

## **Bachelor of Design in Fashion Design & Technology**

**FLEXILEARN**

-Freedom to design your degree



**Programme Structure  
Curriculum & Scheme of Examination  
2015**

**AMITY UNIVERSITY, HARYANA  
GURGAON**

# Bachelor of Design in Fashion Design & Tech. (Total Credits-210)

## Programme Structure

### FIRST SEMESTER

| Course Code           | Course Title                                    | Lectures (L) Hours Per Week | Tutorial (T) Hours Per Week | Practical (P) Hours Per Week | Total Credits |
|-----------------------|-------------------------------------------------|-----------------------------|-----------------------------|------------------------------|---------------|
| FST2101               | Pattern Making & Drafting-I                     | 1                           | -                           | 2                            | 2             |
| FST2102               | Introduction to Apparel Manufacturing Technique | 1                           | -                           | 2                            | 2             |
| FST2103               | Computer Applications                           | 1                           | -                           | 2                            | 2             |
| FST2104               | Design & Colour Concept                         | 2                           | -                           | -                            | 2             |
| FST2105               | Fundamentals of Textiles                        | 1                           | 1                           | -                            | 2             |
| FST2106               | Basics of Fashion                               | 2                           | -                           | -                            | 2             |
| FST2107               | Social and Psychological Aspects of Clothing    | 2                           | -                           | -                            | 2             |
| FST2108               | Fashion Art Illustration & Model Drawing-I      | 1                           | 1                           | 2                            | 3             |
| <b>Open Electives</b> |                                                 |                             |                             |                              | <b>(9+3)</b>  |
| CSS2152               | English-I *                                     | 1                           | -                           | -                            | 1             |
| BEH2151               | Understanding Self for Effectiveness*           | 1                           | -                           | -                            | 1             |
| ENV2152               | Environmental Studies                           | 4                           | -                           | -                            | 4             |
| LAN2151               | Foreign Language-I*                             | 3                           | -                           | -                            | 3             |
| LAN2152               | French-I                                        |                             |                             |                              |               |
| LAN2153               | German-I                                        |                             |                             |                              |               |
| LAN2154               | Spanish-I                                       |                             |                             |                              |               |
| LAN2155               | Russian-I                                       |                             |                             |                              |               |
| LAN2156               | Chinese-I                                       |                             |                             |                              |               |
| LAN2157               | Portuguese-I                                    |                             |                             |                              |               |
| LAN2158               | Korean-I                                        |                             |                             |                              |               |
|                       | Japanese-I                                      |                             |                             |                              |               |
|                       | Minor Track Course (Flexi)                      | -                           | -                           | -                            | 3             |
| <b>TOTAL</b>          |                                                 |                             |                             |                              | <b>29</b>     |

### SECOND SEMESTER

| Course Code | Course Title                                | Lectures (L) Hours Per Week | Tutorial (T) Hours Per Week | Practical (P) Hours Per Week | Total Credits |
|-------------|---------------------------------------------|-----------------------------|-----------------------------|------------------------------|---------------|
| FST2201     | Fashion Art Illustration & Model Drawing-II | 1                           | -                           | 2                            | 2             |
| FST2202     | Pattern Making & Drafting-II                | 1                           | -                           | 2                            | 2             |
| FST2203     | Garment Construction-I                      | 1                           | -                           | 2                            | 2             |

|                       |                                               |   |   |   |              |
|-----------------------|-----------------------------------------------|---|---|---|--------------|
| FST2204               | Computer Aided Design (CAD)                   | - | - | 2 | 1            |
| FST2205               | Fabric Artistry & Embroidery                  | 1 | - | 2 | 2            |
| FST2206               | Design Process & Application of Colour Theory | 2 | 1 | - | 3            |
| FST2207               | Technology of Textiles Manufacturing          | 2 | 1 | - | 3            |
| FST2208               | Fashion-Business Laws, Ethics & Communication | 2 | 1 | - | 3            |
| FST2209               | Fashion Theory                                | 3 | - | - | 3            |
| <b>Open Electives</b> |                                               |   |   |   | <b>(5+3)</b> |
| CSS2252               | English-II *                                  | 1 | - | - | 1            |
| BEH2251               | Problem Solving and Creative Thinking*        | 1 | - | - | 1            |
| LAN2251               | Foreign Language-II*                          | 3 | - | - | 3            |
| LAN2252               | French-II                                     |   |   |   |              |
| LAN2253               | German-II                                     |   |   |   |              |
| LAN2254               | Spanish-II                                    |   |   |   |              |
| LAN2255               | Russian-II                                    |   |   |   |              |
| LAN2256               | Chinese-II                                    |   |   |   |              |
| LAN2257               | Portuguese-II                                 |   |   |   |              |
| LAN2258               | Korean-II                                     |   |   |   |              |
|                       | Japanese-II                                   |   |   |   |              |
|                       | Minor Track Course (Flexi)                    | - | - | - | 3            |
| <b>TOTAL</b>          |                                               |   |   |   | <b>29</b>    |

### THIRD SEMESTER

#### Project (on Fashion Industry) Presentation

| Course Code           | Course Title                                                   | Lectures (L) Hours Per Week | Tutorial (T) Hours Per Week | Practical (P) Hours Per Week | Total Credits |
|-----------------------|----------------------------------------------------------------|-----------------------------|-----------------------------|------------------------------|---------------|
| FST2301               | Fashion Art Illustration & Model Drawing-III                   | 1                           | -                           | 2                            | 2             |
| FST2302               | Advance Pattern Making-I                                       | 1                           | -                           | 2                            | 2             |
| FST2303               | Garment Construction-II                                        | 1                           | -                           | 2                            | 2             |
| FST2304               | History of Indian Costumes                                     | -                           | -                           | -                            | 3             |
| FST2305               | Technology of Processing & Care Renovation of Textiles         | 2                           | 1                           | -                            | 3             |
| FST2306               | Apparel Production                                             | 1                           | -                           | 2                            | 2             |
| FST2307               | Basics of Management                                           | 1                           | -                           | -                            | 1             |
| FST2308               | Introduction to Fashion Research & Product Development Process | 1                           | -                           | -                            | 1             |
| FST2309               | Computer Aided Manufacturing (CAM)                             | 1                           | 1                           | 2                            | 3             |
| FST2332               | Project Presentation                                           | -                           | -                           | -                            | 3             |
| <b>Open Electives</b> |                                                                |                             |                             |                              | <b>(4+3)</b>  |
| CSS2151               | Effective Listening *                                          | 1                           | -                           | -                            | 1             |

|         |                                   |   |   |   |           |
|---------|-----------------------------------|---|---|---|-----------|
| BEH2351 | Group Dynamics and Team Building* | 1 | - | - | 1         |
| LAN2351 | Foreign Language – III *          | 2 | - | - | 2         |
| LAN2352 | French-III                        |   |   |   |           |
| LAN2353 | German-III                        |   |   |   |           |
| LAN2354 | Spanish-III                       |   |   |   |           |
| LAN2355 | Russian-III                       |   |   |   |           |
| LAN2356 | Chinese-III                       |   |   |   |           |
| LAN2357 | Portuguese-III                    |   |   |   |           |
| LAN2358 | Korean-III                        |   |   |   |           |
|         | Japanese-III                      |   |   |   |           |
|         | Minor Track Course (Flexi)        | - | - | - | 3         |
|         | <b>TOTAL</b>                      |   |   |   | <b>29</b> |

## FOURTH SEMESTER

| Course Code | Course Title                                    | Lectures (L) Hours Per Week | Tutorial (T) Hours Per Week | Practical (P) Hours Per Week | Total Credits |
|-------------|-------------------------------------------------|-----------------------------|-----------------------------|------------------------------|---------------|
| FST2401     | Fashion Art Illustration & Model Drawing-IV     | 1                           | -                           | 2                            | 2             |
| FST2402     | Advance Pattern Making-II                       | -                           | -                           | 2                            | 1             |
| FST2403     | Garment Construction-III                        | -                           | -                           | 2                            | 1             |
| FST2404     | Computer Aided Design (CAD)-III                 | 1                           | -                           | 2                            | 2             |
| FST2405     | Fashion Merchandizing-I                         | 1                           | 1                           | -                            | 2             |
| FST2406     | Quality Control & Production Management-I       | 2                           | 1                           | -                            | 3             |
| FST2407     | History of Western Costumes                     | -                           | -                           | -                            | 3             |
| FST2408     | Visual Merchandising                            | 2                           | 1                           | -                            | 3             |
| FST2409     | Fashion Marketing Management                    | 2                           | 1                           | -                            | 3             |
|             | <b>Concentration Electives</b>                  |                             |                             |                              | <b>3</b>      |
| FST2410     | Traditional Indian Textiles Documentation       | -                           | -                           | -                            | 3             |
| FST2411     | Study on Traditional Dresses of India           | -                           | -                           | -                            | 3             |
| FST2431     | Term Paper                                      | -                           | -                           | -                            | 2             |
| FST2433     | Workshops / Certification (Discipline specific) | -                           | -                           | -                            | 1             |
|             | <b>Open Electives</b>                           |                             |                             |                              | <b>(4+3)</b>  |
| CSS2251     | Presentation Skills*                            | 1                           | -                           | -                            | 1             |
| BEH2451     | Stress and Coping Strategies*                   | 1                           | -                           | -                            | 1             |

|         |                            |   |   |   |           |
|---------|----------------------------|---|---|---|-----------|
| LAN2451 | Foreign Language-IV*       | 2 | - | - | 2         |
| LAN2452 | French-IV                  |   |   |   |           |
| LAN2453 | German-IV                  |   |   |   |           |
| LAN2454 | Spanish-IV                 |   |   |   |           |
| LAN2455 | Russian-IV                 |   |   |   |           |
| LAN2456 | Chinese-IV                 |   |   |   |           |
| LAN2457 | Portuguese-IV              |   |   |   |           |
| LAN2458 | Korean-IV                  |   |   |   |           |
|         | Japanese-IV                |   |   |   |           |
|         | Minor Track Course (Flexi) | - | - | - | 3         |
|         | <b>TOTAL</b>               |   |   |   | <b>30</b> |

## FIFTH SEMESTER

### Craft Documentation – 4 weeks (Compulsory)

| Course Code | Course Title                                                                                             | Lectures (L) Hours Per Week | Tutorial (T) Hours Per Week | Practical (P) Hours Per Week | Total Credits |
|-------------|----------------------------------------------------------------------------------------------------------|-----------------------------|-----------------------------|------------------------------|---------------|
| FST2501     | Fashion Art Illustration and Model Drawing-V                                                             | 1                           | -                           | 2                            | 2             |
| FST2502     | Garment Construction-IV                                                                                  | -                           | -                           | 2                            | 1             |
| FST2503     | Computer Aided Design (CAD)-IV                                                                           | 1                           | -                           | 2                            | 2             |
| FST2504     | Pattern Draping                                                                                          | -                           | -                           | 2                            | 1             |
| FST2505     | Pattern Grading                                                                                          | -                           | -                           | 2                            | 1             |
| FST2506     | Fashion Merchandizing-II                                                                                 | 2                           | 1                           | -                            | 3             |
| FST2507     | Quality Control & Production Management-II                                                               | 2                           | 1                           | -                            | 3             |
| FST2508     | Fashion Forecasting                                                                                      | 2                           | 1                           | -                            | 3             |
| FST2535     | Craft Documentation (Market Visit, Field Trip, Documentation & Presentation, Scope & Final Presentation) | -                           | -                           | -                            | 6             |
|             | <b>Concentration Electives (Choose any One Group)</b>                                                    |                             |                             |                              | <b>2</b>      |
|             | <b>Group-1</b>                                                                                           |                             |                             |                              |               |
| FST2509     | Manufacturing process in Apparel Industry & Export Management                                            | 1                           | -                           | -                            | 1             |
| FST2510     | Quality Assurance in Apparel Industry                                                                    | 1                           | -                           | -                            | 1             |
|             | <b>Group-2</b>                                                                                           |                             |                             |                              |               |
| FST2511     | Fashion Retailing & Visual Merchandising                                                                 | 1                           | -                           | -                            | 1             |
| FST2512     | Fashion Promotion                                                                                        | 1                           | -                           | -                            | 1             |
|             | <b>Group-3</b>                                                                                           |                             |                             |                              |               |
| FST2513     | The Business of Luxury Fashion                                                                           | 1                           | -                           | -                            | 1             |
| FST2514     | Couture Design                                                                                           | 1                           | -                           | -                            | 1             |
|             | <b>Open Electives</b>                                                                                    |                             |                             |                              | <b>(4+3)</b>  |
| CSS2351     | Reading & Comprehension *                                                                                | 1                           | -                           | -                            | 1             |

|         |                                            |   |   |   |           |
|---------|--------------------------------------------|---|---|---|-----------|
| BEH2552 | Personality, Nationalism and Human Values* | 1 | - | - | 1         |
| LAN2551 | Foreign Language-V*                        | 2 | - | - | 2         |
| LAN2552 | French-V                                   |   |   |   |           |
| LAN2553 | German-V                                   |   |   |   |           |
| LAN2554 | Spanish-V                                  |   |   |   |           |
| LAN2555 | Russian-V                                  |   |   |   |           |
| LAN2556 | Chinese-V                                  |   |   |   |           |
| LAN2557 | Portuguese-V                               |   |   |   |           |
| LAN2558 | Korean-V                                   |   |   |   |           |
|         | Japanese-V                                 |   |   |   |           |
|         | Minor Track Course (Flexi)                 | - | - | - | 3         |
|         | <b>TOTAL</b>                               |   |   |   | <b>31</b> |

## SIXTH SEMESTER

| Course Code                    | Course Title                                         | Lectures (L) Hours Per Week | Tutorial (T) Hours Per Week | Practical (P) Hours Per Week | Total Credits |
|--------------------------------|------------------------------------------------------|-----------------------------|-----------------------------|------------------------------|---------------|
| FST2601                        | Retail Merchandising and Management                  | 2                           | 1                           | -                            | 3             |
| FST2602                        | Fashion study applicable to home furnishing          | 2                           | 1                           | -                            | 3             |
| FST2603                        | Leather Science Applicable to Fashion Art            | 2                           | 1                           | -                            | 3             |
| FST2604                        | Entrepreneurship                                     | 2                           | 1                           | -                            | 3             |
| FST2605                        | Nonwovens in fashion apparel applications            | 2                           | 1                           | -                            | 3             |
| FST2606                        | Designing and Development of Fashion Accessories     | 2                           | -                           | 2                            | 3             |
| <b>Concentration Electives</b> |                                                      |                             |                             |                              | <b>3</b>      |
| FST2607                        | Sportswear Design & Development                      | -                           | -                           | -                            | 3             |
| FST2608                        | Costume Design Pertaining to Performing Arts         | -                           | -                           | -                            | 3             |
| FST2609                        | Functions of Indian Buying Houses / Agents - A Study | -                           | -                           | -                            | 3             |
|                                | <b>Open Electives</b>                                |                             |                             |                              | <b>(2+3)</b>  |
| CSS2451                        | Corporate Communication *                            | 1                           | -                           | -                            | 1             |
| BEH2652                        | Interpersonal Communication *                        | 1                           | -                           | -                            | 1             |
|                                | Minor Track Course (Flexi)                           | -                           | -                           | -                            | 3             |
|                                | <b>TOTAL</b>                                         |                             |                             |                              | <b>26</b>     |

## SEVENTH SEMESTER

Inspiration Fashion – Field Trip / Visits – 4 weeks (Compulsory)

| Course Code | Course Title                                                                                                                                                                                                                                                                                                | Lectures (L) Hours Per Week | Tutorial (T) Hours Per Week | Practical (P) Hours | Total Credits |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-----------------------------|---------------------|---------------|
| FST2701     | Fabric Manufacturing Technology : Crochet & Non-woven                                                                                                                                                                                                                                                       | 2                           | 1                           | -                   | 3             |
| FST2702     | Field Trip / Visit Documentation Evaluation                                                                                                                                                                                                                                                                 | -                           | -                           | -                   | 4             |
| FST2703     | Computer Aided Design (CAD)-V                                                                                                                                                                                                                                                                               | 2                           | -                           | 2                   | 3             |
| FST2704     | <b>Graduate Design Collection</b> <ul style="list-style-type: none"> <li>• Fashion Market Study</li> <li>• Field Trip / Visit – Report Evaluation</li> <li>• Portfolio Development</li> <li>• Digital Design Techniques &amp; Presentation</li> <li>• Range Development &amp; Final Presentation</li> </ul> | -                           | -                           | -                   | 10            |
|             | <b>TOTAL</b>                                                                                                                                                                                                                                                                                                |                             |                             |                     | <b>20</b>     |

## EIGHTH SEMESTER

| Course Code | Course Title                                                                                                                                     | Lectures (L) Hours Per Week | Tutorial (T) Hours Per Week | Practical (P) Hours Per Week | Total Credits |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-----------------------------|------------------------------|---------------|
| FST2837     | <b>Graduation Project</b><br><b>Session-I</b><br>Fashion Industry Project (Duration 16 weeks)<br><b>Session-II</b><br>Jury and Report Evaluation | -                           | -                           | -                            | 16            |
|             | <b>TOTAL</b>                                                                                                                                     | -                           | -                           | -                            | <b>16</b>     |

# Syllabus – First Semester

## PATTERN MAKING AND DRAFTING-I

**Course Code: FST2101**

**Credit Units: 02**

### **Course Objective:**

This study makes students understand the skills of developing the ideas into real garments by draping and pattern making to get the required style, shape and fit. This course gives the full knowledge of basic bodice blocks, sleeve blocks, yokes, collars and dart manipulation.

