles of Southern region- Ikats, Kalamkari, Kancheepuram silk, fabrics of Kerala, Karnataka, Goa and Banjara Embroidery.

Module III


History of Indian Art & Costumes

Module IV

Costumes and accessories during- Indus valley, Vedic period, Mauryan & Sunga Period and Satavahana period

Module-V

Costumes and accessories during- Kushan period, Guptha period, Mugal Period and British Period.

Suggested Readings:

Indian Tie-Dyed Fabrics., Volume IV of Historic Textiles Of India., Merchant: Celunion Shop
Traditional Indian Textiles., John Gillow/Nocholas Barnard, Thames & Hudson.
Indian Costume, Coiffure And Ornament., Sachidhanand Sahay, Coronet Books.
Costumes Of The Rulers Of Mewar, Pushpa Rani Mathur, South Asia Books.
Costumes And Ornaments Of Chamba, K P Sharma/S M Sethi, Indus Publishing Co.
Indian Costume, G S Ghurye, Popular Prakashan
Textiles, Costumes and Ornaments of the Western Himalaya. O. C Handa, Vedams ebooks, New Delhi.

SEMESTER II

BFD-291 - GARMENT CONSTRUCTION [P]

Credits: 4

Objective

To teach students the construction methods of different neck lines, sleeves, collars, cuffs and finishes.

Contents

Module I

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.

**Module II**
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.

**Module III**
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 kimono sleeve.

**Module IV**
Sleeve finishes:-self hem, faced hem, double binding and casing.

**Module V**
Cuff application:-basic shirt cuff, French cuff and continuous cuff.

**Suggested Readings:**
Readers Digest, Guide to Sewing and Knitting.
Sewing for the Apparel Industry., Clare Schaeffer, Prentice Hall.
Garment Technology for Fashion Designers., Gerry Cooklin, Book Link, USA.
Credits-4

Objectives

To familiarize students with tools and methodologies of pattern making.
To understand the language of pattern making and develop the ability to create designs through the flat pattern method.
To enable the students to draft basic bodice block, skirt block and sleeve block.

Contents

Module I
Basic principles of flat pattern making – tools, industrial dress form, workroom terms and definitions.
How to take body measurements.

Module II
Draft basic bodice blocks- front and back. How to test fit.
One dart and two dart slopers. Variations of the basic bodice.

Module III
Draft basic sleeve block
Fitting sleeve into the armhole.
Variations of the basic sleeve- set-in-sleeve, cap sleeve, puff sleeves & variations, circular sleeve, petal sleeve, lantern sleeve, leg-o-mutton sleeve, cowl sleeve, shirt sleeve, bishop sleeve, kimono sleeve, raglan sleeve and sleeve cuffs.

Module IV
Draft basic skirt block – A-Line front and back.

Suggested Readings

How to Draft Basic Patterns , E. Rolfo Kopp & Zelin ., Fairchild Publications.
Garment Technology for Fashion Designers , Gerry Cooklin, Book Link.
B.Sc. in Fashion Design & Management

Module IV

Adobe Photoshop: Getting started with Adobe Photoshop, working with Adobe Photoshop to create Mood & Trend Presentation Boards, Creating textile patterns with Photoshop, Creating invitation card, visiting cards and greeting cards. (Selection, layering and masking, painting, editing, filing, distortion, rotation, scaling, copying, repetition, colour changes and image adjustment techniques.)

CorelDraw: Getting started with Corel Draw, How to illustrate the inside features of garments with Corel Draw, How to produce technical drawing of a garment highlighting details, How to make Specification sheets (Nodes, Paths, tools for precision, colours, fills, Working with texts, working with layers, symbols, clip arts, bitmaps)

Adobe Illustrator: Getting started with Adobe Illustrator, Drawing fashion illustrations on computers, drawing flat sketches, detailing of face, eyes, lips, hairs etc with Illustrator (Draw object, select and manipulate drawn object with different options, painting, reshaping, graph tool, perspective grid)
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SEMESTER III

BFD-301: HISTORY OF WESTERN COSTUME [T]

Credits-4

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.

