

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)
Syllabus of B.Sc. in Fashion Design & Management
Effective from academic session 2023-2024

SEMESTER 3

FASHION DESIGN PROCESS (FYBFD 301/391)

Credits- 3T+2P

Course Objectives:

To provide an in-depth understanding of the fashion world to every student. This course is aimed to enable the student to identify and analyse all the trends in clothing behaviour and gain an insight on the planning process involved in both clothing selection and development of a design collection with technical training in illustration and design software skills.

Course Outcomes (CO):

Sr. No.	Course Outcome	Mapped Modules
1	Explain the role of clothing and Analyze the process of selection of clothing to fulfil its role and its application	M1
2	Identify the history that has shaped modern clothing	M2
3	Make use of the basics of fashion know-how	M3
4	Apply Design Process and Development to Analyze the execution of concepts along with technical information required to execute a garment design	M4
5	Dvelop Fashion Design Illustration techniques to Create a garment design	M5
6	Utilize Design Software tools to Construct technical drawing and documentation of garment design	M6

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Theory: FYBFD 301

Module Number	Content (THEORY)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M1	Introduction to Clothing, Selection of Clothing	9	20	CO1	2,4	
M2	History of Clothing	12	25	CO2	2,4	
M3	Introduction to Fashion Knowhow	18	35	CO3	2	
M4	Fashion Design Process	6	20	CO4	2	
		45	100			

Practical: FYBFD 391

Module Number	Content (PRACTICAL)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M4	Fashion Design Process, Design Development	20	60	CO4	2,3,4	
M5	Fashion Illustration	20	20	CO5	3,6	
M6	Corel Draw, Adobe Illustrator	20	20	CO6	3,6	
		60	100			

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Detailed Course Curriculum:

Module I (Theory) (9 Hours)

Introduction to Clothing:

Purpose of clothing, Clothing Values,
Clothing Culture, Clothing according to climatic conditions,
Clothing by gender and identity, Role of clothing in society

Selection of clothing:

Clothes according to age, Clothes according to body type and body shape,
Clothing Categories, Different materials for different clothes,
Colors Psychology, Wardrobe Planning
Planning for clothing needs (school, parties, sports, resting, etc.)
Social and Psychological Aspects of Fashion

Module II (Theory) (12 Hours)

History of Clothing:

Clothing overview from the Ancient Civilizations till 19th century costume
20th century fashion history and Pop-culture overview

Module III (Theory) (18 Hours)

Introduction to Fashion Knowhow:

Fashion Terminologies, Fashion Forecasting, Fashion Cycle, Role of Fashion Designer,
Fashion Leaders, Fashion Market Segments, Fashion Design Houses & Brands,
How the fashion industry works, Branding and Promotion, Basics of Fashion Showing

Module IV (Theory 6 Hours) + (Practical 20 Hours)

Fashion Design Process:

Forecast > Inspiration/Concept > Mindmap
Theme > Mood > Color > Client
Designer Research > Look/Silhouette > Swatch & Trims

Design Development:

Range development > Illustration

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Flat Sketches > Technical Package

Basic Prototype (toile, muslin)

Catalogue Photo Shoot

Module V (Practical) (20 Hours)

Fashion Illustration:

Basic 8 head croquis. Basic 10 head croquis

¾ pose, side pose & back poses, Croquis analysis from fashion magazines & life

Drawing different silhouettes on fashion figures, Rendering different fabrics

Module VI (Practical) (20 Hours)

Corel Draw:

Getting started with Corel Draw, Basic tools of Corel Draw,

Illustrate the features of garments

Technical drawing of a garment highlighting details, Specification sheets

Adobe Illustrator:

Getting started with Adobe Illustrator, Basic tools of Illustrator,

Digital fashion illustrations, with full body detailing,

Flat sketch drawing and rendering

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.

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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

GARMENT PRODUCTION TECHNIQUES (FYBFD 302 / 392)

Course Objectives:

To provide working knowledge of garment manufacturing process. This course is aimed to empower the student with various technology used in bulk production of garment for fashion industry. Students will be able to understand and apply the acquired knowledge in their designs.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Choose the bulk manufacturing process of garments.	M1
2	Utilize basic pattern blocks for a particular standard body measurement	M2
3	Plan pattern manipulation techniques	M3
4	Make use of sewing process and sewing machine	M4
5	Experiment with different types of seams & seam finishes	M5
6	Apply different sewing techniques for construction of a garment	M6