### **Course Content:**

#### **Module I : Basic elements to make drafts or patterns**

Pattern making tools; Workroom terminology- Name of each section-Symbol key, Pattern making term, Fabric terms; Accurate measurements - How to take measurements; Pattern making methods; Types of patterns; Standard body measurements; Completing the pattern.

#### **Module II : Drafting of Bodice Block**

Basic fitted bodice block; Easy fitting bodice block; Dart less bodice block; Basic necklines; Lowering necklines; Centre front openings.

#### **Module III : Master patterns**

Giving details like grain, notches, style marks, dart marks, balance marks, seam allowances, turnings etc.

#### **Module IV : Dart manipulation**

Introducing the slash and spread patternmaking technique to transfer the darts excess from one location to another for design variation; Suppression positions; Single dart series - common dart positions and shaped darts; two dart series

#### **Module V : Drafting of skirt block**

Straight skirt; Circular skirts - Full circular skirt, half circular skirt, Quarter circular skirt.

#### **Module VI : Different types of pockets & Drafting of Sleeves**

**Pockets-** Size specifications Patch pocket, Flap pocket, Side seam pocket, Kurta pockets and cross pockets. **Sleeves** - Introduction, Development of sleeve block, Sleeve Terminology, Sleeve length variation; Set insleeves-Puff at the crown, Puff at hem, Puff at cap and hem, Short and Long Lantern, Bishop, Bell, Leg-o-mutton sleeve; Grown on sleeve-Kimono, Dolman ,Raglan , Batwing ,Dropped shoulder/ Cap /Extended

### **Submission of practical work records - (Compulsory)**

### **Examination Scheme:**

| Components    | A  | H  | R  | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

**Text & References:****Text:**

- By Gillian Holman, Pattern cutting made easy
- By Norma Carolyn, Pattern Making

**References**

- By Gerry Cooklin, Pattern cutting for women's outerwear
- By Armstrong, Pattern making for fashion design
- By Gloria Mortimer, Pattern designs for children clothes
- By Zarapkar, Pattern Cutting

# INTRODUCTION TO APPAREL MANUFACTURING TECHNIQUE

**Course Code: FST2102**

**Credit Units: 02**

## **Course Objective:**

The study of this course develops understanding of sewing techniques in relation to the garment construction. It gives knowledge of sewing machines and its functioning, various hand and machine seams, plackets, pockets, tucks, gathers, pleats, belt, hems and finishing and decorations through lectures and practical.

## **Course Content:**

### **Module I : Introduction to sewing machine**

Its various parts and functions; Understanding the simple problems of sewing machine and its maintenance

### **Module II : Basic stitches with hand and sewing machines**

Temporary and Permanent Basting - even and uneven, Diagonal and Thread mark stitch, Hemming - visible and invisible, Running, Buttonhole (plain, bound, corded), Backstitches -full, half, prick and pick, Slip stitch, Overcast and overhand stitches etc

### **Module III : Basic machine seams used for stitching or finishing of the garments**

Plain seam, Lapped seam, French seam, Run and fell seam

### **Module IV : Fabric manipulation like gathers, pleats, darts and tucks**

Pleats - Knife, Box, Accordion, Inverted box, Kick pleats; Tucks- Pin, Space, Cross, Shell and Release.

### **Module V : Necklines**

Various kinds of necklines, stitches and trimmings used for various shapes. Use and differences between the basic methods used for finishing necklines - Shaped facing, Bias facing and Piping.

### **Module VI : Plackets and Pockets**

Even hem placket, Wrap and projection placket, Continuous placket Different types of pockets - their construction and size specifications; Patch pocket, Flap pocket, Side seam pocket, Kurta pockets and cross pockets.

### **Module VII : Fixing belts**

### **Module VIII : Construction of basic bodice**

**Submission of practical work records - (Compulsory)**

## **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>R</b>  | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

**Text & References:****Text:**

- Reader's Digest, Complete Guide to Sewing
- Dorothy Wood, The Practical Encyclopedia of Sewing

**References**

- Leila Aitken, Step by step dress making course
- Amaden-Crawford, A Guide to Fashion Sewing
- A J Chuter, Introduction to clothing production management
- Gordan, Ultimate sewing book
- Pattern making for fashion design

# COMPUTER APPLICATIONS

**Course Code: FST2103**

**Credit Units: 02**

## **Course Objective:**

This course introduces students with computer and its importance in the present world. Fundamentals of computers are learnt through lectures and practical assignments. Different applications of computers are used to make them skilled.

## **Course Content:**

### **Module I : Overview of the working of a computer**

Basic concepts in stored program execution, Input, output, storage devices, RAMS, ROM etc.

### **Module II : History of computers and its emergence**

### **Module III : Working knowledge of Microsoft Word & Excel**

### **Module III : Working knowledge of PowerPoint and learn making presentation in PPT**

## **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>CT</b> | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

## **Text & References:**

### **Text:**

1. Winifred Aldrich, CAD in Clothing and Textiles

### **References:**

1. Triedman and Cullan , Colour Graphic
2. B.B. Publications Introduction to Computers

# DESIGN AND COLOUR CONCEPT

Course Code: FST2104

Credit Units: 02

## Course Objective

This course involves an interdisciplinary approach to the study of design and color by dealing with reasoned application of knowledge and skills in the areas of fashion design and technology which foster positive values and attitudes for enterprise, creativity and innovation through design-and-make activities.

## Course Contents:

### Module I : The Language of Design.

**Visual language** – Define Design, Designer, Visual art, Visual Design, Image, **Interactivity of Design** – Design as communication, Information; **Concept of good design; Kinds of design** - Structural design, Decorative design, Types of Decorative Design – Naturalistic, Conventional, Abstract, Historic, and Geometric; **Design disciplines, Design Industry** – Structure & Classification.

### Module II : The Power of Design

**Visual Literacy** - Creative thinking, Problem solving, Innovation; **Design Methods; The design process; Design process models** – (1) Spiral process models (2) Double diamond' process models; **Dimension of Design**- 2D, 3D and concept of 4D; **Design Governance in India** - National Design Policy, Design Act 2000, Intellectual property right, Professional Design Associations, Design Promotion Agencies.

### Module III : Terminology of Colour

**Understanding colour** –Define color, **Colour perception key elements** – (1) Light, (2) Substance, (3) Human vision and responses, **Fundamental categories of colour; Physical or surface qualities of color ; The color making attributes** - Hue, Value, and Saturation. **Dimensions of color** – (1) Colour Systems (2) Colour Space (4) Colour Gamut, (5) Colour Models. **Color management** – Application for Computer Aided Designing, Colour management in fashion designing.

### Module IV : Colour in visual design.

**Colour Theory** – Introduction, History, Derivation of modern colour theories – Newton's Colour wheel and its formation, Additive System & Light theory, Subtractive System & Pigment theory, CMY & CMYK, Introduction to Pigment theory of RYB colour model, **A System Perspective** – Choice of the Colour system in Visual Design. Colour qualities, Uses of colours.

## Examination Scheme:

| Components    | A  | H  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

**Text & References:****Text:**

- Richard Hora, Elements of design Colour Theory
- Bryan Peterson, Design Basics for Creative Results, F+W Media, 2003

**References:**

- Design Council UK, 34 Bow Street, London. : A study of the design process, A Design Way finder.
- David A. Lauer, Stephen Pentak, Design Basics, Wadsworth, USA
- Mary Buckley, Color theory: a guide to information sources
- Frank W. Baker, Media Literacy in the K–2 Classroom, ISTE, 2012
- Ms. Shruti Hemani and Prof. Ravi Mokashi Punekar, Colours in Visual Design Department of Design, IIT Guwahati.
- Tom Fraser, Adam Banks: Designer's Color Manual, Chronicle Books, 2004
- Articles by Design Institute of Australia & India Design Council.

# FUNDAMENTALS OF TEXTILES

Course Code: FST2105

Credit Units: 02

## Course Objective:

To understand the tactile and behavioral characteristics of various fibers and yarns in relation to their application and end use

## Course Contents:

### Module I : The Overview of Textile Industry

Introduction to textiles; Major segments of the textile industry; Market planning for apparels; Primary and secondary sources of fabric buying and selling of finished fabric.

### Module II : The Textile Fibers

**Introduction** - Definition of textile fibers, classification of Textile fibers; **Desirable properties of an Ideal Textile fiber** – Staple fiber, filament; **Natural Cellulosic Fibers** - Seed hair fibers- Cotton, Kapok, Coir. Bast fibers- Flax, Ramie, Jute, Kenaf, and Hemp, Leaf fibers; **Natural Protein Fibers** - Animal hair fibers- Wool, Speciality hair fibers, Silk- Sericulture and type of silks. **Natural Mineral Fibers**, **Manmade Synthetic Fibers** –Polyamides - Nylon, Types of Nylon- Nylon-6 and Nylon-66, Aramid, Polyesters, Varieties and modifications of Polyester, Acrylic, Modacrylics and other vinyl fibers, Polypropylene, Polyolefin, Elastomers – Rubber, Spandex; **Manmade Regenerated Fibers**- Viscose Rayon, High-well-modules Rayon, Cupromonium Rayon, Layocell, Acetate, Triacetate, Manmade Protein fibers- Azlon, New fibers- Saron, Vinyon, Novoloid; **Identification of Textile Fibers** – Microscopy, Burning tests, Solubility tests.

### Module III : The Textile Yarns.

**Introduction** - Definition of yarns, Classification of yarns; **Yarn Manufacturing** – Yarn from staple fibers –Fiber preparation - Ginning, Spinning, Alternate spinning process – Rotor air jet, Friction, Twisters spinning, Self twist spinning, Yarn without twist. Filament yarns – manufacturing techniques – Twisted filaments, Textured filaments. **Properties of yarns** – Yarn count or yarn number – Indirect system, Direct system, Neo Metric count, Wool system, British worsted system. Yarn torque – S twist, Z twist, Flexibility, Cover factor. **Types of Yarns**- Simple and complex yarns, Types of complex yarns, Textured Yarns. **Fiber Blends**- General characteristics, Production. **Threads** - Difference between thread and yarn, Sewing threads- Types and properties.

## Examination Scheme:

| Components    | A  | H  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

## Text & References:

### Text:

- Bernard P. Corbman, Textiles: fiber to fabric, McGraw-Hill Professional, 1983.

### References:

- Anne Fritz & Jennifer Cant, Consumer Textiles, Oxford University Press, 1986
- Marjory Joseph, Essentials of Textiles
- E P G Gohl & L D Vilensky, Textile Science
- Kadolph Sara,J, Textiles, Pearson, 2009

## BASICS OF FASHION

**Course Code: FST2106**

**Credit Units: 02**

### **Course Objective:**

This subject helps the students to get acquainted to the basic terminology of fashion, relate to its application, customer types and fashion market segmentation. A simple preview of fashion career scope is given that would be useful later in to choose the relevant area of fashion career.

### **Course Contents:**

#### **Module I : Fashion Terminology**

**The Language of Fashion** – Introduction to Fashion concept; **Fashion** - Definitions and meaning, Style, Change, Acceptance, Taste, Fashion Look, Fashion trends, Fashion season; **Classification of Fashion**.

#### **Module II : Fashion Cycles & Fashion Motivation**

**Consumer Identification** – Fashion leaders, Fashion Innovators, Fashion motivators or Role models, Fashion victims, Fashion followers; **Consumer Buying Motivation; Methods of Fashion Selection** – Aesthetic Appeal, Color, Texture, Style, Price, Fit, Comfort, Appropriateness, Brand or Designer Label, Fabric performance and care, Quality, Convenience.

#### **Module III : Fashion Clothing Categories**

**Women's Wear**- Dresses, Social apparel, Suits, Outer wear, Sportswear, Active wear, Swimwear, Lingerie, Accessories. **Styling** – Couture, Designer, Traditional Styling. **Size Range** - Junior, Missy, Petite, Large or Women. **Men's Wear** – Tailored, Furnishings, Sportswear, Active sportswear, Work cloths, Accessories. **Styling** – Designer Styling, Traditional Styling, Contemporary. **Size Range** – Men's suits, Dress shirts. **Children's Wear** – Girls dress, Boy's Clothing, Sportswear, Swimwear, Outerwear, Sleepwear, Accessories. **Styling** – Infants, Toddlers and Young children, Older children. **Size Range** – Newborn, Infant, Toddler, Girls', Boys'.

#### **Module IV : Fashion Career Scope - Work Details & Skills Required**

Fashion Designer, Merchandiser, Fashion technologist - Pattern maker, Technical Designer/spec-tech, CAD/Operator, Fashion Research & Development Professionals – Colorist, Fashion Forecaster, Fashion Communication - Fashion Stylist, Fashion Photographer, Fashion Journalist, Fashion Editor. Costume Designer/Coordinator.

#### **Module V : Applied Learning Assignments.**

Make the influential list of Indian and International fashion designers and trace their fashion and style from the News papers and Magazines.

### **Examination Scheme:**

| Components    | A  | L  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; L- Learning Assignments; CT-Class Test; EE-End Semester Examination)

**Text & References:****Text:**

- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.

**References:**

- Phyllis Tortora, The Fairchild's Dictionary of Fashion
- S. A Hussain, Variety- Fashion for Freedom
- Sandra J.Keiser & Myrna B.Garner, Beyond Design, Fairchild publication.
- G. J Sumathi, Elements of Fashion & Apparel Design.
- Solomon, Consumer Behavior: In Fashion, Pearson Education India.

## SOCIAL AND PSYCHOLOGICAL ASPECTS OF CLOTHING

Course Code: FST2107

Credit Units: 02

### Course Objective

The object of this course is to be able to relate aspects of clothing to the society and to expand student's perspective in fashion, in keeping with present roles, personal lifestyles, and social clothing concepts.

### Course Contents:

#### Module I : Origin of clothing & Clothing Theories.

**Origin of Clothing-** Theories of clothing – Theory of modesty, Immodesty, Protections, Adornment, Combined need theory, Other theories in fashion; **Relation between clothing and other disciplines-** (a) Physical Health (b) Mental Health; **Clothing and first impressions.**

#### Module II : Relation between clothing, fashion and the wearer.

**Personality and Self concept,** - Motivation in clothing choices. Individual values, Interests and attitudes related to clothing. **Behavior and clothing choices** - Practices and effect of fashion and clothing on the individual; Introduction to **cosmetology and Fashion Grooming.**

#### Module III : Clothing and Society.

**Clothing and Social behavior** - Clothing influenced by religion and culture, Clothes and conformity, Clothes and occupation, Concept of uniforms, Cloths and social class, Clothes & color and its impact.