Contents
Module I
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
Primitive and Aboriginal peoples-Dresses-Garments, Hair, Headdress, Footwear, Accessories, Jewelry. Typical colors, Typical materials & Make – up.

Module II
Mesopotamian, Sumerian, Assyrian, Babylonian-Dresses-Garments, Hair, Accessories, Jewelry & Typical materials.
Ancient Egyptian Costumes-Dresses-Garments, Typical materials, Headresses, footwear, colors & ornaments.

Module III
Ancient Greek-Dresses-Garments, Headdresses, Footwear’s, Jewelry, Colors, Fans & shades & Typical materials used for the costumes.
Ancient Roman-Dresses-Garments, Materials used, Typical colors, Hair dresses, footwear’s, Jewelrys & Accessories

Module IV
Byzantine-Dresses-Garments, Headdress, Footwear, Typical colors, Materials Accessories & Jewelry.
China & Japan-Dresses-Garments, Typical materials, Headdresses and footwear’s.

Module V
Europe in Middle ages (5th to 15th century)
Renaissance- French costumes in Renaissance (1500-1700) Twentieth Century (1901-1940), (1940-1960), (1960-till present)

Project:
Students do an individual research study on any designer and a group study on each decade starting from 1930. This is presented on the last class. The objective is to familiarize the students with fashion in the 20th century with particular focus on designers and design houses, which influence global fashion today.

Suggested Readings:
Fashion in the western world, Doreen Yarwood, Trafalger Square.
A history of Fashion-Kenneth, Black and Garland.
Western World Costume-An outline history-Carolyn G. Bradley, Dover Publications.
Historic Costume-From Ancient Times to Renaissance-Dover Publications.
A Pictorial History of Costume-Pepin Press.
Objective
To introduce students to aspects of Domestic Marketing & Retail Merchandising

Contents

Module I
Retailing: Retail Strategies, Store based retailers, Retail organization, Multiple unit stores, Types of ownership, Non-store retailing

Module II
Role of a fashion buyer, Fabric sourcing, Garment sourcing, Local sourcing, National sourcing & International sourcing, Range Planning

Module III
Marketing: Functions of marketing, Marketing calendar, Marketing Mix: Product, Price, Promotion & Transportation, Strategy planning

Module IV
Consumer Behavior, Customer Profile: Defining the consumer by: Sex, Age, Size, Season, Economic Status, Location and others
Market research: Methods & data analysis
Visual Merchandising: Store planning, Seasonal visual merchandising, Windows, Interior and exterior visual merchandising, Departments

Suggested Readings:
Fashion Buying: Helen Goworek, Blackwell Science
Retail Buying: Jay Diamond, Gerald Pintel, Prentice Hall
Fashion Theory: The journal of Dress, Body and Culture and FIT.
The Fashion Business: Theory, Practice, Image: Nicole White, Ian Griffiths
Credits-3

Introduction: Concepts, Economics of demand and supply, elasticity of demand, working of market mechanism, Theory of Production in short run & long run, Concepts of different types of costs and Cost Functions, determination of price and output in perfect and imperfect market conditions, price discrimination. Demand forecasting

Environment of business: Introduction to concept of Business environment, components of environment: economic, political, legal, social, technological & international

Economic systems, economic planning in India, objectives, strategies and evaluation of current five year plan. Industrial policy and industrial licensing. New economic policies,

Company regulatory legislations in India, MRTP, FEMA, EXIM in light of liberalization policies.

Public sector in India: concepts, philosophy and objectives, performance, problems and constraints, Industrial Sickness, Privatisation.


Books:
1. R.G. Lipsey: An Introduction to Positive Economics, ELBS, Oxford
3. S. Mukherjee, M. Mukherjee & A. Ghose: Microeconomics, Prentice-Hall
4. Sundaram & Black: The International Business Environment; Prentice Hall
5. P. Chidambaram: Business Environment; Vikas Publishing
6. Dutt R and Sundharam KPM: Indian Economy; S. Chand
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SEMESTER III
BFD-391: SURFACE ORNAMENTATION [P]

Credits - 4

Objectives
To teach the basic hand embroidery techniques, surface designing and other ornamentation techniques.
To introduce the students to various traditional embroidery techniques of India.