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Theory: FYBDM 302

Module Number	Content (THEORY)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
Module 1	Introduction to the process of bulk manufacturing of garments	10	30	1	1,2	
Module 2						
Module 3						
Module 4	Introduction to Sewing	12	30	4	1,2	
Module 5	Seams & Seam finishing	12	20	5	1,2	
Module 6	Sewing a garment	11	20	6	2,3	
		45	100			

Practical: FYBFD 392

Module Number	Content (PRACTICAL)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
Module 1						
Module 2	Making Basic pattern blocks	12	20	2	1,2	
Module 3	Pattern Manipulation Techniques	12	30	3	2,3	
Module 4						
Module 5	Seams & Seam finishing	24	20	5	1,2	
Module 6	Sewing a garment	12	30	6	2,3	
		60	100			

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Detailed Course Curriculum:

Module I

Introduction to the process of bulk manufacturing of garments –
Flat Patternmaking
Draping,
Making of Marker
Bulk cutting of fabric
Pattern making tools,
Industrial dress form,
Terminologies
Different body measurements

Module II Practical

Making Basic pattern blocks:
Bodice, Skirt, Sleeve, Torso, Trouser
Making Toile fit for all pattern blocks

Module III Practical

Pattern Manipulation Techniques – Making patterns for different styles of top, skirt, sleeve & dresses from the basic pattern blocks

Module IV

Introduction to Sewing - Industrial Sewing machine – machine parts, terminology, safety rules
Function of different machine parts, working principle of industrial sewing machine
Pressing Equipment – application, Technology of Pressing, safety rules
Stitching on executive bond paper – parallel lines, broken lines, cornered lines and waves.
Stitching on muslin fabric paper – parallel lines, broken lines, cornered lines and waves.
Stitching defects

Module V (Practical)

Seams & Seam finishing – Seam classification
Making samples of Different types of seams: - super imposed, lapped, bound, French seam, Mock French, flat felled etc.
Seam finishes- pinked seam, over locked, bias bound, edge stitch etc.

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Module VI (Practical)

Sewing a garment:

Finishing of raw edge / hem: Hand hemming, machine hemming, piping, facing and binding.

Introducing fullness: - Tucks (blind, spaced, pin, released, cross), Pleats – (knife, box, inverted), Gathering, Godets, Ruffles

Different types of closing system – (Button, hooks, zippers, Velcro etc.)

Making samples of different types of zippers

Different types of pockets – it location, function & technicality

Making samples of different types of pockets

Suggested readings:

1. Readers Digest, Guide to Sewing and Knitting.
2. Sewing for the Apparel Industry – Claire Shaeffer, Prentice Hall.
3. Garment Technology for Fashion Designers – Gerry Cooklin, Book Link, USA.□
4. Sewing for Fashion Design- Nurie Relis/Gail Strauss-Reston Publishing Co.
5. New Complete Guide To Sewing, Reader's Digest
6. Pattern making for Fashion Design .,Armstrong & Joseph.H., Harper & Row Publications.
7. Designing Apparel Through the Flat Pattern ., E. Rolfo Kopp & Zelin., Fairchild Publications.
8. How to Draft Basic Patterns ., E. Rolfo Kopp & Zelin ., Fairchild Publications.
9. New Fashion Areas for Designing Apparel Through the Flat Pattern., E. Rolfo Kopp & Zelin ., Fairchild Publications.
10. Garmnet Technology for Fashion Designers ., Gerry Cooklin, Book Link.

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SEMESTER 4

FASHION MERCHANDISING (FYBFD-401)

Credits- 4

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	Model merchandising and organizational structure & functions of various departments of a manufacturer Export house.	M1
2	Relate Forecasting and significance in product planning & development	M2
3	Develop a working knowledge of Merchandising order execution & Export, trade procedures & documentation.	M3.
4	Explain Product and Price & Importance of price in merchandising & category mix.	M4
5	Plan sourcing process from various channels & managing vendor	M5
6	Organize Promotion, personal selling, merchandise range planning	M6
7	Identify teck pack for production reference & shipment	M7
8	Develop Project : Range design and final product development	M8

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Syllabus:

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
Module 1	Merchandising and organizational structure & functions of various departments of a manufacturer Export house.	5	10	1,2	N.A
Module 2	Forecasting and significance in product planning, & development	6	15	1,2	N.A
Module 3	Understand Product and Price & Importance of price in merchandising & category mix.	5	15	1,2	N.A
Module 4	Product and price: product planning and development, product life cycle concept; Importance of price in marketing mix, factors affecting price, discount and rebates.	4	10	2,3	N.A
Module 5	Understand sourcing process from various channels & managing vendor, warehousing, inventory control, order processing	4	10	2,3	N.A
Module 6	Understand Promotion, personal selling, merchandise range planning	5	15	2,3	N.A