#### Module IV : Case study

**Influence of global fashion in Indian cloth wearing. (Compulsory)**

### Examination Scheme:

| Components    | A  | CS | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; CS-Case Study; CT-Class Test; EE-End Semester Examination)

### Text & References:

#### Text:

- Susan B. Kaiser, The social psychology of clothing and personal adornment, Macmillan, 1985
- Anthony Gonzalez (2007): Cosmetology, Global Media Publications

#### References:

- Avis. M. Dry, The Psychology of Jung, Methuen & Co., London, 1961.
- Horn, Marilyu J, The Second Skin, Houghton Mifflin Co., USA, 1968.
- Claudia Piras & Bernhard Roetzel, Ladies: A guide to fashion and style, Dumonte Monte, 2002.
- Vincent Brome, Jung, Granada Publishing, London, 1978.
- Flugel, J.C. The psycho-analytical study of the family, The Hograth Press & INPA, London, 1950.
- Rona Berg, Beauty: The new basics, Workman Publishing Company Inc., 2000.
- Solomon, Consumer Behavior: In Fashion, Pearson Education India.

# FASHION ART ILLUSTRATION AND MODEL DRAWING-I

**Course Code: FST2108**

**Credit Units: 03**

## **Course Objective:**

The study of this course develops the student's ability to visualize the ideas and putting them in concepts for fashion garments. It gives an understanding to different illustration techniques and explores other media for creating concepts through practical assignments. Whereas Model Drawing is introduced with the concept of drawing normal figures in movement and different postures.

## **Course Content:**

|                   |   |                                            |
|-------------------|---|--------------------------------------------|
| <b>Module I</b>   | : | Sketching of Block and Flesh Figures       |
| <b>Module II</b>  | : | Photo Analysis                             |
| <b>Module III</b> | : | Rendering of Prints into flat illustration |
| <b>Module IV</b>  | : | Detailed drawing of Basic Styles           |
| <b>Module V</b>   | : | Draping of Garments                        |
| <b>Module VI</b>  | : | Introduction to Garment Drawing            |
| <b>Module VII</b> | : | Use of different colour medium             |

## **Submission of practical work records - (Compulsory)**

## **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>R</b>  | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

## **Text & References:**

### **Text:**

- Kathryn McKelvey, Fashion Source book.

### **References:**

- Fashion Design and Illustrations
- Patrick John Ireland, Introduction to Fashion Design
- Bina Abbing, Model Drawing
- Bina Abbing, Fashion Sketch Book

## Syllabus - Second Semester

### FASHION ART ILLUSTRATION AND MODEL DRAWING-II

**Course Code: FST2201**

**Credit Units: 02**

**Course Objective:**

This course deals with the study of the basic styles and the optical illusion they create the identification of styles – when, where and how to use. They must understand the relevance of working drawings and learn to use them appropriately. The students start with market surveys and researches to collect various fabrics and trimmings and learn to draw and use them effectively. After the students learn the basic skills of figure drawing and proportions, they now start working on stylized sketches and experimenting with different colour mediums to exhibit the desired fabric texture.

**Course Content:**

|                   |          |                                                                       |
|-------------------|----------|-----------------------------------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Draping of different types of dresses in various silhouettes</b>   |
| <b>Module II</b>  | <b>:</b> | <b>Use of textures</b>                                                |
| <b>Module III</b> | <b>:</b> | <b>Designing of casual shirts and t-shirts for teenagers</b>          |
| <b>Module IV</b>  | <b>:</b> | <b>Designing of casual and formal skirts for teenagers</b>            |
| <b>Module V</b>   | <b>:</b> | <b>Designing of casual and formal one piece dresses for teenagers</b> |
| <b>Module VI</b>  | <b>:</b> | <b>Designing of casual and formal trousers for teenagers</b>          |

**Submission of practical work records - (Compulsory)**

**Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>R</b>  | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

**Text &References:**

**Text:**

- By Patrick John Ireland, Encyclopaedia of Fashion Detail

**Reference:**

- Inside fashion design
- Fashion Design and Illustrations
- Ritu Bhargava, Design Ideas and accessories
- Bina Abbing, Advanced Fashion sketch book

## **PATTERN MAKING & DRAFTING-II**

**Course Code: FST2202**

**Credit Units: 02**

### **Course Objective:**

This study makes students understand the skills of developing the ideas into real garments by draping and pattern making to get the required style, shape and fit. The students now learn to interpret designs and learn to create the patterns for those designs.

### **Course Content:**

#### **Module I : Drafting of Collars**

Collars -Introduction, Collar terms and classifications Flat Peter Pan collar, Flat sailor's collar, Roll Peter pan collar, Shawl collar, Mandarin collar Gents shirt collar

#### **Module II : Torso draft**

Combined bodice and skirt to produce torso draft; Torso Front and Torso Back

#### **Module III : Dresses without waistline seams**

Close fitting dress block (Sheath silhouette), Semi fitted dress block (Shift silhouette); Straight line dress block (Box fitting silhouette)

#### **Module IV : Princess Line foundation**

Pattern Plot and development, Princess Line foundation. A-Line princess

#### **Module V : Dart manipulation**

Other forms of suppression dart folds, dart tucks, gathers, pleats, flares etc.; Development of styles through dartmanipulation-Connecting darts to create seam lines; Style developments

#### **Module VI : Skirt variations**

Partly and fully flared skirts; Low waisted skirts; High waisted skirts; Flared skirts based on basic patterns (dartsconverted into flares); Skirts with gathered waistline; Gored skirts, adding flare to gored skirts; Godet skirt –Basic and variations, Godet to seams and slits; Wrap skirt, Draped skirt with cascade wrap; Pleated skirt – Knife pleats, Inverted pleat

#### **Module VII : Drafting of Capes, Ponchos, Kaftans, Kurta**

#### **Submission of practical work records - (Compulsory)**

#### **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>R</b>  | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

**Text & References:****Text:**

- Gillian Holman, Pattern cutting made easy

**References:**

- Gerry Cooklin, Pattern cutting for women's outerwear
- Armstrong, Pattern making for fashion design
- Zarapkar, Pattern Cutting
- Gloria Mortimer, Pattern designs for children clothes
- Cloake, Cutting & Draping special occasion clothes

## GARMENT CONSTRUCTION-I

**Course Code: FST2203**

**Credit Units: 02**

### **Course Objective:**

The study of this course develops application of sewing techniques in relation to the garment construction. This course gives the idea of converting two dimensional block figure into a three dimensional garment.

### **Course Content:**

|                   |          |                                                                 |
|-------------------|----------|-----------------------------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Construction of Gathered Skirt</b>                           |
| <b>Module II</b>  | <b>:</b> | <b>Construction of Fitted Skirt with a slit and a placket</b>   |
| <b>Module III</b> | <b>:</b> | <b>Construction of fitted Skirt Blouse with collar</b>          |
| <b>Module IV</b>  | <b>:</b> | <b>Construction of Resort Wear- Semi fitted or fitted dress</b> |
| <b>Module V</b>   | <b>:</b> | <b>Construction of Cape/ Ponchos/ Kaftans/ Kurta</b>            |
| <b>Module VI</b>  | <b>:</b> | <b>Construction of a Formal 2 piece dress</b>                   |

**Submission of practical work records - (Compulsory)**

### **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>R</b>  | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(**A** - Attendance; **H** -Home Assignment; **R**- Practical work records; **EE**-End Semester Examination)

### **Text & References:**

#### **Text:**

- Reader's Digest, Complete Guide to Sewing

#### **References:**

- Leila Aitken, Step by step dress making course
- Zarapkar, Pattern Cutting
- A J Chuter, Introduction to clothing production management
- Armstrong, Pattern making for fashion design
- Dorothy Wood, The Practical Encyclopaedia of Sewing

## COMPUTER-AIDED DESIGN

**Course Code: FST2204**

**Credit Units: 01**

### **Course Objective:**

This course focuses on the usage of Usage of computers in Fashion & Apparel Industry

### **Course Content:**

|                   |          |                                                       |
|-------------------|----------|-------------------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Corel Draw - Tool Introduction and usage.</b>      |
| <b>Module II</b>  | <b>:</b> | <b>Functions of tools and its usage.</b>              |
| <b>Module III</b> | <b>:</b> | <b>Figure Drawing - Block figure and Flesh figure</b> |
| <b>Module IV</b>  | <b>:</b> | <b>Working with layouts</b>                           |
| <b>Module V</b>   | <b>:</b> | <b>Creating Prints and textures</b>                   |
| <b>Module VI</b>  | <b>:</b> | <b>Tutorials</b>                                      |

### **Examination Scheme:**

|                      |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>CT</b> | <b>EE</b> |
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(**A**-Attendance; **H** -Home Assignment; **CT**-Class Test; **EE**-End Semester Examination)

### **Text & References:**

- Winifred Aldrich, CAD in Clothing and Textiles

# FABRIC ARTISTRY & EMBROIDERY

Course Code: FST2205

Credit Units: 02

## Course Objective

The students will develop a thorough understanding of various techniques used to impart various decorative skills on fabric through practical exercises.

## Course Contents:

### Module I : Introduction to fabric decoration.

**Embroidery** - Basic stitches- Running, Back stitch, split stitch, Simple couching, Stem, Satin, Cross, Blanket and Crossed buttonhole Closed buttonhole, Framed, Buttonhole, Chain, Feather, Fly, Herring bone, French knot bullion. **Transferring and Tracing techniques of Designs** - Practical exercise.

### Module II : Techniques of thread embroidery

**Mirror Work** - Mirror work places of India, Types of mirrors, stitches and designs. **Bead Works** – Definition, Bead work places of India, Articles, materials and stitches used for bead work. **Metal thread embroidery** - Definition, Metal thread embroidery places of India, Articles, materials and stitches used for Metal thread embroidery. **Smocking** – Definition, stitches used for smocking – Honey comb smocking.

### Module III : Lace Work, Appliqué Work & Quilting

**Lace Work** – Types of hand and machine made laces, Attaching laces to fabrics; **Appliqué Work** - Definition and Traditional examples- Raw edge appliqué, Satin stitched appliqué, Couched appliqué, Buttonhole appliqué, Chain stitched appliqué, Lined appliqué, Patch Work. **Quilting** – Definition and Traditional examples – Kantha and Sujni – executing various designs using running stitch.

### Module IV : Basic Hand Stitches

**Hand Stitches** - Running stitch, Basting, Gathering, Overcasting, Fagoting, and Hemming.

### Module V : Basics of Fabric Embellishment. (Theory)

**Constructed Artistry** - Yarn design, Weave design, Knitwear design; **Dye & Print Artistry** - Tie & Dye, Batik, Stencil, Screen, Block Printing. **Indian Hand-Painted Artistry** – Pichvai of Rajasthan, Pad of Rajasthan, Kalamkari of Andhra Pradesh, Patachitra of Orissa.

**Submission of practical work records - (Compulsory)**

### Examination Scheme:

| Components    | A  | H  | R  | V  | EE |
|---------------|----|----|----|----|----|
| Weightage (%) | 05 | 05 | 15 | 05 | 70 |

(A - Attendance; H -Home Assignment; R- Practical work records; V- Viva voce, EE-End Semester Examination)

### References:

- Creative Publishing, Miunozota, Colour and Design on Fabric (Singer Design), 2000.
- The Buttrick Co. NY, USA, Buttrick Dressmaking, 1940.
- Janet Maigh, Crazy Patch Work, Collins and Brown, London, 1998.
- Morrel Anna, Techniques of Indian Embroidery, BT Batsford Ltd; London, 1994
- Jacquie Wilson, Handbook of textile design, Woodhead Publishing Limited England, 2001
- Langerford A Kadolpher S, Textiles Printine Hall, N.J. Ohio, 1998.

## DESIGN PROCESS & APPLICATION OF COLOUR THEORY

Course Code: FST2206

Credit Units: 03

### Course Objective:

This course focuses on the practical application on the theory subjects of design and colour in the fashion design studio. It aims at allowing the students must be able to document the design process verbally and visually through sketches, written notes, and analysis showing the practical development of a theme, concept, or idea of both design and colour.

### Course Contents:

#### Module I : Design Theory applicable to Fashion Art.

Basic elements & principles of design and application in studio work.

#### Module II : Design in textiles and clothing.

**Design Pattern** - Basic repeat structures – Straight repeat, Half drop, Tile (or brick) repeat, Repeat mirrored vertically and horizontally. **Design layouts** - Tossed patterns, All-over designs, Foulards, Ogees, Stripes, Borders, Engineered designs. Centering of Design repeats. **Classification of printed textile designs** - Motifs and styles- Florals, Pictorial and figurative designs, Paisleys, Geometrics, Abstracts, Ethnic designs, Co-ordinating designs. **Different types of Textile designs** – Traditional, Contemporary, Stylized, Naturalistic.

#### Module III : Colour Theory applicable to Fashion Art.

**Pigment Wheel** - Classification of hues in the pigment wheel, Primary colours, Secondary colours, and Tertiary colours. **Color properties** - Hue, Value, Tints and Shades, Tones, Intensity or Saturation, Colour Temperature- Warm and cool colours, Color Interaction, Color Contrast, **Colour Harmony and Color Schemes**- (1) Basic Colour schemes - Chromatic Colours, Achromatic, Monochromatic, Polychromatic, Analogous, Complementary- Direct complements. (2) Advanced color schemes- Split complements, Triadic, Tetradic, Square, Dyadic or Dyad, Neutral, Earth Tone, Pale colour scheme.

#### Module IV : Colour in Design Process.

**Colour in Design Principles** - Principle of rhythm, Balance, Proportion and scale, Emphasis, **Colour Interaction and Colour Effects** - Contrast of hue, Light-dark contrasts, Cold- Warm contrasts, Complementary contrast, Simultaneous contrast, Contrast of saturation, Contrast of extension. **Color schemes in designing** - Four F's in design: First impressions, Form, Function, and Fashion. **Interpretation of International Colours.**

### Submission of practical work records - (Compulsory)

### Examination Scheme:

| Components    | A  | H  | R  | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

**Text & References:****Text:**

- George A. Agoston , Color theory and its application in art and design, Springer-Verlag, 1987
- Jacquie Wilson, Handbook of textile design, Woodhead Publishing Limited England, 2001

**References:**

- Richard Hora, Design Elements: A Visual Reference, Art Direction Book, 1982
- Ms. Shruti Hemani and Prof. Ravi Mokashi Punekar, Colours in Visual Design, DOD, IIT Guwahati.
- Bosomworth, Encyclopedia of patterns and motifs, Studio Editions, Limited, 1995.

# TECHNOLOGY OF TEXTILES MANUFACTURING

Course Code: FST2207

Credit Units: 03

## Course Objective:

This course imparts the knowledge about two major technologies of fabric manufacturing – Woven and Knits that develop the foundation for fabric application in fashion.

## Course Contents:

### Module I : Introduction to Fabrics

**Fabrics** –Classification, Types, Properties. **Woven Fabrics - design and structure-** Idea of fabric structure, Warp, Weft, Interlacement diagram – Warp way and weft way, Creation of draft, peg plan and tie-up from the weave repeat. **Classification of Weaves – (1) Basic/Simple Weaves- Plain Weave**, Study of derivative structures of plain – **Twill Weave**, Classification and derivatives of twill weaves; **Satin Weave** – Satin & Sateen. **(2) Compound/Complex/Novelty Weaves** - Dobby Weave, Jacquard Weave, Double Cloth & Double Weave, Pique, Pile Fabrics- Classification, Loop & cut pile; warp & weft pile.