Contents

Module I
Embroidery-Embroidery tools and techniques, embroidery threads and their classification, selection of threads, needle and cloth, tracing techniques, ironing and finishing of embroidered articles.

Module II
Basic Hand Embroidery, their technique, variations and applications. Basic and two variations of running stitch, back stitch, stem stitch, chain stitch, lazy daisy stitch, buttonhole stitch, feather stitch, herringbone stitch, knot stitch, satin stitch and cross stitch.

Module III
Traditional Embroidery- Origin, application & colours. Kantha, Chikan, Kasuti, Zardosi (Four variations), Kutch and Mirror work (Two variations).

Module IV
Special embellishment techniques: Batik - splash, t-janting, crackled, Tie and dye - leharia, bandini, shibori, sunray and marbling, Block printing - vegetable block and wooden blocks, Applique (2 methods), quilting (2 methods), Smocking - Chinese smocking (2 methods), honey comb, gathered with embroidery, Fabric painting (4 methods), hand, Stencil- dabbing and spraying.

Term Submission:
Embroidery folder which contains work of entire semester.
Submission of one or two articles using embroidery or other surface embellishment technique.
(Any one option shall be selected)
Yoke-1, Duppatta- 1, Table Cloth -1, Bed Cover-1, Pillow cover or Cushion cover-2, Handkerchief-12, Kurta-1, Short top-1 or Saree-1.

Suggested readings:
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, Pleasantville Nu Gail L, Search Press Ltd.
Barbara J, Creative Art of Embroidery, London, Numbly Pub. group Ltd.
Shailaja N, Traditional Embroideries of India., Mumbai APH Publishing.
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SEMESTER II
BFD-392: FASHION STYLIZATION AND ILLUSTRATION [P]

Credits-4

Objectives
Refining the student’s illustration skills with special emphasis on developing a signature style of sketching by providing appropriate inputs through exposure to various artists’ styles of illustration.
Introduction to various medium for stylization of croquis.
To train students in color rendering in different media keeping fabric qualities.

Contents

Module I
Principles of draping garments on croquis

Module II
Stylization of croquis using different kinds of paper for different assignments

Module III
Stylization of croquis using different kinds of media for different assignments.
(Each student is encouraged to explore his/her own individual style of illustration)

Module IV
Introducing color rendering for the following: Solids, Prints, Checks, Stripes, Floral, Dots

Module V
Color rendering for the following fabrics:
Denim, Fabric with sheen - Satin, Napped fabrics - Velvet, Leather, Suede, Chiffon and Lace.

Suggested Readings:
Illustrations in Vogue
Fashion Illustration- Colin Barnes
Portfolio Presentation for Fashion Designers- Linda Tain, Fair Child Books
Foundation in Fashion Design and Illustration- Julian Seaman, Batsford B.T. Ltd
Fashion Rendering with color- Bina Abling
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SEMESTER III

BFD-393: PATTERN MANIPULATION [P]

Credits-4

Objective
To teach the students more advanced methods of pattern making.

Contents

Module I
Darts
Dart into – pleats, flares, gathers, tucks.
Darts into style lines – classic and armhole princess line. Dart into fullness – blouson, yokes, pleat, tucks.

Module II
Skirts
Skirt variations: A-line flared skirt, Basic flared skirt, One dart skirt, added flare skirt, Flared skirt with gathered waist line, Gored skirt: 4 gore and 6 gore, Pegged skirt with pleats, Skirt with yoke. Circular skirts: Full circle skirt, Warp skirt with side seam.

Module III
Pleats
Types of pleats – knife pleats, box pleats, inverted pleats. Types of Godets – basic godet, any variations

Module IV
Collar

Module V
Pants

Prepare a pattern for end semester garment.