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Module 7	Understand teck pack for production reference & shipment	6	10	2,3	N.A
Module 8	Practical : range design & product development	10	15	2,3	N.A
		45	100		
	Tutorials	15			
	Total	60			

Detailed Course Curriculum:

Module I (5 Hours)

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 (6 Hours)

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

Module III (5 Hours)

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 (4 Hours)

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 (4 Hours)

Understand sourcing process from various channels & managing vendor Distribution channels and physical distribution: concept, role, types, physical distribution of goods,

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transportation, warehousing, inventory control, order processing.

Module VI (5 Hours)

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 (6 Hours)

Understand tech pack for production reference & shipment : techpack understanding & application in production reference and shipment packing

Module VIII (10 Hours)

Individual Project :

Final Project : Every student have to submit a 7 designs range file with 2 ready to wear end product for any one category (Kids / Womens / Mens).

The range should be properly designed using Fashion Design Process on Photoshop (Forecast / Inspiration / Theme / Mood / Color / Fabric / Trims / Accessories / Looks)

Flats should be designed on Adobe illustrator followed by techpack / pattern callouts / Cost sheet details / Sourcing / Market acceptability /toile fit / Pricing & Promotion techniques)

There should be photoshoot done for the final end product which students have made and presented to the hury.

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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STUDY OF TEXTILES (FYBFD 402/492)

Credits- 2T+2P

Course Objectives:

To provide working knowledge of textile, the best utilisation of available fabric resources, the awareness of its property, suitability for a particular use to every student. This course is aimed to empower the student with various way to enhance aesthetic and functional value of textile material for fashion industry. Students will be able to understand and apply the acquired knowledge in their designs.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Make use of different types of Textile materials available in the market and their uses.	M1, M2
2	Plan various kinds of fabrics, their structure, properties and the utility.	M2,
3	Explain Textile dyeing, printing and finishing techniques	M3, M4.
4	Apply dyeing & Printing techniques on fabric samples to add aesthetic value to it	M4, M6
5	Experiment with various traditional hand embroidery techniques of India, and Apply this techniques for surface ornamentation of fabric samples	M5
6	Apply different embellishment techniques on different samples for value addition to it	M6

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Theory: FYBFD 402

Module Number	Content (THEORY)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
Module 1	Fiber Classification	4	25	1	1,2	
Module 2	Yarn & Fabric Formation	10	30	1	1,2	
Module 3	Dyeing & Printing	8	20	2,3	1,2	
Module 4	Fabric Finishing	8	25	3,4	2,3	
		30	100			

Practical: FYBFD492

Module Number	Content (PRACTICAL)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
Module 5	Embroidery (Practical)	30	50	5	2,3	
Module 6	Surface Embellishment (Practical)	30	50	4, 6	2,3	
		60	100			

Detailed Course Curriculum:

Module I (4 Hours)

Introduction to Textiles and classification of fibres according to source – Natural and Manmade.

Identification and properties of Textile fibres- Cotton, Silk, Wool, Linen, Rayon (regenerated), Acetate, Polyester, Nylon and Acrylic.

Module II (10 Hours)

Process of yarn formation – hand spinning, mechanical – ring spinning and modern- open end spinning.

Yarn classification – simple and novelty yarns, characteristics, properties and uses of different yarn.

Method of fabric construction: Weaving-. Basic weaves- plain, satin, twill and their variations. Fancy weaves- pile, dobby, jacquard, extra warp and weft figure, leno, crepe and double cloth.

Other method of fabric construction- knitting, braiding, lace and felt. Non-woven fabrics and their applications.

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Module III (8Hours)

Dyeing- Stages of dyeing- fibre stage, yarn dyeing, fabric, cross, union dyeing and product stage. Method of dyeing- batch dyeing, reel dyeing, jig dyeing and package dyeing.

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

Module IV (8 Hours)

Finishes given to fabrics- 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.

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.

Module V (Practical) (30 Hours)

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

Basic Hand Embroidery. 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.

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

Module VI (Practical) (30 Hours)

Surface Embellishment

Printing & Painting techniques: –origin and applications -Block printing, Kalamkari and Patachitra.

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

Special embellishment techniques: Batik - splash, t-janting, crackled, Tie and dye - lehariya, 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.