### Module II : Mechanism of Weaving

**Different forms of yarn packages and use** - Hanks, Cones, Cheeses, and Spools. **Loom-** Classification of looms, Parts of Loom, Passage of warp in a loom. **Basic loom mechanisms-** Primary motions, Secondary motions, Auxiliary motion; **Handlooms** - Loom Types, Essential features of handloom Fabrics; **Power looms** - Loom Types, Essential features of Power loom Fabrics; **Dobby, Jacquard; Special Purposed looms** - Circular Looms, Multiphase loom, Magazine loom, Ribbon loom, Needle loom, Swivel loom, Box loom; **Weaving Preparatory Process.**

### Module III : Woven Fabric Types and Analysis

**Fabric Types** - Buckram, Cambric, Casement, Cheese Cloth, Chiffon, Chintz, Corduroy, Crepe, Denim, Drill, Flannel, Gabardine, Georgette, Kashmir Silk, Khadi, Lawn, Mulmul, Muslin, Organdy, Poplin, Sheeting, Taffeta, Tissue, Velvet, **General principles of woven cloth analysis** - Parts of woven Fabric - Body, Selvedge, Method of identifying warp and weft, Assumption of count of warp and weft, Determination of ends/inch and pick/inch, weave analysis of fabrics .

### Module IV : Knitted Fabric & Mechanism of Knitting

**Introduction to Knit design and structure** – Definition, comparison between knitting and weaving ,Classification of knitting Machines; **Important terms in knitting** – course- wales – gauge-face loop-back loop- loop length, texture. **Weft Knitting-** Plain Knit stitch, Purl stitch, Rib stitch, Novelty stitches; **Warp knitting-** Tricot, Raschel, Crochet, Milanese; **Pile knitting-** Terry, Velour, **Jacquard Knitting.**

### Module V : Knitted Fabric Types and Analysis

**Knitted Fabric Types** - Jersey Knit, Rib knits, Double knit, Knitted fur fabrics, **Blended Fabrics** - Reasons why fabrics are blended; Types of Blended Fabrics - Terry Cotton, Terry-wool Suiting Fabrics, Poly- Viscose Rayon. **Common fabric defects and its causes** - Major and Minor Defects.

## Examination Scheme:

| Components    | A  | H  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

**Text & References:****Text:**

- Bernard P. Corbman, Textiles: fiber to fabric, McGraw-Hill Professional, 1983.

**References:**

- Anne Fritz & Jennifer Cant, Consumer Textiles, Oxford University Press, 1986.
- Terry Brackenbury, Knitted Clothing Technology.
- N.N.Banerjee, Weaving Mechanism, Textile Book House, West Bengal, 1982
- Kadolph Sara,J, Textiles, Pearson, 2009.

# FASHION- BUSINESS LAWS, ETHICS AND COMMUNICATION

Course Code: FST2208

Credit Units: 03

## Course Objective:

This Course intends to make the students aware of legal background relating to fashion business and company law also to develop good business communication skills and a sound understanding of related legal deeds and documents.

## Module I : Fashion - Business Laws

**Law of Contract** – Concept and its role in society; Consideration and capacity; Free consent and Public Policy; Public & Government Contracts and Quasi Contracts; Discharge of Contracts : Performance & Non Performance; Breach of Contract & Remedies; Representative Contracts; Special Contracts : Indemnity, Guarantee & Bailment, Electronic Contracts. **Industrial Relation Laws** – Industrial Relations and contract of Employment; Trade Union Law; Industry and Industrial Disputes & Resolution Mechanism; Regulation of Managerial Prerogatives; Job Losses and their Regulations; Discipline and Misconduct; Contract Labour, Wages Act, Injury Compensation **Intellectual Property Laws** – Introduction to Intellectual Property; International Conventions on Intellectual Property Protection; Copyrights & Neighboring rights; Patent Act; Design Act; Trademarks Act; Emerging areas of Intellectual Property Protection. **Law relating to Foreign Trade** – Introduction and Carriage of Goods by Sea; Carriage by Air and Multi Modal Transportation of Goods; International Sales & Payments; Settlement of Commercial disputes; The World Trade Organization and India

## Module II : Business Ethics

**Introduction to Business Ethics** - The nature, purpose of ethics and morals for organizational interests; Ethics and Conflicts of Interests; Ethical and Social Implications of business policies and decisions; Corporate Social Responsibility; Ethical issues in Corporate Governance. **Environment issues** - Protecting the Natural Environment; Prevention of Pollution and Depletion of Natural Resources; Conservation of Natural Resources. **Ethics in Workplace** - Individual in the organization, discrimination, harassment, gender equality. **Ethics in Marketing and Consumer Protection** - Healthy competition and protecting consumer's interest. **Ethics in Accounting and Finance** - Importance, issues and common problems.

## Module III : Business Communications

**Communication in Business Environment** – Business Meetings – Notice, Agenda, Minutes, Chairperson's speech; Press releases, Corporate announcements by stock exchanges; Reporting of proceedings of a meeting. **Basic understanding of legal deeds and documents** - Partnership deed, Power of Attorney, Lease deed, Affidavit, Indemnity bond, Gift deed, Memorandum and articles of association of a company, Annual Report of a company.

## Examination Scheme:

| Components    | A  | H  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

## References:

- S.K Kapoor, Law of Contracts
- P Narayan, Intellectual Property Rights
- B S Jolly, Law, Ethics & Communication- FOR CA-IPCC, Tata McGraw-Hill Education
- Herta A. Murphy, Effective Business Communications, McGraw-Hill Ryerson, Limited, 1990
- B. Rao, Business Ethics & Professional Values, Excel Books India, 2009

# FASHION THEORY

**Course Code: FST2209**

**Credit Units: 03**

## **Course Objective:**

To provide a broad foundation to acquire the knowledge of fashion theory and its growth which develop the students' potential for professional activities that demand considerable independence or for fashion research work

## **Course Contents:**

### **Module I : Fashion Development**

Origin of the Fashion, Effect of Industrial Revolution on Fashion; Mass production of clothing; Introduction of Retailing; Changes caused by communications, leisure, and Industry; Effect of world War-i; Effect of depression on Fashion; Effect of world War –ii; Reactionary Postwar Fashion; Fashion at 1960s; Anti fashion at 1970s; Fashion 1980s; Fashion 1990s.

### **Module II : Fashion Evaluation & Adoption.**

**Introduction** - Fashion Cycles, Length of Fashion Cycles; **Adoption**- Traditional Fashion adaption (Trickle – Down Theory), Reverse Adaption (Trickle-up or Bottom-up Theories), Mass Dissemination (Trickle-across Theory); James Laver and Laws on the Timeline of Style

### **Module III : Study of International Fashion Centers.**

France, Italy, England, Germany, Canada, United States.

### **Module IV : Applied Learning Assignments.**

Visit fashion malls and analyze current fashion styles and find social, economical, technological influence on it. Also refer the fashion magazines and newspapers for trend review. Make a report with views and reasons.

## **Examination Scheme:**

| Components    | A  | L  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; L- Learning Assignments; CT-Class Test; EE-End Semester Examination)

## **Text & References:**

### **Text:**

Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.

### **References:**

1. Phyllis Tortora, The Fairchild's Dictionary of Fashion
2. S. A Hussain, Variety- Fashion for Freedom
3. Sandra J. Keiser & Myrna B. Garner, Beyond Design, Fairchild publication.
4. G. J Sumathi, Elements of Fashion & Apparel Design.
5. Solomon, Consumer Behavior: In Fashion, Pearson Education India.

### **List of Magazines**

Apparel online, Fiber 2 Fashion, Cosmopolitan. Marie Claire, Elle, Vogue, Harper's Bazaar, In Style, Glamour, Lucky, Allure, W Magazine.

## Syllabus - Third Semester

### FASHION ART ILLUSTRATION AND MODEL DRAWING-III

**Course Code: FST2301**

**Credit Units: 02**

**Course Objective:**

The students are very much aware of fashion forecast and now can start experimenting in their own way. The designing skills of the students now get more polished and they start designing more formal and highly priced garments. Now that students are perfect with female croquis they now start working with male croquis. After their perfection they start working in their own stylized form.

**Course Content:**

|                    |          |                                                           |
|--------------------|----------|-----------------------------------------------------------|
| <b>Module I</b>    | <b>:</b> | <b>Optical illusions</b>                                  |
| <b>Module II</b>   | <b>:</b> | <b>Designing of casual shirts and T-shirts for adults</b> |
| <b>Module III</b>  | <b>:</b> | <b>Designing of casual blouses and tops for adults</b>    |
| <b>Module IV</b>   | <b>:</b> | <b>Designing of casual and formal dresses for adults</b>  |
| <b>Module V</b>    | <b>:</b> | <b>Designing of executive wear</b>                        |
| <b>Module VI</b>   | <b>:</b> | <b>Designing a range of sportswear for adults</b>         |
| <b>Module VII</b>  | <b>:</b> | <b>Sketching of male block/flesh figures</b>              |
| <b>Module VIII</b> | <b>:</b> | <b>Use of textures</b>                                    |

**Submission of practical work records - (Compulsory)**

**Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>R</b>  | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

**Text &References:**

**Text:**

- Kathryn McKelvey, Fashion Source Book

**References:**

- BinaAbling, Fashion Model Drawing
- Patrick John Ireland, Introduction to Fashion Design
- Patrick John Ireland, Encyclopaedia of Fashion Detail, Batsford, 1987

## ADVANCE PATTERN MAKING-I

Course Code: FST2302

Credit Units: 02

### Course Objective:

This part of pattern making course enables students to learn about details of construction of patterns for important and most commonly worn women's garments like saree blouse and its variations, kurta, churidar etc. The course also gives an insight into design feature like pleats, seams, cuffs etc.

### Course Content:

|                    |          |                                                                                                                              |
|--------------------|----------|------------------------------------------------------------------------------------------------------------------------------|
| <b>Module I</b>    | <b>:</b> | <b>Pleats</b><br>Definition, Purpose, Identification & how to cut patterns, Box, Knife, Inverted, Double, kick etc.          |
| <b>Module II</b>   | <b>:</b> | <b>Fitted and non-fitted seams</b><br>Seams within the silhouette- vertical, Horizontal, Diagonal, Straight, Curved, Angular |
| <b>Module III</b>  | <b>:</b> | <b>Waist bands &amp; Cuffs</b><br>Straight & Shaped                                                                          |
| <b>Module IV</b>   | <b>:</b> | <b>Drafting of variations of skirt blouse with collars</b>                                                                   |
| <b>Module V</b>    | <b>:</b> | <b>Drafting of sari blouse</b><br>Four dart, Katori, Princesses line, Choli cut, Long blouse                                 |
| <b>Module VI</b>   | <b>:</b> | <b>Designing a range of sportswear for adults</b>                                                                            |
| <b>Module VII</b>  | <b>:</b> | <b>Drafting of Kurta/ female shirt</b><br>Semi fitted or fitted with neckline and style line variations                      |
| <b>Module VIII</b> | <b>:</b> | <b>Drafting of salwar/chudidar/parallel</b>                                                                                  |

Submission of practical work records - (Compulsory)

### Examination Scheme:

| Components    | A  | H  | R  | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

### Text & References:

#### Text:

- Gillian Holman, Pattern cutting made easy
- Winifred Aldrich, Metric Pattern Cutting

#### References:

- Gerry Cooklin, Pattern cutting for women's outerwear
- Armstrong, Pattern making for fashion design
- Gloria Mortimer, Pattern designs for children clothes
- Cloake, Cutting & Draping special occasion clothes
- Lark Brooks, Every sewer's guide to perfect fit
- Ann Hagar, Pattern Cutting for Lingerie, Beachwear and Leisurewear

## **GARMENT CONSTRUCTION-II**

**Course Code: FST2303**

**Credit Units: 02**

### **Course Objective:**

This part of garment construction helps to give a final shape or form to a fabric according to one's aesthetic sense and creativity.

### **Course Content:**

|                   |          |                                                                                  |
|-------------------|----------|----------------------------------------------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Construction of fitted Skirt Blouse with collar</b>                           |
| <b>Module II</b>  | <b>:</b> | <b>Construction of Sari Blouse (Cotton) &amp; Sari blouse with lining (Silk)</b> |
| <b>Module III</b> | <b>:</b> | <b>Construction of suit with Salwar/ Chudidar</b>                                |
| <b>Module IV</b>  | <b>:</b> | <b>Construction of Ethnic wears</b>                                              |
| <b>Module V</b>   | <b>:</b> | <b>Construction of Fusion wears</b>                                              |

**Submission of practical work records - (Compulsory)**

### **Course Evaluation:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>R</b>  | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(**A** - Attendance; **H** -Home Assignment; **R**- Practical work records; **EE**-End Semester Examination)

### **Text & References:**

#### **Text:**

- Reader's Digest, Complete Guide to Sewing

#### **References:**

- Leila Aitkin, Step by step dress making course.
- Zarapkar, Pattern Cutting
- A J Chuter, Introduction to clothing production management
- Armstrong, Pattern making for fashion designs

# HISTORY OF INDIAN COSTUMES

**Course Code: FST2304**

**Credit Units: 03**

## **Course Objective**

This course aims to provide students with the appropriate vocabulary to describe costume as well as to develop the students' capacity to recognize the characteristic styles of each century, thereby enabling them to accurately describe the images. They will be more sensitive to the influence of culture, art and history on trends and to the various facets fashion can have in an Indian society.

**Course Methodology : Research Project**

## **The Research Project Guidelines:**

1. The students will have to submit and present a Research Project Assignment; this will give the students the opportunity to demonstrate their ability to carry out some interesting and creative research in History of Indian Costumes.
2. The students will have to make sketches, collect pictures with brief points of each period and submit in a standard size file.
3. The students are asked to give a brief oral presentation with 'Power Point' to the class about their research. They have to explain, what kind of interests they want to develop in the research and a debate will follow as well. The submission of project assignment file and presentation will be part of student's Examination Scheme.
4. The students will have to visit various historical places and museums for the part of their research.

**The project contents will be broken down into three modules which out lined below.**

### **Module - I : Ancient Indian costumes**

1. Indus valley civilization & Vedic Period. - Men's and Women's costumes, jewellery, hairstyles and footwear.
2. Mauryan and Sunga period. - Men's and Women's costumes, jewellery, hairstyles and footwear.
3. Kushan period. - Men's and Women's costumes, jewellery, hairstyles and footwear.
4. Satvahana period. - Men's and Women's costumes, jewellery, hairstyles and footwear.
5. Gupta period and footwear. - Men's and Women's costumes, jewellery, hairstyles

### **Module -II : Medieval Indian Costumes.**

- Mughal period and footwear. - Men's and Women's costumes, jewellery, hairstyles

### **Module-III : Colonial Indian Costumes.**

- British Period and footwear. - Men's and Women's costumes, jewellery, hairstyles

**Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>LR</b> | <b>B</b>  | <b>P</b>  | <b>Viva</b> | <b>Total</b> |
|----------------------|-----------|-----------|-----------|-----------|-------------|--------------|
| <b>Weightage (%)</b> | <b>10</b> | <b>25</b> | <b>10</b> | <b>30</b> | <b>25</b>   | <b>100</b>   |

(**A** - Attendance, **LR** - Literature Review, **B** - Bibliography, **P** – Presentation)

**References:**

- Roshan Alkazi, Ancient Indian Costumes, National Book Trust, India, 1996
- John Peacock, The chronicle of Western Costumes
- Illustrated Encyclopaedia of Costume and Fashion.
- Govind Sadashiv Ghurye, Indian Costume, Popular Prakashan, 1966
- Ritu Kumar, Costumes and textiles of royal India, Antique Collectors' Club, 2006
- Chales Fabri, Indian dress: a brief history, Disha Books, 1994

# TECHNOLOGY OF PROCESSING & CARE RENOVATION OF TEXTILES

**Course Code: FST2305**

**Credit Units: 03**

## **Course Objective:**

To develop the holistic understanding of the technology of textile processing and various kinds of finishes those enhance performance and aesthetics of the fabric.

## **Course Contents:**

### **Module I : Introduction to Textile Processing.**

**Fiber Chemistry-** Molecules of the fibers, bonding, covalent bonds, benzene ring, Polarity, Hydrogen bond, Ionic compounds, Vander Waals; Molecular orientation, structure and fiber properties – Crystallinity, Amorphous regions, Water affinity, Solubility, Oxidation and Reduction; **Preparatory Processing of Textiles-** Singing, Desizing, Scouring, Bleaching, Mercerization, Treatment with liquid Ammonia, Preparation of Silk and Wool.