Suggested Readings:
Designing apparel through the flat pattern: E. Rolfo Kopp, Zelin, Fairchild publications.
How to draft basic patterns: E. Rolfo Kopp, Zelin, Fairchild publications.
Garment technology for fashion designers: Gerry Cooklin, Book link.
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SEMESTER IV

BFD-401: FUNDAMENTALS OF APPAREL PRODUCTION [T]

Credits-4

Objective
To enable the students to familiarise with the functions and procedures within an apparel production unit.

Contents
Module I
The Clothing Industry,
History, growth and structure of the clothing industry Product categories, different sectors of the industry Infrastructure and profile of a clothing factory.

Module II
Pre-production sampling
Importance of design in production (economical & uneconomical)
Process involved in making a design sheet and development of a collection for each season.
Development of fabric - Analysis of desk-loom and strike off. Sample analysis and approvals – Counter samples

Module III
Production process
Types of fusing, operation of fusing machine, quality aspects in fusing.

Module IV
Sewing room
Machines – types, uses and application
Use of attachments
Sewing – stitch type, uses, type and application
Thread & Needle types

Module V
Trims
Details of various types of trims used (interlining, shoulder pads, buttons, thread, labels, hang tags, size disc, hanger, hook and bar, zippers, lining, pocketing), significance of each trim, sources
Various techniques machine embroidery – satin stitch, chain stitch, eyelets, Schiffli

Module VI
Finishing room
Pressing equipment.
Trimmings, packing, warehousing and shipping. Quality control – from fabric to warehousing stage.

Suggested Readings:
Introduction to Clothing Manufacture – Gerry Cooklin, Blackwell Science.
Inside Fashion Design – Sharon Lee, Tate, Prentice Hall.
Stitch in Time: Learn Retailing & the Transformation of Manufacturing – Lessons. from the Apparel and Textile Industry,
Frederich Albernathy, John T Dunlop, David Weil, Atticus Books.
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SEMESTER IV

BFD-402: EXPORT MERCHANDISING

Credits-4

Objectives
To develop an understanding of the definition and role of the merchandiser, and merchandising department in the apparel industry.
Understanding the potential and limitations of textile industry from a fashion designers point of view.
Developing the expertise for appropriate selection of fabrics, trims and other materials keeping the design/style-market in perspective.

Contents

Module I
Introduction to merchandising-definition and objectives of merchandising, role of a merchandiser, requirements of a merchandiser, responsibilities of a merchandiser
Communication skills-communication with buyer and coordination with different departments of a factory

Module II
Organizational structure & functions of various departments of a manufacturer Export house
Buying house-store owned buying house & independent buying house.
An overview of textile industry Different sectors of Indian textile industry-mill sector /organized sector, power loom sector/semi organized sector, hand loom sector/unorganized sector /co- operatives

Module III
Forecasting and significance in product planning, sampling, specification sheet, order sheet, line development, lead time , line presentation, minimum length and width
Costing - techniques of costing-forward costing and backward costing, cost control, cost sheet.

Module IV
Organizing the showroom, showroom vocabulary
Eco friendly textiles and significance of green labelling
Quality control of garments
Care labeling of garments and its types.

Module V
Export, trade procedures & documentation. Mode of shipments.
Transport documents.
Made of payment-letter of credit & Bill of exchange, Globalization and its impacts on Indian textile industry.

Suggested Readings:
Management Gurus and Management Fashions, Brad Jackson, Routeledge.
Fashion Victims, Sophie Dunbar, Intrigue Press.
Inside the Fashion Business, Jeanette Jarnow, Rizzoli International Publications
Essential Fashion Design, Anet Boyes, Burch
Fashion Marketing, Micheal Easey, Thompson, Sharon, Willans, John, Blackwell Scientific Publications.
Fashion Merchandising & Marketing, Marian H. Jermigan, Easterling, & Cynthia R, Prentic Hall
Rags and Riches :Implementing Apparel Quotas Under the Multi-Fiber arrangement, Kala Krishna, University of Michigan Press.
Course Objectives: This course will enlighten the students about the scope, functions and processes in retail store operations.

