

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

5th Semester

Subject Type	Course Name	Course Code	Credit Points	Credit Distribution			Mode of Delivery			Proposed MOOCs
				Theory	Practical	Tutorial	Offline #	Online	Blended	
CC 11	Project: Costume Designing	BFDM(T) 501	6	4	0	0	✓			As per MAKAUT notification
		BFDM 591		0	2	0	✓			
CC 12	Project: Kids wear Designing	BFDM(T) 502	6	4	0	0	✓			
		BFDM 592		0	2	0	✓			
DSE 1 (Any One)	Accessory Designing	BFDM – 503(A)	6	4	0	0	✓			
		BFDM – 593(A)		0	2	0	✓			
	Visual Merchandising	BFDM(T) – 503(B)	6	4	0	0	✓			
		BFDM – 593(B)		0	2	0	✓			
DSE 2 (Any One)	Fashion Photography	BFDM(T) – 504(A)	6	4	0	0	✓			
		BFDM – 594(A)		0	2	0	✓			
	Fashion Communication	BFDM(T) – 504(B)	6	4	0	0	✓			
		BFDM – 594(B)		0	2	0	✓			
Semester Credit			24							

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CC 11 – COSTUME DESIGNING

CODE – BFDM 501/591

Credits- 4T+2P

Course Objectives:

To enable the students to take up costume for the movie, theatre and advertisement industry and to interact with prominent costume designers from the movie and theatre industry in training an workshop.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Analyze the evolution of theatre costumes.	M1,M2.M3
2	Analyze and evaluate the history of selected theatre costumes around the world.	M2,M3
3	Apply and evaluate the stages of evolution of theatre costumes from ancient times to present day-movies, plays etc.	M2,M3
4	Analyze the difference in theater costumes, make up, accessories from that of everyday usage.	M3,M4
5	Apply & Analyze the knowledge and process to sketch and colour- Costumes, Accessories, Masks, props etc.	M4,M5
6	Create any one variety of theatre costume.	M5,M6

Theory: BFDM 201

CO	Blooms Level	Modules	%age of questions
CO1	1,3	Module 1	25
CO2	2,3	Module 2	25
CO3	2,3	Module 3	25
CO4	3,4	Module 4	25
			100

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Practical: BFDM 291

CO	Blooms Level	Modules	%age of questions
CO1			
CO2			
CO3			
CO4			
CO5	4,5	Module 5	40
CO6	5,6	Module 6	60
			100

Detailed Course Curriculum:

Module I (12 Hours)

Introduction to Early Theatre Clothing:

Introduction to evolution of theatre costume with examples of Greek Theatre costume. Origin of Theatre in Greece, stage lay-out, practical requirements of actors and other different aspects of early performance arts.

Module II (12 Hours)

Selection of clothing:

Study of selected theatre costumes around the world- Greek, Roman, India, Egyptian, Elizabethan Theatre, Italian Theatre, Chinese Theatre, Japanese Theatre.

Module III (12 Hours)

Ancient to Modern Costumes:

Medieval theatre costumes, Renaissance theatre costumes, Baroque theatre costumes, 17-18th century costumes, 19th Century Theatre to present times. Costumes in films, Costumes in modern theatres or any in other visual performing arts.

Module IV (12 Hours)

Introduction to Fashion costume:

The difference in theater costume from that of everyday costume/Fashion costume. The difference of theatre make-up, hair, accessories from that of everyday use.

Module V (Practical) (12 Hours)

Design Process:

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

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Module VI (Practical) (16Hours)

Design Development: 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.

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.

CC12 – PROJECT: KIDSWEAR DESIGNING

CODE – BFDM 502/592

Credits- 4+2=6

Course Objectives:

This course is aimed to enable the student to explain and apply relevant professional knowledge, skills, discipline and ethics in design theory and practical application. The learning gained from this course when put to use in conjunction with technical knowledge will enable the student to conceptualise and develop creative apparel design collections for boys and girls across different age groups under kidswear.