### **Module II : Textile Dying.**

**Introduction to dying-** Dyes and Pigments, Classification of dyes – (1) Natural Dyes, (2) Synthetic Dyes - Direct, Acid, Mordant, Reactive, disperse, Vat, Azoic, Basic (cationic), Optical Brighteners; **Methods of Dyeing** – (1)Fiber dyeing – Dope, Top, (2) Yarn Dyeing – Skein (Hank), Package, Warp-beam, Space; (3)Fabric Dyeing (Piece Dyeing) – Winch, Jet Dyer, Beam dyer, Jig, Padding, Foam, Dyeing of Blends – Cross Dyeing, Union dyeing; Garment Dyeing; **Dyeing defects** – Identifications, Tests to determine colour fastness.

### **Module III : Textile Printing.**

**Introduction to Printing-** Dyes and Pigments for printing; **Classification of Printing styles**– Direct, Discharge, Resist; **Printing Methods** – Block, Roller, Duplex, Stencil, Screen, Transfer, Blotch, TAK dyeing, Jet Spray, Electrostatic, Photo printing, Differential printing, Warp Printing.

### **Module IV : Textile Finishing.**

**Introduction to Finishing** – Objectives, Classification, Finishing equipments; **Aesthetic Finishes** - Lustre, Drape, Texture, Hand; **Special Purpose or Functional Finishes** –Stabilization, Shape-retention, Appearance-retention, Comfort related, Biological control, Safety related.

### **Module V : Care Renovation of Textiles**

**Introduction to care of textiles** – Sunlight, Dampness, High temperature, Perspiration, Wear and Tear; Stains Removal Methods for different types of fabrics; **Laundering** – Soaps, Synthetic or non soap detergents, Pretreatment Products; Hand laundering, Washing Machine, Dry cleaning; **Storage-** Methods of textile storage; **Care symbols & Labeling** - Canadian care labeling, European care labeling, Japanese Industrial Standard care labeling, Australian care labeling, USA care labeling: ASTM D 5489.

## **Examination Scheme:**

| Components    | A  | H  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

**Text & References:**

- Bernard P. Corbman, Textiles: fiber to fabric, McGraw-Hill Professional, 1983.
- Anne Fritz & Jennifer Cant, Consumer Textiles, Oxford University Press, 1986.
- V.A.Shenai, Technology of Textile Processing, Sevak Publication, 1999.
- E.R.Trotman, Dying and Chemical Technology of Textile Fibers, Charloes Gritin & Co, U.K., 1984.
- Kadolph Sara,J, Textiles, Pearson, 2009.
- Dhantyagi Sushila, Fundamentals of Textiles and their care, Orient laugman Ltd, 1996
- Basics of Textiles and Visual Inspection System, Textile committee, Govt. of India, Ministry of Textiles, Mumbai.

# APPAREL PRODUCTION

**Course Code: FST2306**

**Credit Units: 02**

## **Course Objective:**

The students should be made aware of method of apparel production.

## **Course Contents:**

|                   |          |                                                                                                                                                                                       |
|-------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Machinery and Equipment</b><br>Cutting, sewing, finishing, washing, stain removal, embellishment.                                                                                  |
| <b>Module II</b>  | <b>:</b> | <b>Production methodology</b><br>Assembly line, individual garment manufacturing, job work, quality checkpoints.                                                                      |
| <b>Module III</b> | <b>:</b> | <b>Production planning and control</b><br>Job batch and mass production, material planning and allocation, process planning and process sheet, production control, inventory control. |
| <b>Module IV</b>  | <b>:</b> | <b>Quality Assurance</b><br>Understanding quality standards, analyzing test reports, basic fabric and sewing defects.                                                                 |
| <b>Module V</b>   | <b>:</b> | <b>Labelling and Packaging</b><br>Labelling, Packing and Packaging                                                                                                                    |
| <b>Module V</b>   | <b>:</b> | <b>Garment Costing.</b>                                                                                                                                                               |

## **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>CT</b> | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

## **Text & References:**

### **Text:**

- Giolleo and Berks, fashion Production Terms
- Grig Hazer, Fantastic Fit For Everybody
- Hellen Goworek, Fashion Buying.

### **References:**

- J Chuter, Introduction to Clothing Production Management.
- Apparel Online, Apparel Views, Clothesline, Moda, Vogue, Simplicity etc

## BASICS OF MANAGEMENT

**Course Code: FST2307**

**Credit Units: 01**

### **Course Objective:**

This subject deals with the basic applications and principles of management in the area of fashion

### **Course Contents:**

|                   |          |                                                                                                                                                               |
|-------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Meaning &amp; Principles of management</b><br>Professional management of the fashion industry, Relevance of fashion management                             |
| <b>Module II</b>  | <b>:</b> | <b>Structure of an organization</b><br>Function of different departments, Relationship between individual departments                                         |
| <b>Module III</b> | <b>:</b> | <b>Leadership</b><br>Need for leadership, functions of a leader, and manager as a leader.                                                                     |
| <b>Module IV</b>  | <b>:</b> | <b>Communication</b><br>Importance of communications, communication process, barriers of communication, making communication effective.                       |
| <b>Module V</b>   | <b>:</b> | <b>Authority</b><br>Types and features, relevance of authority in management                                                                                  |
| <b>Module VI</b>  | <b>:</b> | <b>Motivation</b><br>Characteristics of motivation, methods of improving motivation, incentives, pay, promotion, rewards, job satisfaction and job enrichment |

### **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>CT</b> | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

### **Text & References:**

#### **Text:**

- Koontz and Heinz, Principles of Management

#### **References:**

- Mike Easey , Fashion marketing
- Philips Kotler, Marketing management
- Maria Constantino, Fashion Marketing and PR
- Nicholas Alexander, international Retailing
- V. D Dudeja, Professional Management of Fashion Industry
- Lynda Gamans, Retailing Principles

# INTRODUCTION TO FASHION RESEARCH & PRODUCT DEVELOPMENT PROCESS

**Course Code: FST2308**

**Credit Units: 01**

## **Course Objective:**

This subject is designed to introduce the student to the language of design and a range of skills associated with research methods, application and development for a fashion outcome. The module will highlight the value of research in relation to the creative exploration of concepts and will provide a foundation which can be built upon and extended as the student progresses throughout the programme.

## **Course Contents:**

### **Module-I : Fundamentals of Design thinking.**

**Stages of Thinking**-Define, Research Ideate, Prototype, select, Implement, Learn, **Research**- Identifying drivers, Information gathering, Target Groups, Sample and feedbacks; **Idea generation**- Basic design directions, Themes for thinking, Inspiration and reference, Brainstorming, Value, Inclusion, Sketching, Presenting Ideas; **Creative Thinking Methods** - Innovation through Design Thinking - The Need for Creative and Design Thinking.

### **Module-II : The Research Method and Design Process.**

**Research** -Nature and Definition; **Research Process** – Preparation, Information gathering-Goal, Identification of Problems and Hypothesis, Exposition of facts and interpretation, Presentation of result and findings; **Research Methods** – Literature review, Collection of preliminary field data, Define the problem, Analyzes and Modification, Presentation of findings; **Design Process** – Study historic and contemporary examples, Experimentation with materials and visual Ideas, Visual analysis and identification of design problems, Created the work series and explore in subsequent work, Board presentation.

### **Module-III : Fashion Product Development.**

**Introduction to Product development process** – Target market, Merchandising, Season; **Design** – Concept boards, knockoffs, Fakes, Design elements – Color and Fabric selection, Design principles, Sketching Ideas – Style boards. Sample Development – Draping, Flat pattern, Prototype, Fit; **Tech packs** – Designer work sheets, **Line selection**- Editing, Reassessment of merchandising plan, Line presentation; **Manufacturing**- Duplicates the samples.

## **Examination Scheme:**

| Components    | A  | H  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

## **References**

- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Gavin Ambrose & Paul Harris, Design Thinking, AVA Publishing, Switzerland.
- Harry B. Watton, “New Product Planning”, Prentice Hall Inc., 1992.
- Jacob Solinger, “Apparel Manufacturing Handbook”, Reinhold Publications, 1998.
- Introduction to research in education, Ary Hort Reinhart, 1982
- Research methodology by C. R Kothari, Published by Wiley Eastern Ltd, New Delhi, 2000
- Design Research: Methods and Perspectives, edited by Brenda Laurel
- Lateral Thinking: Creativity Step by Step, Edward De Bono, 1970.
- How Customers Think: Essential Insights into the Mind of the Market – Gerald Zaltman
- Five Minds for the Future – Howard Gardner
- Harry Nystrom, “Creativity and Innovation”, John Wiley & Sons, 1979.

## COMPUTER-AIDED MANUFACTURING (CAM)

**Course Code: FST2309**

**Credit Units: 03**

### **Course Objective:**

This module makes the student know-how the Computer Applications in the Fashion & Apparel Industry.

### **Course Content:**

|                   |          |                                                                     |
|-------------------|----------|---------------------------------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Adobe Photoshop - Functions of Tools &amp; Working on layers</b> |
| <b>Module II</b>  | <b>:</b> | <b>Photo-editing &amp; its usage</b>                                |
| <b>Module III</b> | <b>:</b> | <b>Demo on 'TUKA cad' Module</b>                                    |
| <b>Module IV</b>  | <b>:</b> | <b>Mode conversation through editing</b>                            |
| <b>Module V</b>   | <b>:</b> | <b>Demo on 'Opti Tex'</b>                                           |
| <b>Module VI</b>  | <b>:</b> | <b>Rendering &amp; filter effects along tutorials</b>               |

### **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>CT</b> | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

### **Text & References:**

#### **Text:**

- Corel DRAW 11 for Windows: Visual Quick start Guide
- Jim X. Chen, Guide to Graphics software
- David Huss, Gary W. Priester ,Corel DRAW Studio Techniques, McGraw-Hill Osborne Media, 1998
- CorelDraw 10 for Windows: Visual Quick Start Guide.
- Linnea Dayton, Cristen Gillespie, The Photoshop Cs/Cs2 Wow!

#### **References:**

- Illustrated Encyclopedia of Costume and Fashion,
- Jill B. Treadwell, Edited: Donald Treadwell, Public Relations Writing: Principles in Practice, SAGE, 2004

# PROJECT PRESENTATION

**Course Code: FST2332**

**Credit Units: 03**

## **Guidelines for the project**

The purpose of this project is to help students to learn the procedure of doing research on a subject of their interest related to fashion field and then analyse & evaluate it in a presentable manner. They will have to submit a report and will have to give presentation for the same. This project will be conducted during their summer break.

## **In general, the File should be comprehensive and include:**

- A short account of the activities that were undertaken as part of the project.
- A statement about the extent to which the project has achieved its stated objectives.
- A statement about the outcomes of the evaluation and dissemination process engaged in as part of the project.
- Any problems that have arisen and may be useful to document for future reference.

## **Project Report**

**The project report is the final research report that the student prepares on the project he chose. Following components should be included in the project report:**

- **Title or Cover Page:** Title Page should contain Project Title; Student's Name; Programme; Year and Semester and Name of the Faculty Guide
- **Acknowledgement(s):** Acknowledgement to any advisory or financial assistance received in the course of work may be given. It is incomplete without student's signature.
- **Abstract:** A good abstract should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project. It should not exceed more than 1000 words.
- Table of Contents
- Introduction
- Materials and Methods
- Result and Discussions
- Conclusions & Recommendations
- Implications for Future Research
- References

## **The Layout Guidelines for the Project File & Project Report**

- A4 Size Paper
- Font: Arial (10 points) or Times New Roman (12 points)
- Line spacing: 1.5
- Top and bottom margins: 1 inch/2.5 cm; left & right margins: 1.25 inches/ 3 cm

## **Assessment Scheme:**

**Continuous Evaluation:** 40% (Based on punctuality, regularity of work, adherence to plan and methodology, refinements etc.)

**Final Evaluation:** 60% (Based on the Documentation in the file, Final report, analysis and results, achievement of objectives, presentation/viva)

## Syllabus - Fourth Semester

### FASHION ART ILLUSTRATION AND MODEL DRAWING-IV

**Course Code: FST2401**

**Credit Units: 02**

**Course Objective:**

The study of this course develops the student's ability to design for different category of people: casual and formal. This focuses on designing of a garment according to requirement of the industry keeping in mind the forecast of the season. After the students learn the draping of male figure and move to stylized sketching using different colour mediums.

**Course Contents:**

|                   |          |                                               |
|-------------------|----------|-----------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Draping of male figures</b>                |
| <b>Module II</b>  | <b>:</b> | <b>Designing of uniforms</b>                  |
| <b>Module III</b> | <b>:</b> | <b>Designing of beach wear</b>                |
| <b>Module IV</b>  | <b>:</b> | <b>Designing of bridal wear</b>               |
| <b>Module V</b>   | <b>:</b> | <b>Ruff and tuff denim wear</b>               |
| <b>Module VI</b>  | <b>:</b> | <b>Inspirational and Innovative designing</b> |
| <b>Module VII</b> | <b>:</b> | <b>Designing of night wear</b>                |

**Submission of practical work records - (Compulsory)**

**Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>R</b>  | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

**Text & References:**

**Text:**

- Mc Kenzie, Best in sports wear design
- Lisa Light, Destination Bride, F+W Media, 2005

**References:**

- Patrick John Ireland, Introduction to fashion design
- Sharon Lee Tate, Inside fashion design, Pearson Education India, 2004
- Fashion design and illustrations
- Patrick John Ireland, Encyclopedia of fashion detail, Batsford, 1987

## ADVANCE PATTERN MAKING-II

**Course Code: FST2402**

**Credit Units: 01**

### Course Objective

This part of pattern making course enables students to learn about special ladies wear outfits like bath wear, bridal wear, evening wear and nightwear. Commonly worn men's wear outfits like jeans and trousers have also been included in the course.

### Course Contents:

|                    |          |                                                                                                                             |
|--------------------|----------|-----------------------------------------------------------------------------------------------------------------------------|
| <b>Module I</b>    | <b>:</b> | <b>Yokes</b><br>Shoulder, midriff & hip yokes                                                                               |
| <b>Module II</b>   | <b>:</b> | <b>Drafting of jeans and trouser</b>                                                                                        |
| <b>Module III</b>  | <b>:</b> | <b>Developing patterns for various styles</b><br>Dresses with waist seam lines, coordinates, and dresses without seam lines |
| <b>Module IV</b>   | <b>:</b> | <b>Drafting of Evening Gown's variations</b>                                                                                |
| <b>Module V</b>    | <b>:</b> | <b>Drafting of bath robe</b>                                                                                                |
| <b>Module VI</b>   | <b>:</b> | <b>Drafting of bridal wears</b>                                                                                             |
| <b>Module VII</b>  | <b>:</b> | <b>Drafting of night wears (Male &amp; Female)</b>                                                                          |
| <b>Module VIII</b> | <b>:</b> | <b>Drafting of men's shirt</b>                                                                                              |

### Submission of practical work records - (Compulsory)

### Examination Scheme:

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>R</b>  | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

### Text & References:

#### Text:

- Gillian Holman, Pattern cutting made easy
- Winifred Aldrich, Metric Pattern Cutting

#### References:

- Gerry Cooklin, Pattern cutting for women's outerwear
- Armstrong, Pattern making for fashion design
- Gloria Mortimer, Pattern designs for children clothes
- Cloake, Cutting & Draping special occasion clothes
- Lark Brooks, Every sewer's guide to perfect fit
- Ann Hagar, Pattern Cutting for Lingerie, Beachwear and Leisurewear
- Winifred Aldrich, Fabric, form and flat Pattern Cutting

## **GARMENT CONSTRUCTION-III**

**Course Code: FST2403**

**Credit Units: 01**

### **Course Objective**

This course is an advancement of the third semester program. The study of this course develops understanding of sewing of more complex garments with further detailing.