This course will aim to provide learning on the following:
1) Store management processes and
2) Measures of store performance

Course Content

Course details

Marketing functions: selling, buying, transportation, storage, finance, risks, grading and standardization and information

Marketing research: importance, types and techniques, developing marketing strategy: differentiating and positioning

Consumer behavior and market segmentation: nature, scope and significance of consumer behavior, market segmentation-concepts, importance and bases

Product and price: product planning and development, product life cycle concept; packaging- role and function, brand name and trade mark, after sales service, importance of price in marketing mix, factors affecting price, discount and rebates

Distribution channels and physical distribution: concept, role, types, physical distribution of goods, transportation, warehousing, inventory control, order processing

Promotion : methods, optimum promotion mix, advertising and communication mix, advertising process-an overview, advertising media-different types, merits and limitations, impact of advertising- measuring advertising effectiveness, sales promotion- types and various schemes, personal selling- classification of successful sales person, functions of sales man.

Marketing organizations: marketing performance and central, global marketing, customer service, rural marketing

Suggested Reading:

1. Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education
2. Arun Kumar: Marketing Management,Vikas
5. Tapan Panda: Marketing Management,Excel Books

Credits-4

Objectives

To teach the basic principles of draping.
To train the students eye to see proportion and design detail in relation to the human body.
To interpret and analyze more complex drapes.
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Contents

Module I
Introduction to draping and dress forms. Preparation of fabrics.

Module II
Basic bodice – marking and truing Bodice variations- surplice front halter Princess Bodice and variation.

Module III
Dart manipulation – underarm dart, French dart, double French dart and variations

Module IV
Cowls – basic front and back cowl, butterfly twist.
Yokes and midriffs- bodices yoke, hip yoke, fitted midriff.

Module V
Basic skirt and variations – flared skirt, peg skirt. Princess dresses – joining skirt to the bodice.

Module VI
Design and construct a final garment applying draping method.

Suggested Readings:

Draping for fashion design: Nurie Relis/ Hilde Jaffe, Reston publishing co.
Designs cutting and draping for special occasion clothes : for evening wear and party Wear, Drawn Cloak, Chryssalis
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SEMESTER IV
BFD-492: GARMENT ASSEMBLING [P]

Credits-4

Objectives
To develop the skill of designing fashionable garments.
To enable the student to execute complete garments.
To teach various methods by which Indian garments are manufactured.

Contents

Module I

Module II
Assembling a shirt

Module III
Assembling a trouser

Module IV
Construction of Indian garments: Salwar Kurtha, Kalidhar Kurtha, Choli and Churidhar.

Term Garment –Design and construct a variation of any one garment mentioned except jacket as an assignment.

Suggested Readings:
Readers Digest, Guide to Sewing and Knitting.
Sewing for the Apparel Industry – Claire Shaeffer, Prentice Hall.
Garment Technology for Fashion Designers – Gerry Cooklin, Book Link, USA.
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SEMESTER V

BBA – 504: FUNDAMENTALS OF ENTREPRENEURSHIP(T)

Credits-4

Course Contents

1. Entrepreneurship : Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth.


3. Entrepreneurial Traits : Definitions, Characteristics of Entrepreneurial Types, Functions of Entrepreneur.


5. Project Feasibility Analysis: Business Ideas – Sources, processing; Input requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation.

Suggested Readings

1. Lall & Sahai : Entrepreneurship,Excel Books
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SEMESTER V
BBA – 504: MANAGEMENT AND ACCOUNTING (T)

Credits-4

Course Structure:

Managerial economics and financial management, productivity management
Financial accounting, financial statements and analysis
Conceptual framework of cost accounting
Cost-volume profit relationship, budgeting, cost accumulation system, variable and absorption costing system
Financial accounting computer packages
Financial Management—Finance functions in Business, Relation of finance with other functions.
Profitability Analysis — budgeting — application of Capital budgeting techniques for decision making.

