

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus of B.Sc in Fashion Design & Management**  
**(Effective for 2020-2021 Admission Session)**  
**Choice Based Credit System**  
**140 Credit (3-Year UG) MAKAUT Framework**  
**w.e.f 2020-21**

**3rd Semester**

Subject Type	Course Name	Course Code	Credit Points	Credit Distribution			Mode of Delivery			Proposed MOOCs
				Theory	Practical	Tutorial	Offline #	Online	Blended	
CC 5	Computer Graphics & its Application in Fashion Art & Drawing	BFDM(T) 301	6	4	0	0	✓			As per MAKAUT notification
		BFDM 391		0	2	0				
CC 6	Fashion Merchandising	BFDM 302	6	5	0	1	✓			
CC 7	Project - Womenswear Designing	BFDM(T) 303	6	4	0	0	✓			
		BFDM 393		0	2	0				
GE 3	Students have to select from the GE Basket		6	6					✓	
SEC 1	Basics of Assessment in Psychology	BFDM 354	2	0	2	0	✓			
<b>Semester Credit</b>			<b>26</b>							

**# Only in case offline classes are not possible due to reasons like COVID Pandemic the classes will be in synchronous online mode**

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**CC5 – COMPUTER GRAPHICS & ITS APPLICATION IN FASHION ART & DRAWING**

**Credits- 4L+2P**

**Course Objectives:**

To make the students familiar to computer and use of different software's in fashion & garment industry. To introduce Basic sketching techniques, aspects of human anatomy & importance of fashion illustration. Students should be confident in drawing a fashion figure or a croqui with proportion & body movements, various poses required for fashion illustration and various mediums for sketching, and rendering life forms

**Course Outcomes (CO):**

Sl	Course Outcome
1	Remember & Understand different lines and forms used in drawing
2	Understand and learn how to depict body proportion and different poses
3	Understand & apply different techniques used for drawing face details
4	Remember & Understand fabric rendering with different colour medium used for different garments
5	Understand and apply Adobe Illustrator software tools and use it for drawing fashion figures
6	Apply Photoshop & other software for creating design boards for fashion industry

**Theory- BFDM(T) 301**

CO	Blooms Level	Modules	%age of questions
CO1	1,2	Module 1	30
CO2	1,2	Module 2	20
CO3	1,2	Module 3	20
CO4	1,2,3	Module 4	30
CO5			
CO6			
			<b>100</b>

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**Practical- BFDM 391**

CO	Blooms Level	Modules	%age of questions
CO1	1,2	Module 1	10
CO2	1,2	Module 2	10
CO3	1,2	Module 3	10
CO4	1,2	Module 4	10
CO5	1,2,3	Module 5	30
CO6	2,3	Module 6	30
			<b>100</b>

**Detailed Course Curriculum:**

**Module I (14 Hours)**

Different types of Lines-vertical, horizontal, diagonal, wavy, zig-zag, dotted, dashed, spiral etc.  
 Free hand drawing techniques & related exercises.  
 Two & three dimensional forms, its composition, perspective & Object shading.  
 Still life drawings (about 50).  
 Free hand practice of brush & pencil, introduction to different colour mediums

**Module II (14 Hours)**

Stick figures & different body actions. Developing blocks for block figure.  
 Basic 8 head croquis. Basic 10 head croquis  
 $\frac{3}{4}$  pose, side pose & back poses.

**Module III (12 Hours)**

Face block  
 Fashion frontal face-eyes, ears, nose, mouth & head.  
 Croquis analysis-analysing figures from fashion magazines & life.

**Module IV (10 Hours)**

Drawing different garments / dresses on fashion figures & its rendering for different fabrics. Step by step application of different mediums.