### **Course Contents:**

|                   |          |                                                      |
|-------------------|----------|------------------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Construction of Evening gown</b>                  |
| <b>Module II</b>  | <b>:</b> | <b>Construction of Princess line top</b>             |
| <b>Module III</b> | <b>:</b> | <b>Construction of Bathrobe</b>                      |
| <b>Module IV</b>  | <b>:</b> | <b>Construction of nightwear (Male &amp; Female)</b> |
| <b>Module V</b>   | <b>:</b> | <b>Construction of men's shirt</b>                   |

**Submission of practical work records - (Compulsory)**

### **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>R</b>  | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(**A** - Attendance; **H** -Home Assignment; **R**- Practical work records; **EE**-End Semester Examination)

### **Text & References:**

#### **Text:**

- Reader's Digest, Complete Guide to Sewing

#### **References:**

- Leila Aitken, Step by step dress making course
- Zarapkar, Pattern Cutting
- A J Chuter, Introduction to clothing production management
- Armstrong, Pattern making for fashion design

## COMPUTER-AIDED DESIGN (CAD)-III

**Course Code: FST2404**

**Credit Units: 02**

### **Course Objective:**

This study will introduce the student the usage of computer software in different areas of Fashion Designing & Technology.

### **Course Content:**

|                   |          |                                                                 |
|-------------------|----------|-----------------------------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Illustrator: Tool Introduction and usage</b>                 |
| <b>Module II</b>  | <b>:</b> | <b>Functions of tools &amp; creating objects</b>                |
| <b>Module III</b> | <b>:</b> | <b>Reach ERP</b>                                                |
| <b>Module IV</b>  | <b>:</b> | <b>Setting up artwork: Transparency, Gradients and patterns</b> |
| <b>Module V</b>   | <b>:</b> | <b>Dobby/Jacquard</b>                                           |
| <b>Module VI</b>  | <b>:</b> | <b>Working on Color separation (2 D)</b>                        |

### **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>CT</b> | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

### **Text & References:**

#### **Text:**

- Corel Draw 11 for Windows: Visual Quick Start Guide
- From Sue Chastain, your guide to Graphics software
- David Huss, Gary W. Priester, Corel Draw Studio Techniques.
- Corel Draw 10 for Windows: Visual Quick Start Guide.
- Linnea Dayton, Cristen Gillespie, The Photoshop Cs/Cs2 Wow!

#### **References:**

- Femina - Magazine.
- Elle – Magazine.
- Donald, Illustrated Encyclopedia of Costume and Fashion Public Relations Writing: Principles Practice

# FASHION MERCHANDIZING-I

**Course Code: FST2405**

**Credit Units: 02**

## **Course Objective:**

The aim of this subject is to enable students to appreciate the unique aspects and concepts of business management. It focuses attention on apparel business giving a thorough knowledge of merchandising.

## **Course Contents:**

|                   |          |                                                                                                                                                                                                |
|-------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Fashion Merchandising</b><br>Introduction, Functions and role of Merchandiser, Merchandising Process                                                                                        |
| <b>Module II</b>  | <b>:</b> | <b>Marketing and merchandising concepts</b><br>Study of fashion principles and fashion cycle, Fad etc., Fashion movement. Study of domestic and international markets                          |
| <b>Module III</b> | <b>:</b> | <b>Environment and segmentation of fashion</b><br>Market segments and target markets                                                                                                           |
| <b>Module IV</b>  | <b>:</b> | <b>Merchandising systems</b><br>Wholesaling & retailing                                                                                                                                        |
| <b>Module V</b>   | <b>:</b> | <b>Merchandise Planning &amp; Buying</b><br>Sources of Consumer information, Merchandising Team, Merchandise Plan, Key trends in Merchandising and sourcing                                    |
| <b>Module VI</b>  | <b>:</b> | <b>The structure of the Retail Industry</b><br>Retail merchandising, Retail Formats & Locations, Communicating with Consumers, Value addition in the Supply Chain from Yarn/ Fabric to retail. |
| <b>Module VII</b> | <b>:</b> | <b>Organizational Structures</b><br>Structure of export house, buying house and domestic companies, Buyer's classification and buying network in exports                                       |

## **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>CT</b> | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

## **Text & References:**

### **Text:**

- John Donnellan , Merchandise Buying and Management.
- Grace I kunz, Merchandising: Theory, Practice and Principles

### **References:**

- Mike Easey, Fashion Marketing
- Maria Constantino, Fashion Marketing and PR
- Nicholas Alexender, international Retailing
- V. D Dudeja, Professional Management of Fashion Industry
- Lynda Gamans, Retailing Principles

# QUALITY CONTROL & PRODUCTION MANAGEMENT-I

Course Code: FST2406

Credit Units: 03

## Course Objective:

This subject provides a detailed knowledge to students regarding the quality aspects, production, planning and control, maintenance of equipment, material handling, utilization of resources etc of a garment so that the quality and cost both are in an equilibrium.

## Course Contents:

|                   |   |                                                                                                                                                                                                                                                                                                                                               |
|-------------------|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Module I</b>   | : | <b>Quality Control.</b><br>Meaning and Need for quality control; Approaches to quality control; Statistical quality control; Acceptance sampling, Types of defects                                                                                                                                                                            |
| <b>Module II</b>  | : | <b>Inspection and Testing</b><br>Quality of Indian clothing, manufacturers with respect to exports; Role & characteristics of Quality controller; Need and planning for inspection; Types of inspection; Role of operator and inspector in inspection; Difference between inspection and testing                                              |
| <b>Module III</b> | : | <b>Concept of TQM</b><br>Need and Importance of Quality management in all areas of production; Procurement of raw materials; Fabric defects in spinning, weaving, dyeing and printing, TQM Tools Standards and codes. Quality control instruments; National and International Codes; ISO 9000 concepts and its evolution and its implications |
| <b>Module IV</b>  | : | <b>Production Management</b><br>Meaning and need for production management; Types of production-Job, Batch and mass production                                                                                                                                                                                                                |
| <b>Module V</b>   | : | <b>Material Planning &amp; Allocation</b><br>Material planning and allocation; Process planning and process sheet; Production control                                                                                                                                                                                                         |
| <b>Module VI</b>  | : | <b>Workroom management</b><br>Marker planning and placement of markers; Line and sample development                                                                                                                                                                                                                                           |
| <b>Module VII</b> | : | <b>Inventory control and Cost estimation</b><br>Need and advantages of inventory control; introduction and functions of cost estimation, estimation procedure, elements of cost and ladder of costs, method of calculating depreciation, overhead expenses and distribution of overhead expenses                                              |

## Examination Scheme:

| Components    | A  | H  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

## Text & References:

### Text:

- A.J. Chuter , Introduction to clothing production management
- Giolleo and Berks , Fashion Production Terms

### References:

- Philips Kotler, Marketing management

# HISTORY OF WESTERN COSTUMES

**Course Code: FST2407**

**Credit Units: 03**

## **Course Objective**

This course aims to provide students with the appropriate vocabulary to describe costume as well as to develop the students' capacity to recognize the characteristic styles of each century, thereby enabling them to accurately describe the images. Students are given the opportunity to develop both their observation and description skills from the history, as they are applied to costume, ornamentation and trends.

## **Course Methodology : Research Project**

### **The Research Project Guidelines**

1. The students will have to submit and present a Research Project Assignment; this will give the students the opportunity to demonstrate their ability to carry out some interesting and creative research in History of Western Costumes.
2. The students will have to make sketches, collect pictures with brief points of each period and submit in a standard size file.
3. The students are asked to give a brief oral presentation with 'Power Point' to the class about their research. They have to explain, what kind of interests they want to develop in the research and a debate will follow as well. The submission of project assignment file and presentation will be part of student's Examination Scheme.
4. The students will have to visit various historical places and museums for the part of their research.

**The project contents will be broken down into three parts which outlined below.**

### **Module I**

#### **: Ancient costumes of the Western world**

1. Egyptian clothing footwear. - Men's and Women's costumes, jewellery, hairstyles and
2. Greek clothing footwear. - Men's and Women's costumes, jewellery, hairstyles and
3. Roman and Italic clothing footwear. - Men's and Women's costumes, jewellery, hairstyles and
4. Byzantine Period footwear. - Men's and Women's costumes, jewellery, hairstyles and

### **Module II**

Renaissance Period  
footwear.

#### **: Costumes of the Medieval World**

- Men's and Women's costumes, jewellery, hairstyles and

### **Module III**

1. Victorian Period footwear.
2. Fashion – 1900s footwear.
3. Fashion – 1950s footwear.

#### **: Costumes of the Modern World**

- Men's and Women's costumes, jewellery, hairstyles and  
- Men's and Women's costumes, jewellery, hairstyles and  
- Men's and Women's costumes, jewellery, hairstyles and

4. Fashion – 2000s - Men's and Women's costumes, jewellery, hairstyles and footwear.

**Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>LR</b> | <b>B</b>  | <b>P</b>  | <b>Viva</b> | <b>Total</b> |
|----------------------|-----------|-----------|-----------|-----------|-------------|--------------|
| <b>Weightage (%)</b> | <b>10</b> | <b>25</b> | <b>10</b> | <b>30</b> | <b>25</b>   | <b>100</b>   |

(**A** - Attendance, **L** - Literature Review, **B** - Bibliography, **P** – Presentation)

**References:**

- Mules, Timeline of World Costumes.
- John Peacock, The chronicle of Western Costumes.
- Illustrated Encyclopaedia of Costume and Fashion.
- Lucy Johnston, 19th century Fashion in Detail.
- Pepin Press, Pictorial History of Costumes.
- John Peacock, Complete sourcebook of men's fashion.

# VISUAL MERCHANDISING

**Course Code: FST2408**

**Credit Units: 03**

## **Course Objective:**

Skill development in the creation of showroom or retail store window/interior displays that sell merchandise. Study of the basic techniques of store planning, mannequin dressing, alternate form design, and display space conceptualization and implementation

## **Course Contents:**

**Module I: Introduction to Visual Merchandising (VM):** Introduction, Objectives, Concept of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Scope of visual merchandising in India, Visual Merchandising as a Support for Positioning Strategy, Prospects of Visual Merchandising, Challenges in Visual Merchandising, The common challenges, Ways to overcome the visual merchandising challenges

**Module II: The Merchandise Mix:** Introduction, Objectives, Concept of Merchandise Mix, Merchandise line, The Assortment of Products, Assortment strategy, Merchandise Mix of Show Off, Role of a merchandiser, Other Atmospherics in Merchandising, Colour scheme, Lighting

**Module III: Store Management in Merchandising:** Introduction, Objectives, Types of Stores, Location of a Store, Types of retail locations, Planning a Store Layout, Various Types of Store Layouts, Grid layout, Forced-path layout, Free-form layout, Boutique layout, Combined layout, Store Space Allocation, Heads of space allocation in a store, Managing Customer Navigation in a Store, General Rules of Customer Traffic in a Store, The Loop for Guiding the Shoppers through a Store

**Module IV: Store Design and Display:** Introduction, Objectives, Concept of Store Design and Display, Objectives of store design, Purpose and importance of display, Rules of display planning, Display Settings, Store Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies, Colour blocking, Other techniques of merchandise placement, Physical materials used to support the display, Components of display, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, Saccades and fixation, Replenishes, Planogramming

**Module V: Store Image & Security:** Introduction, Objectives, Concept of Image Mix, Elements of Image Mix, Merchandise, Fixtures, Sound/Music, Odour, Visuals, Employees, Elements that Levy Negative Impact on Shoppers, Change of Image, Security Issues

**Module VI: Managing Communication for a Retail Store Offering:** Introduction, Objectives, Marketing Communication, Thematic Communication, Methods of Communication, Graphics, Signage

**Module VII: The Present and Future of Visual Merchandising:** Introduction, Objectives, Visual Merchandising at Different Stores, Apparel store, Furniture store, Gift store, Future Prospects of Visual Merchandising

**Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>CT</b> | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(**A**-Attendance; **H** -Home Assignment; **CT**-Class Test; **EE**-End Semester Examination)

**Text & References:****Text:**

- Judith Bell and Kate Ternus , Silent Selling
- Sarah Bailey and Jonathan Baker, Visual Merchandising for Fashion

**References:**

- Martin M Pegler, Visual Merchandising and Display

# FASHION MARKETING MANAGEMENT

**Course Code: FST2409**

**Credit Units: 03**

## **Course Objective:**

The objective of this course is to impart knowledge about fashion global market, fashion brand management, different pricing strategies, and necessary for successful employment in apparel businesses.

## **Course Contents:**

### **Module I : Fashion for global market**

Social, Cultural, Economic, Demographic factors relating to branded and licensed products, Analyzing potential or global market, identify target consumers and competition, market research and testing, customization

### **Module II : Fashion Marketing Concepts**

The concept of marketing, Utility, Marketing functions and related activities, The concepts of market segmentation and niche marketing, The marketing mix, The channels of distribution used in the fashion industry, Marketing and merchandising

### **Module III : Economics in the Fashion Industry**

The concept of economic goods/services, The concept of economic resources, The concept of supply and demand, Cost and retail, Gross profit and net profit.

### **Module IV : Fashion Promotional Mix**

Types of media used in fashion retail advertising, The importance of special promotional events

### **Module V : Consumer Demand for Fashion Marketing**

Consumer Groups - Demographic Trends & Psychographic Trends, Consumer spending – Personal Income, Disposable Income, Discretionary Income, Purchasing Power, Factors influencing consumer behaviour.

### **Module VI : Pricing strategies & Decisions**

Concept and importance of pricing, Factors affecting pricing decisions, Methods of pricing

### **Module VII : Fashion Brand Management**

Types and relevance of branding, Fashion & brand positioning, launching strategies, distribution, marketing campaigns for brand introduction

## **Examination Scheme:**

| Components    | A  | H  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

**Text & References:****Text:**

- By V. D Dudeja, Professional Management of Fashion Industry

**References:**

- Mike Easey , Fashion marketing
- Philips Kotler, Marketing management
- Maria Constantino, Fashion Marketing and PR
- Nicholas Alexander, international Retailing
- V. D Dudeja, Professional Management of Fashion Industry
- Lynda Gamans, Retailing Principles

## TRADITIONAL INDIAN TEXTILES DOCUMENTATION (CONCENTRATION ELECTIVES)

**Course Code: FST2410**

**Credit Units: 03**

### **Course Objective:**

The conceptual idea behind this documentation project is to acquire a thorough understanding of the craft's historicity and explores the creative importance and poetic potential of Indian traditional textiles & handcrafts productions which function as an inspirational tool for fashion design students

**Course Methodology :** Research Documentation.

**Aim :** To appreciate, document and add value to any traditional textiles & crafts of India.

### **Course Guidelines:**

- The project will necessarily be a scientific, methodical documentation of a particular Textile and Craft traditions of India prevalent in the region, which will have the following core issues in the background.
  - Textile and Craft Tradition
  - Materials, Processes and Techniques
  - Craft survey and records the old –age craft of India
- Each section will be divided into groups, each group comprising minimum of 3 students.
- **The student's group has to choose any one of the state / region of India for Documentation topic.**

#### **Example List:**

ANDHRA PRADESH – Kalamkari & Pochampalli, BIHAR - Madhubani, GUJARAT - Block Printing, KASHMIR – Jamavar, ORISSA – Ikat, RAJASTHAN - Bandhini / Tie & Dye, TAMIL NADU – Kancheevaram, UTTAR PRADESH - Banaras Bocadoes, WEST BANGAL - Jamdani & Baluchar.

**The students can also prepare assignment of Textile and Craft traditions found at their town / village, artisans and crafts communities who live in their locality.**

- Visit to any craft village by each group to document any traditional craft of India. Students are expected to stay in the craft village & document the process & products of the craft.
- After the completion of documentation, students could make presentation at class.
- There will be an evaluation by a jury comprising of external experts and internal faculty guide from the department. Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination.
- **Each student will present the following on the day of evaluation.**
  1. The final document file - This must be prepared on plain A3 paper. Each page should be used in the same orientation (landscape or portrait), Keep this simple. Your folder should contain well produced drawings, motifs, sketches, diagrams, photographs, Textile / costume sample or Value added craft item, strike offs, Swatches and brief notes / points where appropriate. Additional marks will be awarded for neat presentation, clearly drawn designs and correct spelling, grammar and punctuation.
  2. Video / PPT of the craft's village (location, structure, socio-economic condition, work process, product range and market etc.)