Books:
1. Management Accounting, M.E. Thukaram Rao, New Age International
2. Management Accounting, Khan & Jain, TMH
3. Cost Accounting—An Introduction, Nigam & Jain, PHI
4. Management Accounting, Pande, VIKAS
5. Accounting and Financial Management for MCA & MBA students, SCITECH
6. Management Accounting, A.P. Rao, EPH.
7. Cost & Management Accounting, Inamdar, EPH.
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SEMESTER V

BBA – 402: MATERIAL MANAGEMENT (T)

Credits - 4

Course Contents

1. Integrated Materials Management: Need, scope, advantage, concept; materials requirement planning and budgeting; make or buy decision; ABC and VED analysis.

2. Purchasing Management: Purchase system, policy and procedure; source selection, vendor development and evaluation; legal aspects of buying.

3. Stores Management: Stores system and procedures; stores accounting and stock verification; disposal of surplus and scrap.

4. Inventory Control: Economic Ordering Quantity; inventory systems.

5. Evaluation of Materials Management: MIS for materials management; criteria for evaluation; Inventory turnover ratio.

Suggested Readings

2. R. Mishra: Materials Management, Excel Books
3. Nair: Purchase and Materials Management, Vikas
Objective
To teach the students the use of
   A. Computer Aided Textile Designing and Presentation Software's.
   B. Computerizes Pattern Making & Grading Software's

Contents (A)
Module I
Motif design, color reduction and cleaning.

Module II
Manipulation of motifs to layouts and patterns.
Creating designs-traditional, floral, conversational and abstract.

Module III
Horizontal stripes, vertical stripes and plaids.
One-way, two-way, half-drop and tossed layouts.

Module IV
Dobby designing – Stripes, Checks, twills, satins and diamond weaves.

Module V
Color combinations and color ways. Presentation of designs.

Content (B)
Module I
Creating Pattern on computer screen, adding details to patterns

Module II
Saving, Extracting & Editing patterns from stock library of Patterns

Module III
Grading patterns on different size scale

Module IV
Making Marker plan for cutting fabrics
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SEMESTER V
BFD-592: COSTUME DESIGNING [P]

Credits – 4

Objectives
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.

Contents

Module I
Introduction to evolution of theater costume with examples of Greek Theatre costume.

Module II
Study of selected theatre costumes around the world- Greek, Roman, India, Egyptian, Elizabethan Theatre, Italian Theatre, Chinese Theatre, 19th Century Theatre, Japanese Theater.

Module III
Sketch and colour: Costume, Mask, Footwear’s, Accessories and Jewelry of the following theatres. Greek, Egypt, Roman, China, Japanese and 19th century. (One Each)

Module III
The difference in theater costume from that of everyday costume/ Fashion costume.

Module III
Study and preparation of any one variety of theatre costume based on Movie or book.

Suggested Readings:
The complete History of costume and Fashion: from ancient Egypt to the present Day, Bronowyn cosgrave, Facts on file. Fashion in Film, Regine Engel Meier, Peter W Barbara Einzing, Prestel publishing. Stage costume: Step – By Step: The complete guide to designing and making stage. Costumes for all major drama periods and Geness from Cl, Mary T. Kidd, F& W Publications.
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SEMESTER V

BFD (E)-501A: MULTIMEDIA AND E-COMMERCE (T)

Credits – 4

Multimedia system design and development
Computer Systems in Electronic Business
Business Process Re-Engineering
Electronic commerce Policy and Theory
Supply Chain Management
Customer Relationship Management
International trading network & communication protocols
Electronic payment standards
E-Commerce strategy, Marketing and Business Processes

Suggested Reading:
1. Multimedia and Animation, V.K. Jain, Khanna Publishing House
2. Fundamentals of Multimedia, Ramesh Bangia, Khanna Publishing House
3. E-Commerce, P.T. Joseph, PHI
5. E-Commerce Mgmt.- Text & Cases, Krishnamurthy, VIKAS
6. Multimedia & Web Create, Coorough, VIKAS
7. Streaming Multimedia Bible with CD, Steve, Wiley Dreamtech
8. E-Commerce, Oka, EPH.
9. Beginning E-Commerce, Reynolds, SPD/WROX
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SEMESTER V

BFD(E)-501B: INTERNATIONAL OPERATIONS & GLOBAL SUPPLY CHAIN (T)

Credits – 4

Unit-1 - Introduction, Forces of Global Supply Chain-Global market force, Technology force, Global cost force, Political force, Stage of International Development.