Course Outcomes (CO):

	Course Outcome	Mapped Modules
CO1	Analyze the basic knowhow of modern kidswear	M1,M2,M3
CO2	Apply & Analyze trend forecast to conceptualize kidswear ranges for different age groups	M2,M3,M4
CO3	Analyze the evolution of kidswear	M2,M3
CO4	Apply & Analyze design theory to develop a kidswear collection	M3,M4
CO5	Apply, Analyze, Evaluate & Create pattern making to develop the designs	M4,M5
CO6	Apply, Analyze, Evaluate & Create a finished final garment with technical process documentation	M3,M4,M5,M6

Theory: BFDM 502

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CO	Blooms Level	Modules	%age of questions
CO1	2,3	Module 1	30
CO2	2,3,4	Module 2	20
CO3	2,3	Module 3	40
CO4	3,4	Module 4	10
			100

Practical: BFDM 592

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

Detailed Course Curriculum:

Module I (Theory) (12 Hours)

Introduction to Kidswear:

Kidswear Categories based on Gender

Age based Sizing and Measurement Charts + Fit Guide

Wardrobe Planning

Module II (12 Hours)

Study of Forecast: (Theory)

Trend and Forecast Analysis and Application

Design Process: (Practical)

Conceptual Storyboard Making

10 boards documentation for developing a design collection

Module III (Theory) (12 Hours)

Evolution of Kidswear: Tracing kids costume history from ancient to modern day

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- **Civilizations** (Asiatic Empires, Greek, Roman, Egypt, Far East, Maya, Inca, Aztec, etc)
- **1st to 14th century** (Byzantium, Middle Ages, etc) and **15th to 19th century** (Renaissance, Baroque, French Revolution, Rococo, Romantic Period, Victorian Era, Industrial Revolution, etc)
- **20th century** (Edwardian Era, Jazz Age, World Wars I and II, etc)
- **Modern Clothing** (Youth style and subcultures influence on kidswear)

Identifying kids 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 Kidswear: (Theory)

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

Material and Surface Exploration: (T+P)

Special emphasis on kids friendly textiles and surface manipulation techniques

Design Development: (Practical)

Range design > combined Boys and Girls collection
Flat Sketches
Hand and Digital Illustration

Module V (Practical) (12 Hours)

Pattern Making

Develop the patterns for the design collection
Create 1 each basic Prototype [Boy and Girl] of the final garments to be executed (toile, muslin)

Module VI (Practical) (10 Hours)

Technical Package [Tech Pack]:

Specification Sheet,
Construction Details,
Cost Sheet

Garment Construction: Execute 2 Final Garments [Boy and Girl] 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

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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)

DSE 1– ACCESSORY DESIGNING

CODE – BFDM 503(A)/593(A)

Credits- 4T+2P

Course Objectives:

To provide an in-depth knowledge of accessories and make use of the art of accessory designing so that students can complement their garment designs with appropriate accessories.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Analyze jewelry making, types of jewellery and as well as learn the history of jewellery.	M1, M2,M3
2	Analyze & Evaluate the history of jewellery making in ancient cultures that has shaped modern day accessories.	M2,M3
3	Apply designing of jewellery on the basis of a selective theme and its variations in terms of styles.	M2,M3
4	Analyze and create the techniques and materials to develop a set of jewellery with ecofriendly material.	M3,M4
5	Analyze & evaluate Design Process to design jewellery on the basis of world historical and Indian historical influences.	M4,M5
6	Apply & Create Design Development process to develop fashion accessories like hats, belts, bags etc.	M4,M5, M6

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Theory:

CO	Blooms Level	Modules	%age of questions
CO1	2,3	Module 1	25
CO2	2,3	Module 2	25
CO3	2,3	Module 3	25
CO4	3,4	Module 4	25
			100

Practical:

CO	Blooms Level	Modules	%age of questions
CO1			
CO2			
CO3			
CO4			
CO5	4,5	Module 5	60
CO6	4,5,6	Module 6	40
			100

Detailed Course Curriculum:

Module I (12 Hours)

An introduction to jewellery making: -
 Various types of jewellery
 Materials used for making jewellery
 Metals and stones jewellery
 Types of jewellery-neck lace, earrings, rings, hair ornaments etc.

Module II (12 Hours)

History of jewellery: - Egypt, Sumerians, Greek, Rome and Indian jewellery.
 Designing jewelleries on the basis of historical influences of Egypt, Sumerians, Greek and Rome.
 Designing jewelleries on the basis of Indian historical influences.

Module III (12 Hours)

Ancient to Modern Accessories:

An introduction of designing of jewellery on the basis of selective themes-

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Traditional style jewellery
Ethnic style jewellery
Contemporary style jewellery
Fusion style.

Module IV (12 Hours)

Material and technique exploration- includes different kinds costume accessory and jewellery explored using various kinds of materials like copper sheets, discarded plastic bottles, mirror, glass which have been used in different techniques. It includes accessory which has been made out of waste materials as a step towards sustainability.

Module V (Practical) (14 Hours)

Design jewellerys on the basis of historical influences of- Egypt, Sumerians, Greek and Rome.
Design jewellerys on the basis of Indian historical influences.

Module VI (Practical) (14 Hours)

Accessory Development:

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. Five centuries of Jewellery: From the collection of Ancient Art Museum, Lisbon, Leornor D'Orey, Scala Books. 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.