**Module V (12 Hours)**

**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)

**Module VI (14 Hours)**

**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.)

**Computerizes Pattern Making & Grading Software:** Creating Pattern on computer screen, adding details to patterns, Saving, Extracting & Editing patterns from stock library of Patterns, grading

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patterns on different size scale., Making Marker plan for cutting fabrics

**Suggested readings:**

Human figure, John .H.Vanderpoel Island, Printer C, Chicago Art students academy, Edmond.  
 J.Farris, Dover publications, NewYork.  
 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

**CC6 – FASHION MERCHANDISING**

**Code: BFDM-302**

**Credit: 5L+1T**

**Course Objectives:**

Students will be able to introduce the aspects of domestic marketing, retail merchandising and export merchandising. Besides, they will be able to apply basic mechanisms of fashion marketing and merchandising in retail organizations and in various strategies of operation.

**Course Outcomes (CO):**

Sl	Course Outcome	Mapped modules
1	Understand merchandising and organizational structure & functions of various departments of a manufacturer Export house.	M1
2	Demonstrate Forecasting and significance in product planning, sampling etc.	M2
3	Understand and develop a working knowledge of Costing. Explain Export, trade procedures & documentation.	M3.
4	Relate Product and Price & Importance of price in marketing mix.	M4
5	Outline Distribution channels and physical distribution.	M5
6	Understand Promotion, personal selling, functions of sales man.	M6
7	Analyze the Organizing of the showroom.	M7
8	Understand and make use of a working knowledge of Visual Merchandising	M8

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**Syllabus:**

<b>Module Number</b>	<b>Headline</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level</b>	<b>Remarks (If any)</b>
Module 1	Merchandising and organizational structure & functions of various departments of a manufacturer Export house.	7	10	1,2	N.A
Module 2	Forecasting and significance in product planning, sampling etc.	8	15	1,2	N.A
Module 3	Costing, Export, trade procedures & documentation.	8	15	1,2	N.A
Module 4	Product and price: product planning and development, product life cycle concept; packaging, Importance of price in marketing mix, factors affecting price, discount and rebates.	7	10	2,3	N.A
Module 5	Distribution channels and physical distribution, transportation, warehousing, inventory control, order processing	7	10	2,3	N.A
Module 6	Promotion, personal selling, functions of sales man.	8	15	2,3	N.A
Module 7	Organizing of the showroom, green labelling, care labelling , quality control etc.	7	10	2,3,4	N.A
Module 8	Visual Merchandising- Role, Importance, techniques & types of displays	8	15	2,3	N.A
		60	100		
	<b>Tutorials</b>	<b>16</b>			
	<b>Total</b>	<b>76</b>			

**Detailed Course Curriculum:**

**Module I**

Introduction to merchandising-definition and objectives of merchandising, role of a merchandiser, requirements of a merchandiser, responsibilities of a merchandiser.

Understand Organizational structure & functions of various departments of a manufacturer Export house. Buying house-store owned buying house & independent buying house.

**Module II**

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Forecasting and significance in product planning, sampling, specification sheet, order sheet, line development, lead time, line presentation, minimum length and width.

**Module III**

Costing - techniques of costing-forward costing & backward costing, cost control, cost sheet. Export, trade procedures & documentation. Mode of shipments, Transport documents, Mode of payment- letter of credit & Bill of exchange.

**Module IV**

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.

**Module V**

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

**Module VI**

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.

**Module VII**

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

**Module VIII**

Visual Merchandising-Store planning, Seasonal visual merchandising, Windows, Interior and exterior visual merchandising, Departments.

**Suggested readings:**

1. Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education
2. Arun Kumar: Marketing Management, Vikas
3. Saxena, Rajan : Marketing Management, Tata McGraw Hill
4. Gandhi, J.C. : Marketing, Tata McGraw Hill
5. Tapan Panda: Marketing Management, Excel Books
6. Ramaswamy, V.S. and S. Namakumari : Marketing Management, Macmillian.
7. B. Ghosh : Fundamentals of Marketing Management, Books & Allied
8. Fashion Merchandising and Marketing. Marian H Jernigan. Easterling and Cynthia R
9. Marketing Today's Fashion. Carol Mueller, Similey, Elenor Lewitt.