Unit-2 – Risk of Global Supply Chain- Speculative Strategies, Hedge Strategies, Flexible Strategies, and Requirements for Global Strategy implementation, Advantages of Global Supply Chain. Supply Chain security.

Unit-3 – Issues in international Supply Chain Management –International Versus Regional Product, Local autonomy versus control logistics –Importing & Exporting, Main forces, barriers

Unit-4– The Global Supply Chain-Performance Cycle length, operations, system integration, Alliances, Views of Global Logistics – Importing & Exporting, Main force.

Unit-5– Green Supply Chain Strategies, Green Supply Chain indicators, Strategic, tactical, Operational. Activity in Supply Chain.

Suggested Reading:

1. Supply chain Management, Sunil Chopra & PeterMeindl(PHI)
2. Logistical Management,Donald J. Bouersox David J. closs(TATA MC GRAV HILL)
3. Essentials of Supply Chain Management .Dr. R.P.Mohanty & Dr. S.G.Deshmukh (Jaico Student Edition)
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SEMESTER V

BFD(E)-501C: APPAREL MACHINERY AND QUALITY CONTROL [T]

Credits - 4

Objectives

To develop an understanding of the latest technological developments in the apparel industry.
Understanding the quality control parameters of apparel industry.

Contents

Module I
Introduction to quality - Key aspects of quality system, objectives of a quality system, Total Quality Management, Role of ISO in quality assurance.

Module II
Quality control: principles of quality control - SQC, Quality department, Quality audit, quality monitor, Quality circles, Quality control for exports, operation of quality control systems, design, Standard, levels of standard. Functions of Quality Assurance department, quality check and final inspection, methods of checking, and consignment at final inspection and measurement tolerances in garments.

Module III
Introduction to Apparel testing and quality control: Apparel testing equipments - GSM, Tensile tester, Bursting strength tester, Tear strength tester, fabric stiffness tester, crock meter, colour matching cabinet.

Module IV
Quality parameters – (Defects found in yarns, grey fabric, dyeing, printing, bleaching, shearing, mercerization…)
Components of quality parameters - (Placket, Collar, pocket, vent, Label attachment)
Terminologies - C.M.T, Defect, Minor Defect, Major Defect, Critical Defect, AQL, 4 points system, DIA, G.S.M, Shrinkage, Breaking strength, Color bleeding, Puckering, Pilling, Pilling resistance, Grain seam, batching up, Color smear, patches

Module V
Technological advancements: - Introduction to CAD & CAM systems, - Computer controlled fabric checking machine & laying machines, advanced cutting machines, water jet cutting machines, air jet cutting machines and laser cutting machines, computer controlled sewing machines, advanced embroidery & sequence fixing machines.

Suggested Readings:

Quality assurance for Textile and Apparel, Sara J.Kadolf, Fairchild publication.
Introduction to clothing Manufacture, Gerry Cooklin, Blackwell science.
Quality control in apparel manufacturing, Dr.Bharadwaj.
Juran’ quality control hand book.
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SEMESTER V
BFD (E)-501D: INDIAN EMBELLISHMENT TECHNIQUES [T]

Credits-4

Objectives
To study the different traditional textiles and their origin.
To impart knowledge on various Indian fabric embellishment techniques

Contents

Module I
History of Indian textile production.
Techniques of textile decoration-Brief study on traditional Woven fabrics, Dyed fabrics, Printed fabrics, Painted fabrics and Embroidered fabrics.

Module II
Traditional Indian embroidery – origin application & colors-Kantha, Chikan, Kutch & mirror work, Kasuti, Zardosi and Bead work

Module III
Printing & Paintind techniques:–origin and applications-Block printing, Kalamkari and Patachitra.

