

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 IV

BFD401

FullMarks:100

Historical, Contextual & Cultural Studies –IV (Theory)

Objectives

- This module focuses on the relationship between fashion and identity, concentrating on the importance of subcultures.
- It introduces students to the histories and contexts of sub cultural fashion (e g: Mod, Punk) noting their importance to the mainstream and also covers ideas of 'ugliness' and the 'extreme' in order expose students to different ways of thinking about beauty and the body.

Units	Course Content
1	<ul style="list-style-type: none">• The module takes students on a journey that starts with sessions on fashion, gender and identity. It then details a variety of influential sub cultural movements and their impact on fashion, from Mod, through Punk and Hip Hop to Gothic fashion movement and different other fashion movements all around the world.• The module contextualizes fashion within broader histories of identity in relation to music and the body and will prove fundamental to students' critical enquiry and theoretical knowledge base.

References

1. Style Tribes: The Fashion of Subcultures Hardcover by Caroline Young
2. <https://en.wikipedia.org/wiki/Subculture>

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BFD491

Full Marks: 100

Visual Interpretation & Communication - IV (Practical)

<p>Objectives To enable the students to:</p> <ul style="list-style-type: none"> • Design initiation into creative womenswear and menswear illustration and line planning are emphasized. • To develop an individual signature style of illustration integrating conceptualization, exploration and final ideation of design. • To understand the co-relation of fashion model drawing along with representation of garments through flat working drawings is initiated. • Understanding the integral concept of a hand on experience of handling different art media. 	
Units	Course Content
1	<ul style="list-style-type: none"> • Creative fashion Illustration – Women and Men. • Illustration for Indianwear (Ethnicwear) – Women and Men. • Editorial Illustration • Illustration for Imagination • Flat fashion sketches - hand • Botanical illustration • Fashion illustration focusing on market trends and forecasting. • Mixed Media Exploration
<p>References</p> <ol style="list-style-type: none"> 1. Fashion Illustration Techniques: A Super Reference Book for Beginners by Zeshu Takamura 2. Drawing for Fashion Designers by Angel Fernandez and Gabriel Martin Roig 3. Fashion illustration. Inspiration and Technique by Anna Kiper 4. Fashion Illustration School. A Complete Handbook for Aspiring Designers and Illustrators by Carol A. Nunnelly 5. Figure Drawing for Fashion Design by Elisabetta Drudi and Tisiana Paci 	

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BFD492

Full Marks: 100

Pattern Making & Garment Construction Techniques (Menswear)- IV (Practical)

Objectives

To enable the students to:

1. To Design, plan, and create an original men's design through the flat pattern process.
2. Experiment with both pattern manipulation as well as pattern drafting to create individual design patterns for garment construction.
3. 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. Industry techniques will introduce students to pattern design for apparel production.

Units	Course Content
1	<ul style="list-style-type: none"> • Drafting of basic men shirt and trouser and their variations • Drafting of men's basic Jacket pattern and its variations • Introduction to creative men's silhouettes development through innovative and experimental pattern and drape development • Introduction to advanced couture tailoring and finishing's for menswear.

References

Books

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. Make Your Own Patterns: An Easy Step-by-Step Guide to Making Over 60 Dressmaking Patterns Written by Rene Bergh
5. Body mapping: The Step-By-Step Guide to Fitting Real Bodies Written by Kathy Illian
6. Sew Liberated: 20 Stylish Projects for the Modern Sewist Written by Meg McElwee
7. The Little Black Dress: How to Make the Perfect One for You Written by Simon Henry

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BFD493

Full Marks: 100

Computer Graphics-III (Practical)

Objectives

To enable the students to:

- This module aims to provide students with a working knowledge of basic engineering drawing and the software tools that can be used to produce various drawings.
- Create opportunity for the students in gaining skills using modern CAD – InDesign software.

Units	Course Content
1	<p>The module is designed to enable students to create their own concept designs using industrial standard Computer Aided Design (CAD) software - InDesign. These computer representations will be required to explore digital design for small and large batch components and products. Students will be able to explore the software, according to the design and manufacturing requirements of the design.</p> <p>1. Adobe Indesign: Getting started with Adobe Indesign, working with adobeInDesign to create Mood & Trend Presentation Boards, Creating textile patterns and layouts, Creating invitation card, visiting cards and greeting cards, books layouts. (Selection, layering and masking, painting, editing, filing, distortion, rotation, scaling, copying, repetition, colour changes and image adjustment techniques.)</p> <p>2. Introduction to Fashion Graphics on InDesign.</p> <p>3. Introduction to print development on InDesign.</p>