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Suggested readings:

1. Fiber to fabric., B.T.Corbman, Mc.Graw Hill
2. From fiber to fabrics, E.gale,Allman& Sons Ltd.
3. Fiber Science and their selection., Wingate, Prentice hall
4. Encyclopedia of textiles., Editors of American fabric magazine.
5. Textiles., Hollen.N., Macmillan publishing company.
6. Murphy.W.S.,Textile Finishing, Abhishek Publications, Chandigarh.
7. Indian Tie-Dyed Fabrics, Volume IV of Historic Textiles of India. Merchant: Celunion Shop
8. Traditional Indian Textiles., John Gillow/Nocholas Barnard, Thames & Hudson.
9. Surface design for fabric, Richard M Proctor/Jennifer F Lew, University of Washington Press .
10. Art of Embroidery: History of style and technique, Lanto Synge,Woodridge
11. The Timeless Embroidery, Helen M, David & Charles.
12. Readers Digest, Complete guide to Sewing,1993, Pleasant ville-Nu Gail L,Search Press Ltd.
13. Barbara. S, Creative Art of Embroidery, Lundon, Numbly Pub.group Ltd.
14. Shailaja N, Traditional Embroideries of India., Mumbai APH Publishing.

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WOMENSWEAR DESIGNING PROJECT (FYBFD 403/493)

Credits- 3T+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):

Sr. No.	Course Outcome	Mapped Modules
1	Make use of the basic knowhow of modern womenswear	M1
2	Apply trend forecast to conceptualize a womenswear collection	M2
3	Utilize design theory to develop a womenswear collection	M3
4	Analyze & Apply pattern making; Evaluate fit & Create a finished final garment with technical process documentation	M4
5	Experiment with Fashion Design Illustration techniques to Create a complete stylized illustrated range of garment designs	M5
6	Make use of Design Software tools to Construct technical drawings and documentation of garment designs	M6

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Theory: FYBFD 403

Module Number	Content (THEORY)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M1	Introduction to Womenswear	15	50	CO1	2,3	
M2	Study of Forecast, Fashion Design Process	15	25	CO2	2,3	
M3	Design Development in Womenswear	15	25	CO3	3	
		45	100			

Practical: FYBFD493

Module Number	Content (PRACTICAL)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M4	Pattern Making, Technical Package, Garment Construction	20	60	CO4	3,4	
M5	Fashion Illustration	20	20	CO5	3,4,5,6	
M6	Adobe Photoshop & Illustrator	20	20	CO6	3,4,5,6	
		60	100			

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Detailed Course Curriculum:

Module I (Theory) (15 Hours)

Introduction to Womenswear:

Womenswear Categories, Category Planning,
Fashion Styles, Fashion Terminologies,
Women's Costume overview,
Standard Sizing and Measurement Charts

Module II (15 Hours)

Study of Forecast:

Trend and Forecast Analysis and Application

Fashion Design Process:

10 Boards documentation for developing a design collection
[Forecast > Inspiration/Concept > Mindmap > Theme > Mood > Color > Client >
Designer Research > Look/Silhouette > Swatch & Trims]

Module III (15 Hours)

Design in Womenswear:

Application of elements and principles in women's apparel design according to women's Body Types & Body Shapes, Material and Surface Exploration

Design Development:

Range development > Illustration
Flat Sketches > Technical Package
Catalogue Photo Shoot

Module IV (Practical) (20 Hours)

Pattern Making:

Develop the patterns for the design collection
Create 1 basic Prototype of the final garment to be executed (toile, muslin)

Technical Package [Tech Pack]:

Specification Sheet,
Construction Details,
Cost Sheet

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Garment Construction:

Execute 1 Final Garment from the Collection

Module V (Practical) (20 Hours)

Fashion Illustration:

Basic 8 head croquis. Basic 10 head croquis. 13 head stylized croquis.

Generating front, ¾ or side and back pose-view of the same design,

Interactive croqui poses in range presentation with matching fabric rendering,

Illustrating stylized silhouettes with accessories and complete head-to-toe looks

Module VI (Practical) (20 Hours)

Adobe Photoshop:

Getting started with Adobe Photoshop, Basic tools of Photoshop,

Creating Concept & Trend Research Storyboards,

Creating Textile Pattern Repeats

Adobe Illustrator:

Digital stylized fashion illustrations with complete detailing and background layout presentation, Flat sketch drawing and rendering

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.

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13. The Art of Dress Clothes and Society, Ashelford J. ISBN 1500-1914, Amazon- com.
14. Clothing – An Introductory College Course, Beth Quinlan etal