Module IV
Dyeing and weaving techniques:-Ikats, Patola, Bhandini, Laharia, Shibori, Brocade weave and Carpet weaving.

Suggested Readings:

Indian Tie-Dyed Fabrics, Volume IV of Historic Textiles Of India. Merchant: Celunion Shop
Indian Tie-Dyed Fabrics., Volume IV of Historic Textiles Of India., Merchant: Celunion Shop
Traditional Indian Textiles., John Gillow/Nocholas Barnard, Thames & Hudson.
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SEMESTER VI

BFD-691: ACCESSORY DESIGNING [P]

Credits – 4

Objective

To teach the students the art of accessory designing so that they can complement their garment designs with appropriate accessories.

Contents

Module I
An introduction to jewellery making:
Various types of jewellery, materials used for making jewellery, metals and stones,
Types of jewellery-neck lace, earrings, rings, hair ornaments.

Module II
History of jewellery:
Egypt, Sumerians, Greek, Rome and Indian jewellery.
Design jewelleries on the basis of historical influences of Egypt, Sumerians, Greek and Rome.
Design jewelleries on the basis of Indian historical influences.

Module III
Designing of jewellery on the basis of a selective theme:
traditional style jewellery, ethnic style jewellery, contemporary style jewellery, fusion of any above styles.

Module IV
Material exploration- Develop a set of jewellery with any material and a set of eco friendly material.

Module V
Accessories: - Designing of accessories- hats, belts, bags, footwear’s and hair accessories.
Material exploration- Develop any accessory from the above mentioned items.

Suggested Readings:

History of Jewellery 1100-1870, Joan Evans, Faber.
Ancient Jewellery (Interpreting the Past series), Jack Ogden, University of California Press.
A Collector’s guide to Costume Jewellery, Tracy Tolkien & Henrietta Wilkinson, Firefly Books.
Accessories, Kim Johnson Gross, Jeff Stone, Thames &Hudson, Jewelry from Antiquity to the Present, Clare Philips, Thames and Hudson.
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SEMESTER VI
BFD-692: PORTFOLIO MAKING [P]

Credits-4

Objectives

The students document all their presentable work done through all semesters and those that portray the student’s areas of interest. The portfolio can be an effective means of communicating the capacities and capabilities of the students to anyone who seeks their skills and talents.

Presentation & Evaluation

The portfolio would be done using the art software’s of which the student have undergone training. Students should use computer aided backdrops and various innovative layouts. Appropriate selection of designer display folders & different design options are possible for showcasing their creative works.

Suggested Reading:

- Portfolio Presentation for Fashion Designers – Linda Tain, Fairchild
- www.styleportfolios.com
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SEMESTER VI
BFD-693: FINAL COLLECTION [P]

Credits – 12

Objectives
To develop creative designing sensibilities among students for developing ensembles through thematic presentations and interpretations.
To introduce the students as fashion designers.

Content

Module I
- Research to select a basic theme
- Preparing Mood board for the collection
- Preparing Fabric & Colour story board
- Design Development Sheets
- Final range of five ensembles

Module II
- Preparing Specification sheets
- Making paper pattern for the collection
- Making toile fit for the collection
- amending the toile and pattern as necessary to achieve the correct look

Module III
- Preparing Fabric layout plan
- Realize the final collection in appropriate material with proper finishing
- Preparing Cost Sheets

Presentation and Evaluation
Each student will conceptualize and develop a collection of at least five ensembles which demonstrate the student creativity and understanding of the market.
The collection will be displayed as a fashion show finale.

SEMESTER VI
BFD-681: MAJOR PROJECT ON SPECIALISED AREA [P]

Credits – 4

Objectives
To develop analytical and problem solving approach among the students. They will select any specialized area related to the elective subject studied in 5th semester and conduct a research work in this field.

Content
The topic can be provided by the industry or selected after consultation with the concerned faculty.
The findings of the project work to be submitted in the form of a PowerPoint presentation saved in a CD, along with print outs in A4 size