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**CC7 – PROJECT: WOMENS WEAR DESIGNING**

**Credits- 4L+2P**

**Course Objectives:**

This course is aimed to enable the student to remember and apply relevant professional knowledge, skills, discipline and ethics in design theory and practical application. The learnings gained from this course when put to use in conjunction with technical knowledge will enable the student to conceptualise and develop creative apparel design collection for women.

**Course Outcomes (CO):**

Sl	Course Outcome
1	Remember & Understand the basic knowhow of modern womenswear
2	Understand & Apply trend forecast to conceptualize a womenswear collection
3	Remember & Understand the evolution of womenswear
4	Understand & Apply design theory to develop a womenswear collection
5	Analyze & Apply pattern making to develop the designs
6	Apply, Analyze, Evaluate & Create a finished final garment with technical process documentation

**Theory: BFDM(T) 303**

CO	Blooms Level	Modules	%age of questions
CO1	1,2	Module 1	40
CO2	2,3	Module 2	10
CO3	1,2	Module 3	40
CO4	2,3	Module 4	10
			<b>100</b>

**Practical: BFDM 393**

CO	Blooms Level	Modules	%age of questions
CO1			
CO2	2,3	Module 2	25
CO3			
CO4	2,3	Module 4	25
CO5	1,2,3,4	Module 5	25
CO6	3,4,5,6	Module 6	25
			<b>100</b>

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**Detailed Course Curriculum:**

**Module I (Theory) (12 Hours)**

**Introduction to Womenswear:**

- Womenswear Categories
- Fashion Styles
- Body Types
- Sizing and Measurement Charts
- Wardrobe Planning

**Module II (12 Hours)**

**Study of Forecast: (Theory)**

Trend and Forecast Analysis and Application

**Design Process: (Practical)**

10 boards documentation for developing a design collection

**Module III (Theory) (12 Hours)**

**Evolution of Womenswear:** Tracing women's costume history from ancient to modern day

- *Civilizations* (Asiatic Empires, Greek, Roman, Egypt, Far East, Maya, Inca, Aztec, etc)
- *1<sup>st</sup> to 14<sup>th</sup> century* (Byzantium, Middle Ages, etc)
- *15<sup>th</sup> to 19<sup>th</sup> century* (Renaissance, Baroque, French Revolution, Rococo, Romantic Period, Victorian Era, Industrial Revolution, etc)
- *20<sup>th</sup> century* (Edwardian Era, Jazz Age, World Wars I and II, New Look, etc)
- *Modern Clothing* (Youth style and subcultures > Greasers, Beatniks, Teddy boy, Skinheads, Mods, Rock and Roll, Hippies, Disco, Punks, Grunge, Hip-Hop, Street Style, etc)

***Identifying women's clothing types from cultures around the world based on***

- Ethnic diversity
- Geographical location and Climatic conditions
- Traditional and Ritualistic

**Module IV (14 Hours)**

**Design in Womenswear: (Theory)**

Application of elements and principles - Form, Shape, Space, Line, Color, Texture, Balance, Proportion, Emphasis, Rhythm and Harmony, etc in women's apparel design.

Material and Surface Exploration

**Design Development: (Practical)**

- Range design
- Flat Sketches
- Hand and Digital Illustration

**Module V (Practical) (13 Hours)**

**Pattern Making**

Develop the patterns for the design collection

Create 1 basic Prototype of the final garment to be executed (toile, muslin)

**Module VI (Practical) (13 Hours)**

**Technical Package [Tech Pack]:**



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Specification Sheet,  
Construction Details,  
Cost Sheet