**Examination Scheme:**

| Evaluation Components              | RA                  |    |                     |    | A  | P  | V  | Total Weightage (%) |
|------------------------------------|---------------------|----|---------------------|----|----|----|----|---------------------|
|                                    | Internal Evaluation |    | External Evaluation |    |    |    |    |                     |
| Craft Document                     | 10                  | 20 | 15                  | 30 | 10 | 20 | 20 | 100                 |
| Swatches and Products Presentation | 10                  |    | 15                  |    |    |    |    |                     |

(RA – Research Analysis, A - Attendance, P – Presentation, V – Viva voce)

## STUDY ON TRADITIONAL DRESSES OF INDIA (CONCENTRATION ELECTIVES)

**Course Code:** FST2411

**Credit Units:** 03

### **Course Objective:**

The course objective is to familiarize students with aspects of the cultural past that still shape the present way to express an Indian identity in fashion which enable students to understand the relationship between tradition and contemporary trends, form and function, creator and consumer.

### **Course Methodology :** Research Project

**Aim :** To explore the linkages between, craft traditions and Indian fashion environment through project studies.

### **Course Guidelines:**

- Each of the students has to undertake a Project individually under the supervision of a faculty and to submit the same following the guidelines stated below.
- The projects taken up for this subject may have different stages of planning, execution and presentation. The projects may be taken up in a group of students where they can work on a particular craft tradition. Students may visit the crafts-persons in clusters in various regions. In the preparatory stage, students can discuss about various crafts traditions practiced in the region, their history, distribution etc., collect all information available through various sources including library, internet and resource persons. To avail comprehensive data on various aspects of the crafts, students may develop an interview schedule and decide on number of crafts persons to be interviewed, which all places they will be visiting etc. The students must equip on interaction with crafts persons and other people from the community, type of language they should use, how to be polite with them and while handling their materials etc. Students can buy some of the product from crafts persons, take photographs after seeking their permission, make drawings, etc. which later on they can use in presentation or submission of project report.
- **Following are the core issues for research and project background, the students can be choose the areas of study and topics based on this.**
  1. Craft Traditions
  2. Philosophy and Aesthetics
  3. Materials, Processes and Techniques
  4. Environment & Resource Management
  5. Social Structures
  6. Economy and marketing
  7. Textile Craft Traditions and their relevance in the cotemporary fashion.
- Language of Project Report and Viva-Voce Examination may be English. There will be an evaluation by a jury comprising of external experts and internal faculty guide from the department.
- Failure to submit the Project Report or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination.

**Examination Scheme:**

| Evaluation Components             | RA                  |    |                     |    | A  | P  | V  | Total Weightage (%) |
|-----------------------------------|---------------------|----|---------------------|----|----|----|----|---------------------|
|                                   | Internal Evaluation |    | External Evaluation |    |    |    |    |                     |
| Conceptual Framework              | 10                  | 20 | 15                  | 30 | 10 | 20 | 20 | 100                 |
| Presentation, Analysis & Findings | 10                  |    | 15                  |    |    |    |    |                     |

**(RA - Research Analysis, A- Attendance, P – Presentation, V – Viva voce)**

## TERM PAPER

**Course Code: FST2431**

**Credit Units: 02**

### **Objective:**

The objective of this course is to judge the understanding as well as application of the knowledge gained by the students. The aim of the term paper is to provide the students with an opportunity to further enhance their knowledge in a sector of their choice by undertaking a significant practical unit of examining and analyzing various aspects of business management at a level commensurate with the learning outcomes of the various courses taken up them in the ongoing semester.

A term paper is primarily a record of intelligent reading in several sources on a particular subject. The students will choose the topic at the beginning of the session in consultation with the faculty assigned. At least one middle level or senior level person of a company from the chosen sector may be interviewed face to face

### **Guidelines:**

1. The term paper will be related to the contemporary business issue and the topic will be given by the department.
2. The presentation of the term paper is scheduled to be held before the commencement of Semester examinations.
3. The paper will carry 100 marks that will be marked on the basis of understanding and organization of content based on the literature review. The Bibliography shall form an important part of the paper.

### **Examination Scheme:**

| <b>Organization and relevance of content</b> | <b>Literature Review</b> | <b>Bibliography</b> | <b>Total</b> |
|----------------------------------------------|--------------------------|---------------------|--------------|
| 40                                           | 40                       | 20                  | 100          |

## WORKSHOP

**Course Code: FST2433**

**Credit Units: 01**

### OBJECTIVES:

A workshop is primarily an activity based academic event that is organized to provide the students a one to one and hands on experience on any aspect of their learning. The communication in a workshop has to be necessarily two ways. The trainer has to make sure that the aspects covered are practically practiced by the participants. The student will choose the option of workshop from amongst their concentration electives. The evaluation will be done by Board of examiners comprising of the faculties.

### GUIDELINES FOR WORKSHOP

The procedure for earning credits from workshop consists of the following steps:

1. Relevant study material and references will be provided by the trainer in advance.
2. The participants are expected to explore the topic in advance and take active part in the discussions held
3. Attending and Participating in all activities of the workshop
4. Group Activities have to be undertaken by students as guided by the trainer.
5. Evaluation of workshop activities would be done through test and quiz at the end of the workshop.
6. Submitting a write up of at least 500 words about the learning outcome from the workshop.

### METHODOLOGY

The methodology followed at the workshop could be based on any one or more of the following:

- Case Study
- Business Game
- Simulation
- Group Activity
- Role Play
- Business Planning
- Quiz

### Examination Scheme:

| Attendance | Active Participation | Multiple Choice Questions / Quiz | Solving the Case Assignment / Write up | Total |
|------------|----------------------|----------------------------------|----------------------------------------|-------|
| 10         | 30                   | 30                               | 30                                     | 100   |

## Syllabus - Fifth Semester

### FASHION ART ILLUSTRATION AND MODEL DRAWING-V

**Course Code: FST2501**

**Credit Units: 02**

**Course Objective:**

This module makes the students design accessories for different segment of people, along their display and story board.

**Course Content:**

|                   |          |                                                                                                         |
|-------------------|----------|---------------------------------------------------------------------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Designing a range of scarves, ties and stoles for teenagers</b>                                      |
| <b>Module II</b>  | <b>:</b> | <b>Designing a range of Uniforms for Hotel &amp; Airlines employees, Hospital, Industrial apparels.</b> |
| <b>Module III</b> | <b>:</b> | <b>Designing a range of hats and caps for teenagers/adults</b>                                          |
| <b>Module IV</b>  | <b>:</b> | <b>Designing a range of contemporary wear for adults</b>                                                |

**Submission of practical work records - (Compulsory)**

**Examination Scheme:**

|                      |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>R</b>  | <b>EE</b> |
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

**Text & References:**

**Text:**

- Phyllis Tortora, The Fairchild Encyclopedia of Fashion Accessories

**Reference:**

- Patrick John Ireland, Encyclopedia of fashion detail, Batsford, 1987
- Kathryn McKelvey, Fashion Design Process
- Hamiyn, Key Moments in Fashion
- Gavin Waddell, How Fashion Work

## **GARMENT CONSTRUCTION-IV**

**Course Code: FST2502**

**Credit Units: 01**

### **Course Objective:**

This course is further an advancement of fourth semester garment construction course. Every garment has its own features and style of construction. In this particular semester students are exposed to construct some special garments for both male and female.

### **Course Contents:**

|                   |          |                                                        |
|-------------------|----------|--------------------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Construction of Jeans (Male &amp; Female)</b>       |
| <b>Module II</b>  | <b>:</b> | <b>Construction of Trouser with pockets</b>            |
| <b>Module III</b> | <b>:</b> | <b>Construction of Bridal Wear (Indian /western)</b>   |
| <b>Module IV</b>  | <b>:</b> | <b>Construction of Pregnancy &amp; Maternity wears</b> |
| <b>Module V</b>   | <b>:</b> | <b>Construction of Executive wear</b>                  |
| <b>Module VI</b>  | <b>:</b> | <b>Construction of men's formal</b>                    |

**Submission of practical work records - (Compulsory)**

### **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>R</b>  | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

### **Text & References:**

#### **Text:**

- Reader's Digest Complete Guide to Sewing

#### **References:**

- Leila Aitken Step by step dress making course
- Ann Haggard, Pattern Cutting for Lingerie, Beachwear and Leisurewear
- Winifred Aldrich, Metric Pattern Cutting
- Armstrong, Pattern making for fashion design
- Winifred Aldrich, Metric Pattern Cutting for Men's wears

## COMPUTER AIDED DESIGN (CAD)-IV

**Course Code: FST2503**

**Credit Units: 02**

### **Course Objective:**

This module will make the student use Fashion studio for compilation of portfolio for Graduation Design Collection undergoing various processes.

### **Course Contents:**

|                   |          |                                           |
|-------------------|----------|-------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Tools Introduction and usage</b>       |
| <b>Module II</b>  | <b>:</b> | <b>Cleaning &amp; Selection of fabric</b> |
| <b>Module III</b> | <b>:</b> | <b>Color Reduction</b>                    |
| <b>Module IV</b>  | <b>:</b> | <b>Texture Mapping.</b>                   |
| <b>Module V</b>   | <b>:</b> | <b>Mood board &amp; Color board</b>       |
| <b>Module VI</b>  | <b>:</b> | <b>Draping</b>                            |

### **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>CT</b> | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

### **Text & References:**

#### **Text:**

- Winifred Aldrich, CAD in Clothing and Textiles
- Alison Beazley and Terry Bond, Computer Aided Pattern Design and Product Development

#### **References:**

- Bina Abbing, Advanced Fashion Sketchbook
- Pepin Press, Ikat Patterns

# PATTERN DRAPING

**Course Code: FST2504**

**Credit Units: 01**

## **Course Objective:**

After the students have a thorough knowledge of flat pattern-making and its application they are now introduced to the concept of three dimensional process of pattern making by draping the material on to the mannequin.

## **Course Contents:**

|                    |          |                                                                                                                                                 |
|--------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Module I</b>    | <b>:</b> | <b>Introduction</b><br>Equipments needed, grain, seam allowances, preparation of fabric, dress form.                                            |
| <b>Module II</b>   | <b>:</b> | <b>Basic patterns</b><br>Basic bodice (front & back), Basic skirt (front & back), Basic sleeve                                                  |
| <b>Module III</b>  | <b>:</b> | <b>Variations in necklines, armholes, waistlines, princess bodice and boned bodice</b>                                                          |
| <b>Module IV</b>   | <b>:</b> | <b>Creating patterns by dart manipulations</b><br>Multiple darts, Dart tucks, Gathers, Pleats, Flare, Style lines and control seams             |
| <b>Module V</b>    | <b>:</b> | <b>Style lines and control seams</b><br>Use of style lines, Cowls and twists in bodice, Midriff & yoke styles                                   |
| <b>Module VI</b>   | <b>:</b> | <b>Variations in skirts</b><br>Variation of the basic skirt, flared, pegged, paneled, gathered, gored and pleated, Peplums- flared and gathered |
| <b>Module VII</b>  | <b>:</b> | <b>Collars</b><br>The Mandarin collar, Convertible Collar, Peter Pan collar, Shawl collar, Notched Collar                                       |
| <b>Module VIII</b> | <b>:</b> | <b>Sleeves - The Dolman sleeve, Raglan and Kimono sleeve</b>                                                                                    |
| <b>Module IX</b>   | <b>:</b> | <b>The Shift</b><br>A Line, Tent, Blouson, Use of Facings, Closures and Pockets                                                                 |
| <b>Module X</b>    | <b>:</b> | <b>Final Presentation</b>                                                                                                                       |

**Submission of practical work records - (Compulsory)**

## **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>P</b>  | <b>R</b>  | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A - Attendance; P - Presentation; R- Practical work records; EE-End Semester Examination)

## **Text & References:**

### **Text:**

- Jaffe and Rellis, Draping for Fashion Design
- Connie Amaden- Crawford, The Art of Fashion Draping

### **References:**

- Natalie Bray, Dress Fitting

# PATTERN GRADING

**Course Code: FST2505**

**Credit Units: 01**

## **Course Objective:**

After the knowledge of flat pattern making the students now learn how to increase or decrease any pattern in proportion.

## **Course Contents:**

|                   |          |                                                                                                                                                                                                                       |
|-------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Module I</b>   | <b>:</b> | <b>Introduction to Grading</b><br>History, Sizes & Measurement Sizes & Development, Importance of grading, Methods of grading- Stack and Track methods, Different types of grading- horizontal, vertical and diagonal |
| <b>Module II</b>  | <b>:</b> | <b>The Master Grades</b><br>Grading of adult bodice block- front and back, Inset and grown on sleeves                                                                                                                 |
| <b>Module III</b> | <b>:</b> | <b>Grading of collar s and lapels</b><br>Tailored lapel, Tailored Collar, Shawl Collar                                                                                                                                |
| <b>Module IV</b>  | <b>:</b> | <b>Grading of skirts</b><br>Fitted skirt block-front and back, flared skirts, skirt variations, Grading of Sheeth Block                                                                                               |
| <b>Module V</b>   | <b>:</b> | <b>Grading of Trouser Block</b><br>Basic Block; Trouser variation                                                                                                                                                     |
| <b>Module VI</b>  | <b>:</b> | <b>Grading of Jacket</b><br>Paneled, Box and double breasted jackets                                                                                                                                                  |
| <b>Module VII</b> | <b>:</b> | <b>Computerized Grading Technology</b>                                                                                                                                                                                |

## **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>R</b>  | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A - Attendance; H -Home Assignment; R- Practical work records; EE-End Semester Examination)

## **Text & References:**

### **Text:**

- Gerry Cooklin, Pattern Grading for Women's Clothes
- Gerry Cooklin, Pattern Grading for Men's Clothes
- Gerry Cooklin, Garment Technology for Fashion Designers

### **References:**

- Natalis Bray, More Dress Pattern Designing

## FASHION MERCHANDIZING-II

**Course Code: FST2506**

**Credit Units: 03**

### **Course Objective:**

After the students have understood the relevance and functions of merchandising process, they are taught the skills related to sourcing, developing and presenting product lines, vendor and customer relationship and export documentation.

### **Course Contents:**

|                    |          |                                                                                                                                                                                              |
|--------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Module I</b>    | <b>:</b> | <b>Developing &amp; Presenting Product Lines</b><br>Traditional Line Planning, Contemporary Line Planning, Fundamental methods of product line planning, Concept of merchandise presentation |
| <b>Module II</b>   | <b>:</b> | <b>Strategies and Decisions</b><br>Pricing strategies, Promotional strategies, sourcing of raw materials.                                                                                    |
| <b>Module III</b>  | <b>:</b> | <b>Time Flow Management</b><br>Maintaining time schedule chart, Current Indian exports and India's position                                                                                  |
| <b>Module IV</b>   | <b>:</b> | <b>Global sourcing</b>                                                                                                                                                                       |
| <b>Module V</b>    | <b>:</b> | <b>Customer / Vendor Relationship</b><br>Concept of Customer Service, Role of Personal Selling purposes.                                                                                     |
| <b>Module VI</b>   | <b>:</b> | <b>Financial aspect of merchandising</b><br>Merchandise accounting, Inventory Valuation, Retail pricing                                                                                      |
| <b>Module VII</b>  | <b>:</b> | <b>Merchandise Control &amp; Presentation</b><br>Merchandise Control & report Analysis                                                                                                       |
| <b>Module VIII</b> | <b>:</b> | <b>Merchandising and related careers</b>                                                                                                                                                     |

### **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>CT</b> | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

### **Text & References:**

#### **Text:**

- John Donnellan, Merchandise Buying and Management
- Grace I kunz, Merchandising: Theory, Practice and Principles

#### **References:**

- Mike Easey, Fashion Marketing
- Maria Constantino, Fashion Marketing and PR
- Nicholas Alexander, international Retailing
- V. D Dudeja, Professional Management of Fashion Industry
- Lynda Gamans, Retailing Principles

## QUALITY CONTROL & PRODUCTION MANAGEMENT-II

Course Code: FST2507

Credit Units: 03

### Course Objective:

This subject provides a detailed knowledge to students regarding the quality aspects, production, planning and control, maintenance of equipment, material handling, utilization of resources etc of a garment so that the quality and cost both are in an equilibrium.