DSE 1– VISUAL MERCHANDISING

CODE – BFDM 503(B)/593(B)

Credits- 4T+2P

Course Objectives:

To make the students use the technical art and science of visual merchandising and window display. The learner will be able to outline the sales potential in terms of the right display on shop windows, signboards, interiors and other promotional drives

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
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1	Analyze Role & importance of Visual Merchandising of brands	M1,M2
2	Analyze target audience. Segmentation of market, Analysis of buying motives & brand preferences	M2,M3
3	Apply and evaluate Introduction to fashion branding, segmentation, community	M2,M3,M4
4	Apply & create window display & presentation techniques	M3,M4,M5
5	Apply & Create Store Design display	M5,M6
6	Apply, analyze and create a window display design	M4,M5,M6

Theory: BFDM

CO	Blooms Level	Modules	%age of questions
CO1	2,3,4	Module 1	25
CO2	3,4	Module 2	25
CO3	3,4,5	Module 3	25
CO4	3,4,5,6	Module 4	25
			100

Practical: BFDM

CO	Blooms Level	Modules	%age of questions
CO1			
CO2			
CO3			
CO4			
CO5	4,5,6	Module 5,6	40
CO6	4,5,6	Module 6	60
			100

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Detailed Course Curriculum:

Module I (10 Hours)

Role & importance of Visual Merchandising of brands:

Introduction to Brand & Visual Merchandising
Understanding Branding attributes
Reasons why a retailer should invest in a good display
The history and scope of Visual Merchandising
Important tool to increase sales

Module II (10 Hours)

Visual Merchandising & Consumers preferences:

Defining a retail consumer
Preferences to choose a fashion brand
Aesthetics in display and attracting customers
Fashion branding
Importance of buying behavior

Module III (10 Hours)

Fashion Branding & Attributes:

Introduction to conceptual understanding
Brand Image & Identity relationship
Understanding in-store & exteriors
Find hidden visual relationships
Marketing a Brand

Module IV (10 Hours)

Window Displays:

Getting to know your windows
Planning a window display
Themes/schemes/ Props/color/lighting
Signage and graphics
Window standards and maintenance, and budget
Designing a window display

Module V (10 Hours)

In-store Display Design:

Graphic design trends
Product & visual research
Visual content development
Product adjacencies
Floor layouts
Fixtures and fittings

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Lighting standards & ambience
Wall fixtures & Product handling
Retail standards and maintenance, and budget

Module VI (Practical) (26Hours)

Window Display:

Getting to know your windows
Research
Visual & art direction
Trend boards
Flat layouting & prototyping
Planning a window display
Themes and schemes
Budgeting
Props
Designing a window display

Suggested Readings:

1. Fashion Brands: Branding Style from Armani to Zara. Mark Tungate
2. Fashion from Concept to Consumer. Gini Stephens Frings
3. Basics Fashion Management: PR and Marketing: Communicating in the digital age. Gwyneth Moore.
4. Fashion Promotion: Building a Brand Through Marketing and Communication, Gwyneth Moore
5. Visual Merchandising for Fashion
6. Visual Merchandising and Display: Martin M. Pegler: Fairchild Books
7. Visual Merchandising 2nd Edition by Tony Morgan

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DSE 2 – FASHION PHOTOGRAPHY & STYLING

CODE – BFDM 504(A)/594(A)

Credits- 4T+2P

Course Objectives:

To provide students with professional skills in the field of fashion photography and styling. The students should be able to organise a team of people in front of and behind the camera in order to create an image that a client would buy.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Analyze the human body Make ups & its importance.	M1,M2,M3
2	Examine the Wardrobe planning, dressing for events, Make up & Hair style.	M2,M3,M4
3	Analyze Dress and accessories heritage.	M3,M4
4	Evaluate & Analyze Lifestyle factor of client & personal style, Portfolio Development.	M3,M4, M5
5	Analyze Photography Fundamentals , Studio Lighting & Effects, Post Editing, Fashion show Photography, Catalogue & Editorial Photography.	M5,M6, M7
6	Apply & Create the process to make a fashion Campaign.	M6,M7,M8

Theory: BFDM 201

CO	Blooms Level	Modules	%age of questions
CO1	3,4	Module 1	20
CO2	3,4,5	Module 2	20
CO3	3,4	Module 3	20
CO4	3,4,5	Module 4, 5	40
			100

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Practical:

CO	Blooms Level	Modules	%age of questions
CO1			
CO2			
CO3			
CO4			
CO5	4,5	Module 6,7	60
CO6	3,4,5,6	Module 8	40
			100