References

ADOBE INDESIGN

Adobe InDesign CC Classroom in a Book (2018 release) by Kelly Kordes Anton and Tina Dejarld
 Adobe InDesign CS6 Classroom in a Book by Adobe Creative team
 Adobe Indesign 2018: An Easy Guide to Learning the Basics by Dale Michelson
 Adobe Creative Suite 6 Design and Web Premium All-in-One For Dummies by Jennifer Smith and Christopher Smith
 Learn Adobe InDesign CC for Print and Digital Media Publication: Adobe Certified Associate Exam Preparation (Adobe Certified Associate (ACA) by Jonathan Gordon and Rob Schwartz

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BFD481

Full Marks: 100

Draping Techniques (Womenswear)- II (Practical) SESSIONAL

Objectives

To enable the students to:

- To create innovative patterns to develop one-piece and bifurcated garments. Concepts of volume and folds in relation to fabric type are also inculcated.
- To introduce to the basic principles and techniques of draping in fabric as a means to creatively interpret and develop contemporary designs.
- To explore the three-dimensional draping approach to executing garment design and a critiqued design development on the dress form, to develop a sense of proportion, silhouette, line, and style, while exploring current market trends.

Units	Course Content
1	<ul style="list-style-type: none"> ● Basic torso – marking and truing, Torso variations ● Corset drapes development techniques. ● Structured Cowls drape development ● Drape development of Gowns and its variations ● Structured Drape development of bodice/torso/jackets/skirts and its variations ● Design and construction of final garments applying draping method

References

1. Draping for fashion design: Nurie Relis/ Hilde Jaffe, Reston publishing co.
2. Designs cutting and draping for special occasion clothes : for evening wear and party
3. Wear, Drawn Cloak, Chrysalis
4. Cutting and Draping Special Occasion Clothes: Designs for Eveningwear and Partywear - Dawn Cloake
5. Draping Basics - Sally M. Di Marco
6. Drape Drape - Hisako Sato
7. Draping for Apparel Design - Helen Joseph Armstrong
8. The Art of Fashion Draping - Connie Amaden-Crawford

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BFD482

Full Marks: 100

Surface design For Textiles & Modern Industry Innovations
(Practical) SESSIONAL

Textiles have existed since the beginning of human time for function and aesthetic purposes. This program offers the practitioner an experimental platform to explore and establish a dialogue between multiple media, materiality and develop conceptual rigor. The program is open to a creative practitioner to embrace all media, techniques, new technology, smart materials, 3-D form, sculpture, fiber arts and many more. This will enable you to analyze and study archive textiles and creatively develop visual ideas for contemporary textiles in response to imagery, pattern, composition, structure and surface.

Objectives

To enable the students to:

- Building on the pre-requisite learning, the focus of the subject area is to understand various hand embroidery techniques as a surface embellishment technique. The end objective is to explore these for contemporary adaptation and applications.
- Further to enhance the possibilities of creative value addition, the subject explores visual and tactile qualities of fabric/material with crossover application between Design, Technology, Innovations, Craft and Industry. Harnessing indigenous and available resources, skills, materials and techniques for contemporary adaptation and application into the design as a whole.

Units	Course Content
1	<ul style="list-style-type: none"> • Design Research and development through – 3D printing, laser cutting, and Digital print technology on fabrics. • Sustainable innovative material research and development – bamboo fabric, banana fabric, pineapple leather, soy fabric etc. <p>World of materials are ever changing, use of Organic materials other media has given new dimensions to the field of Contemporary Textile art practices. New materials and new technologies (as well as old) are used to create textiles that can be interactive and responsive. Textiles are being woven with computer driven methods as well as with wood, fungi, bamboo, LED light tubing and recycled plastic. Computer chips incorporated into textiles help create interactive and high performance textiles, which have developed as smart textiles (fashion and Interiors).</p>

References

1. Surface design for fabric, Richard M Proctor/Jennifer F Lew, University of Washington P r e s s .
2. Art of embroidery : History of style and technique, Lanto Synge, Woodridge
3. The Timeless Embroidery, Helen M, David & Charles.
4. Readers Digest, Complete guide to Sewing, 1993, Pleasant ville-Nu Gail L, Search Press Ltd.
5. Barbara .S, Creative Art of Embroidery, London, Numbly Pub. group Ltd.
6. Shailaja N, Traditional Embroideries of India., Mumbai APH Publishing.

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BFD483

Marks: 100

Design Studio IV – Menswear Design 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 realization 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 Menswear 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