**Garment Construction:**

Execute 1 Final Garment from the Collection

**Suggested Readings:**

1. Elements of design and apparel design., Sumathy. G. New Age International Pvt. Ltd, 2002.
2. Art and Fashion in Clothing Selection, M.C. Gimsely and Harriot. T., Nova State Uty. Press, New York.
3. Fashion Design (Process, Innovation & Practice), Kathryn Mckelvey & Janine Munslow
4. Fashion from Concept to Consumer. Gini Stephens Frings
5. Introduction to Fashion Design. Patrick John Ireland
6. Encyclopaedia of Fashion Details. Patrick John Ireland
7. A History of Fashion. Kenneth, Black and Garland.
8. Fashion in the Western World. Doreen Yarwood, Trafalger Square.
9. Fashion Promotion: Building a Brand Through Marketing and Communication, Gwyneth Moore
10. A History of Fashion, Black A.J. (1985) USA Orbits Publishing Ltd.
11. Understanding Fashion, UK, Rouse E. (1989), Blackwell Science.
12. The Dictionary of Costume, UK, Wilcox T. Bats ford Ltd.
13. The Art of Dress Clothes and Society, Ashelford J. ISBN 1500-1914, Amazon- com.
14. Clothing – An Introductory College Course, Beth Quinlan etal
15. The Concise History of Costume and Fashion, James Laver -Harry N. Abrams (1969)
16. History of Fashion, Rebecca Rissman, ABDO Publishing Company\_ABDO\_Essential Library (2014)
17. Western World Costume – An Outline History, Carolyn G. Bradley, Dover Publications, INC. (1954)
18. Historic Costume – From Ancient Times to the Renaissance, Tom Tierney, Dover Publications, INC.
19. The Complete History of Costume & Fashion, Bronwyn Cosgrave, Checkmark Books (2000)
20. Portfolio Presentation for fashion designers – Linda Tain, Fairchild Books, New York (2010)

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**BBS 354- Basics of Assessment in Psychology**

**Credits- 2P**

**Course Objective:** The course is designed to provide a working knowledge on basic assessment tools of intelligence and personality that will help them develop a better understanding of themselves and their strengths and weaknesses. The learner will be able to remember, understand and apply the taught concepts and methods in future work endeavors related to job analysis, personnel selection, career counseling and personality development.

**Course Outcome:**

Sl	Course Outcome (CO)	Mapped Module
CO1	Be able to understand and remember the basic concepts related to assessment in Psychology including its types, methods, purpose, tools, application	M1
CO2	Be able to remember & understand the basic concept of intelligence & it's testing. Learn how to administer, score and interpret a standardized IQ test.	M1,M2
CO3	Be able to remember & understand the basic concept of personality & it's testing. Learn how to administer, score and interpret a standardized personality test.	M2,M3

**Syllabus with mapped module:**

Module Number	Headline	Total Hours	%age of Questions	Blooms Level	Remarks (if any)
Module 1	Introduction to Assessment in Psychology- types, methods, purpose, tools, application	4	20	1, 2, 3	N.A.
Module 2	Introduction to intelligence & intelligence testing followed by administration, scoring & interpretation of Standard Progressive Matrices by Ravens/Cattell's Culture Fair Test	12	40	1, 2, 3	N.A.
Module 3	Introduction to personality & personality testing followed by administration, scoring & interpretation of Eysenck Personality Questionnaire (EPQ)	12	40	1, 2, 3	N.A.
		<b>28</b>	<b>100</b>		

**Syllabus**

Module 1: Introduction to Assessment in Psychology- types (Intelligence, personality, interest, creativity, psychopathology: anxiety, depression, suicidal intention, anger, etc), methods (questionnaire, verbal test, batteries, performance batteries, expressive techniques), purpose (clinical and non-clinical), tools (paper pencil, ink blots, picture cards), application (clinical and non-clinical). <i>(Total hours- 4)</i>
Practicum: Module 2: Understanding of intelligence & intelligence testing followed by administration, scoring & interpretation of Standard Progressive Matrices by JC Raven/Cattell's Culture Fair Test. <i>(Total hours- 12)</i>
Practicum: Module 3: Understanding of personality & personality testing followed by administration, scoring & interpretation of Eysenck Personality Questionnaire (EPQ) <i>(Total hours- 12)</i>

**Reference**

- Singh, A. K. (1986). *Tests, measurements and research methods in behavioural sciences*. Tata McGraw-Hill.
- Mangal, S. K. (2007). *Essentials of educational psychology*. PHI Learning Pvt. Ltd.