Detailed Course Curriculum:

Module I (10 Hours)

Understanding the human body
 Make ups & its importance

Module II (10 Hours)

Wardrobe planning

Dressing for events

Make up & Hair style

Module III (10 Hours)

Dress and accessories heritage-

Indian and International

Module IV (10 Hours)

Portfolio Development

Lifestyle factor of client

Personal style

Module V (8 Hours)

Portfolio Development

Module VI (Practical) (9 Hours)

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Photography Fundamentals
Studio Lighting & Effects
Post Editing

Module VII (Practical) (9 Hours)

Fashion show Photography
Catalogue & Editorial Photography

Module VIII (Practical) (10 Hours)

Formulating a fashion Campaign

Suggested Readings:

1. 'Horst: Photographer of Style', by Anna Wintour and Susanna Brown
2. Styling the Stars: Treasures from the Twentieth Century Fox Archive', by Angela Cartwright and Tom McLaren
3. 'Marisa Berenson: A Life in Pictures', Marisa Berenson & Hamish Bowles
4. Another Fashion Book', by Jefferson Hack
5. It's Modern: The Eye and Visual Influence of Alexander Liberman', by Charles Churchward & Rosamund Bernier
6. Louis Vuitton Fashion Photography', by Charlotte Cotton and Martin Harrison

DSE 2 – FASHION COMMUNICATION

CODE – BFD M 504(B)/594(B)

Credits- 4T+2P

Course Objectives:

To make the students take part in the different levels of fashion communications & media presentation, and how it helps in the overall growth of the fashion industry

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Analyze the role of fashion history & cultural communication	M1
2	Evaluate the process of creative communication	M1,M2

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	strategy	
3	Analyze & apply fashion branding, packaging & advertising process	M3
4	Evaluate the basics of fashion branding, promotion, appreciation	M3,M4
5	Apply & Analyze concept of communication design process	M2,M5
6	Apply & analyze Campaign design & product development	M5,M6

Theory: BFDM

CO	Blooms Level	Modules	%age of questions
CO1	3,4	Module 1	25
CO2	3,4,5	Module 2	25
CO3	3,4	Module 3	25
CO4	4,5	Module 4	25
			100

Practical: BFDM

CO	Blooms Level	Modules	%age of questions
CO1			
CO2			
CO3			
CO4			
CO5	3,4,5	Module 5,6	40
CO6	3,4,5	Module 7,8	60
			100

Module I (12 Hours)

Introduction to fashion & cultural communication:

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Racial and ethnic significance
Spirituality, subjectivity & materiality in communication process
Cultural essence & anxiety
cultural influence on fashion
Circuit of style-fashion-dress model: Sex, gender, and style-fashion-dress
Class structure & change: The flows of fashion

Module II (12 Hours)

Fashion Communication Concepts & Processes:

Visual Research for Fashion
Fashion Styling (practical)
Fashion Photography (practical)
Fashion branding
Campaign Design
Fashion Marketing & Consumer Behavior
Fashion & Social Media

Module III (12 Hours)

Branding, Packaging & Advertising through Graphics Media:

Introduction to conceptual understanding
Visual Research & Adaptation
Appeal to niche marketing gimmicks
Find hidden visual relationships
Write compelling product descriptions & typeface
Packaging design (brochure, flyers, carry bags, gifting, vouchers, cards)

Module IV (12 Hours)

Fashion Promotions:

Fashion Terminologies,
Role of communication Designer,
Fashion Leaders, Mavericks, Interpreters, Reproducers
Fashion Cycle,
Fashion Brands in contemporary market
Campaign design & promotional strategy
Graphics & Presentation design

Module V (Practical) (14 Hours)

Communication Design Process:

Graphic design trends
Product & visual research
Visual content development
Inspiration/Mood/Color/typography
Concept development & ideation

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Target Group & segmentation
Using graphics software
Display & presentation design

Module VI (Practical) (14 Hours)

Campaign design & product development:

Research
Visual & art direction
Trend boards
Flat layouting & prototyping
Catalogue Photo Shoot
Using graphics software
Packaging design (brochure, flyers, carry bags, gifting, vouchers, cards)
Display & presentation design

Suggested Readings:

1. Fashion Brands: Branding Style from Armani to Zara . Mark Tungate
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. Basics Fashion Management: PR and Marketing: Communicating in the digital age.
Gwenyth Moore
6. Writing for the Fashion Business Kristen .K. Swanson
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. The Handbook of International Marketing Communications Monye
12. The Visible Self: Global Perspectives on Dress, Culture, and Society Joanne B. Eicher
13. The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands. Jean Noel Kapferer