### Course Contents:

|                   |   |                                                                                                                                                                                                                                                                                                  |
|-------------------|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Module I</b>   | : | <b>Production Management</b><br>Meaning and need for production management; Types of production-Job, Batch and mass production                                                                                                                                                                   |
| <b>Module II</b>  | : | <b>Material Planning &amp; Allocation</b><br>Material planning and allocation; Process planning and process sheet; Production control                                                                                                                                                            |
| <b>Module III</b> | : | <b>Workroom management</b><br>Marker planning and placement of markers; Line and sample development                                                                                                                                                                                              |
| <b>Module IV</b>  | : | <b>Inventory control and Cost estimation</b><br>Need and advantages of inventory control; introduction and functions of cost estimation, estimation procedure, elements of cost and ladder of costs, method of calculating depreciation, overhead expenses and distribution of overhead expenses |
| <b>Module V</b>   | : | <b>Various Production Systems</b><br>Study various production system with respect to quality. Eg. Lean, Sigma, 5S etc.                                                                                                                                                                           |

### Examination Scheme:

| Components    | A  | H  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

### Text & References:

#### Text:

- A.J. Chuter , Introduction to clothing production management
- Giolleo and Berks , Fashion Production Terms

#### References:

Philips Kotler, Marketing management

# FASHION FORECASTING

**Course Code: FST2508**

**Credit Units: 03**

## **Course Objective:**

The students are made to start their work with the collection of data regarding fashion forecasting, trend analysis and presentations. They are then made to forecast the fashion trend and dictate fashion in their very own way.

## **Course Contents:**

### **Module-I : Concept of fashion forecasting (Theory)**

Awareness of fashion fairs and fashion centers, Knowledge of creative writing, Reading of fashion forecast magazine, Sources of information, Role of Exhibitions and Fashion shows

### **Module-II : Fashion Forecasting Process (Theory)**

**Market Research-** Consumer research, Shopping, Sales records; **Evaluating the collections-** Similar Ideas indicate fashion trends, Trends for target market; **Fashion services** – Collection reports, Trend books, consulting, Color services, Television/Video services, News letter services, Web sites, Directories and reference books, Fashion Magazines and news papers, Catalogs. **Design Sources-** Historic inspirations, Folk influences, Vintage clothing shops, Museums, Libraries and bookstores, Arts, Fabrics/Textiles, Travel, Form follows function, The street scene, The turn of the century, innovations and technologies.

### **Module-III : Applied Learning Assignments. (Practical)**

- |                                    |   |                                                                                                                                                                                                                                                                                                                     |
|------------------------------------|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Market Research</b>             | - | On site visits to fashion retailers and cloth markets and study the market trends and collect various cloth samples, catalogs etc.                                                                                                                                                                                  |
| <b>Forecasting Exploration</b>     | - | Students will explore a variety of sources like Magazines, News papers, Internet sites and in-site, their market research reports etc. to become familiar with apparel, textile, color, style, and general culture and consumer forecasting resources. Each student will identify and report trends found to class. |
| <b>Preparation of story boards</b> | - | Students will prepare story boards for specific target.                                                                                                                                                                                                                                                             |
| <b>Presentation of designs</b>     | - | Students will prepare fashion forecast for different seasons.                                                                                                                                                                                                                                                       |
| <b>Final Presentation</b>          | - | Each student have to submit their Research file in a standard format guided by the faculty for the final evaluation.                                                                                                                                                                                                |

**Examination Scheme:**

| Components    | A  | CD | A & F | P  | Viva | Total |
|---------------|----|----|-------|----|------|-------|
| Weightage (%) | 10 | 20 | 20    | 25 | 25   | 100   |

(**A** - Attendance, **CD** - Concept Development, **A & F** - Analysis & Findings, **P** – Presentation)

**References:**

- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Tracy Diane and Tom Cassidy, Colour Forecasting
- Kathryn Mc Kelvey, Fashion Design Process, Innovation and Practice

**List of Magazines**

Apparel online, Fiber 2 Fashion, Cosmopolitan. Marie Claire, Elle, Vogue, Harper's Bazaar, In Style, Glamour, Lucky, Allure, W Magazine.

## **CRAFT DOCUMENTATION (ORGANIZATIONAL PROJECTS)**

**Course Code: FST2535**

**Credit Units: 06**

### **Objective**

The objective of this programme is to bring about the transformational change from a practical application of the learned knowledge in real time corporate world and industry towards laying a focused and insightful planning for a strong foundation towards understanding and contributing towards Indian crafts.

### **Methodology**

- Market Visit
- Field Trip
- Documentation and Presentation
- Scope and Final Presentation

### **Guidelines**

- The Craft Documentation is scheduled between 4<sup>th</sup> and 5<sup>th</sup> semester.
- CD is a complete practical training programme with study of each and every aspects of the organization, and the training experience should be submitted as Organizational Project Report.
- There are two guides will be associate with CD. Faculty Guide for overall guidance and Company Guide for monitoring the SIP students in respective departments of the allocated company.
- Every student should attend the company allocated to him/her regularly and complete the project on given time lines. Disciplinary action will be initiated if any student is found to be absenting himself/herself without the permission from company guide / Faculty guide / HOS.
- Student in organizational Project (OP) / CD are the role ambassadors of Amity University Haryana (AUH). They carry the brand image of AUH and should always show high level of dignity at the work place.
- Every student is expected to carry a pen, notepad daily to the company where he/she assigned the project and should always note down the progress of him/her along with daily dosage of work schedule.
- The students in the OP/CD can be meeting the faculty guide in between the programme with prior permission from the company guide. Such cases the company guide should be inform to faculty guide/HOS
- The students by virtue of his/her carelessness fail to do the project, will not be awarded the graduation certificate and also kept out-of-placement services.

### **FINAL RECORD PREPARATION FORMAT**

#### **(Summery of Organizational Project Report content)**

1. Cover Page
2. Inner cover page
3. Company Certificate
4. Amity University Haryana Certificate
5. Table of contents / Index
6. Acknowledgement
7. Declaration
8. Executive Summery
9. Introduction

- Brief on the Industry
  - Brief on the Company
10. Project Objective
    - Primary and Secondary
  11. Methodology
  12. Scope of the study
  13. Significance of the study
  14. Project Analysis
    - Work Done Analysis
    - Research Methodology analysis
  15. Tabulation and Graphical Representation
  16. Inference from Study
  17. Contributions
  18. Learning's
  19. Suggestions
  20. Conclusions
  21. Achievements (In case of any appreciation letter, stipend achievement letter, Photographs on the significant occasions or any others)
  22. Reference
  23. Annexure.
- Language of Project Report and Viva-Voce Examination may be English. There will be an evaluation by a jury comprising of external experts and internal faculty guide from the department.
  - Failure to submit the Project Report in proper manner / without company certificate / AUH certificate or failure to appear at the Viva-voce Examination will be treated as "Absent" in the Examination.

**Examination Scheme:**

| Evaluation Components        | OPR                 |    |                     |    | A  | P  | V  | Total Weightage (%) |
|------------------------------|---------------------|----|---------------------|----|----|----|----|---------------------|
|                              | Internal Evaluation |    | External Evaluation |    |    |    |    |                     |
| Project Analysis             | 10                  | 20 | 15                  | 30 | 10 | 20 | 20 | 100                 |
| Conclusion & Recommendations | 10                  |    | 15                  |    |    |    |    |                     |

(OPR - Organizational Project Report, A - Attendance, P – Presentation, V – Viva voce)

# MANUFACTURING PROCESS IN APPAREL INDUSTRY AND EXPORT MANAGEMENT (CONCENTRATION ELECTIVES – Group-I)

**Course Code: FST2509**

**Credit Units: 01**

## **Course Objective:**

The basic objective of this course is to provide the students with necessary knowledge, skills and foundations for acquiring a wide range of rewarding careers into the rapidly expanding Apparel Industry.

## **Course Contents:**

### **Module I : Introduction to Apparel Industry.**

**Structure** - Size Structure, Manufacturing structure – Own account, Sub-contractor, Working Methods; **Sectors** – Based on garment types. **Product & Organization Types** – Unit size, Production run, Change in fabrics, New operations, Operator skills, Salary levels, Engineering, Marketing & Design.

### **Module II : Organizational structure & Process of Apparel Industry.**

Design Department - , Marketing Department, Finance Department, Purchase Department, Production Department, Operations (Planning) Department , Shipping Department.

### **Module III : Production Engineering.**

**Basic Method study** – Work study, Method study, Time standard, Principles of motion economy, Method records, Practical aspects, **Basic Work Measurement** – Management tools, Time study Procedure, Standard Minute, Standard performance, Watches, Timing elements, Timing errors, Rating allowances, Standard time calculation, Predetermined motion study

### **Module IV : Export Management**

**Export / Import (EXIM) Policy of India** – Benefits of International Marketing, Concepts of WTO and Globalization; **Export Promotion Activities** - Functions of TEXPROCIL, AEPC, PDEXIL and HEPC ,Textile Committee and Textile Commissioner's Office; **Export Finance** – Pre shipment and Post shipment Finances; **Documentary Credit** – Letter of Credit; **Pricing in export** - Export Price composition, Ex-Factory, FAS, FOB, C&F, CIF; **Export Procedures** – Export Order Processing, Export Documents, Export Incentives.

## **Examination Scheme:**

| Components    | A  | H  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

## **References:**

- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Chuter A.J., Introduction to Clothing Production Management, Blackwell Science, 1998
- David J Taylor, Materials Management In Clothing Production, BSP Professional Books, London, 2001
- O. P. Khanna, Industrial Engineering and Management, Dhanpat Rai & Sons, 1985
- P. K. Khurana, Export Management, Galgotia Publishing Company, New Delhi.

- T. A. S. Balagopal Export Management– Himalaya Publishing House, Mumbai.
- Albaum, International Marketing and Export Management – Pearson Education India, 2006
- R. L. Varshney and B. Bhattacharya, International Marketing Management – An Indian Perspective, Sultan Chand & Sons.
- Pepsi Handbook of India Exports – Global Business Press, New Delhi.

## QUALITY ASSURANCE IN APPAREL INDUSTRY (CONCENTRATION ELECTIVES-GROUP-I)

**Course Code: FST2510**

**Credit Units: 01**

### **Course Objective:**

This course puts strong emphasis on further developing students understanding and working knowledge of techniques to identify the product defects, propose solutions to these problems and strategically handle the quality control with appropriate inspection systems.

### **Course Contents:**

#### **Module I : Introduction and Inspection Methods**

**Quality control** – Definition, Importance of quality, Raw material Inspection, **Fabric Inspection** - 4 point System , 10 point System; **Trims Inspection; In process Inspection, Final Inspection** – AQL random sampling inspection; Sampling Plans, Acceptance Sampling, Product Quality Audit, Comparability checks, Documents required before inspection.

#### **Module II : Testing of Garments**

Seam strength, Fabric Stretch properties, Dimensional changes due to Laundering, Dry cleaning and Steaming & Pressing, Durable Press Evaluation of Fabrics and Apparel, Needle cutting / yarn severance - Suability of fabrics, Bow and Skewness in Woven and Knitted fabrics, Distortion of yarn in Woven Fabrics, Fabric Streak Analysis, Soil/Stain release, Wrinkle Recovery, Water Resistance and Water Repellency, Fusible Interlinings, Testing of Zippers, Elastic Waist Band , Sewing Threads, Pantyhose, Wear Testing; 45° Degree Flammability & Vertical Flammability Tests.

#### **Module III : Use and parameters of Quality Packing Accessories**

**Packing** - Classification of Packing, Stand up pack, Flat pack, Hanger pack, Hanger with sandwich pack, Dead man pack ; **Packing materials** - Poly bag – Plain / Gazetted pack, Back support board, Window board - Plain board, Inner collar patty, PVC, Outer patty, Butterfly, Plastic clips, Plain and gripper - Pins - plain and ball head, Hang tags, Price ticket, Fabric tag, Tissue paper, Size sticker, Warning sticker, Cello tape, Cartons.

#### **Module IV : Care Labeling & Garment Defects.**

**Care labels** - Introduction to Care labels, Different systems of Care labeling – American, British, Canadian, Japanese, and International labeling, Eco-labeling; **Shade sorting**-Introduction, Importance Instrumental shade sorting. **Defects in garments** - Major and minor defects, Pattern defects, Spreading defects, Cutting defects, Stitching defects- Broken stitch, Unraveling seams, Re-stitched seams, Rolling pockets, Skipped stitch, Wavy seams; **Ways to minimize defects in garments.**

#### **Module V : Garment Industry Certification**

**Quality Control Program** - Seven tools of quality controls; ISO 9000 series standards, Procedure of obtaining ISO 9000 series standards, WRAP Certification & Procedures, SA 8000 certification. **Quality Management system**- Total Quality Management, Phases of TQM, 5S Concepts, Daily Work Management, Six sigma concepts. **Quality control tools** - Lean Production system, Comparison between Lean and Mass production system.

**Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>H</b>  | <b>CT</b> | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(**A**-Attendance; **H** -Home Assignment; **CT**-Class Test; **EE**-End Semester Examination)

**Reference:**

- Pradip V. Mehta, Satish K. Bhardwaj, Managing Quality In The Apparel Industry, New Age Intl, 1998
- Sara J. Kadolph, Quality assurance for textiles and apparel, Fairchild Publications, 2007
- Glock Ruth E., Glock, Apparel Manufacturing: Sewn Product Analysis, Pearson Education India, 2005.
- Samuel Lloyd Myers, Textile and Apparel Testing and Labeling, Harvard University, 1954

## FASHION RETAILING AND VISUAL MERCHANDISING (CONCENTRATION ELECTIVES - GROUP-II)

**Course Code: FST2511**

**Credit Units: 01**

### **Course Objective:**

The aim of the course is to provide an integrated curriculum frame work within which students are able to acquire a range of knowledge and transferable skills relevant to employment in retail industry.

### **Course Contents:**

#### **Module I : Introduction to Fashion Retailing & Strategies.**

**Fashion Retailing**-Definition, Concept, Importance, Functions – Indian Retails vs. Global Scenario, **Retail Location**- Factors affecting location decision, Site Selection. **Retail Directions** -Value directed retailing; Service oriented retailing, Unique Merchandising, Shopping as entertainment, Street retailing, Global expansion of retailing; **Types of Retail operations** – (1) Specialty stores- Single brand or Private label retailers, Secondary spin-offs, (2) Department stores, (3) Mass Merchants – Discounters, Off-Price retailers, Outlet stores, Warehouse clubs, (4) Promotional stores, (5) Non store retailing - Mail order merchants, Party plan retailing, Electronic retailing, Television shopping, Online shopping.

#### **Module II : Fashion Retail Functions & Organizations.**

**Retailing Functions** – Merchandising, Store operations, Marketing, Sales Promotion, Finance, Real estate or Store planning, Human resources. **Organizations** – (1) Shopping Centers – Traditional Malls, Diversified Malls, Value centers, Outlet Malls, Transportation centers, Recreational Malls, Town center malls; (2) The small stores, (3) The large stores, (4) Store with in a store – In store designer boutiques, Leased departments; (5) Multiple -unit stores – Chain stores, Department store groups, corporate ownerships. **Retail Buying** – Buyer's role, Duties & responsibilities of a retail buyer

#### **Module III : Introduction to Visual Merchandising.**

**Visual Merchandising** - Definition, Concept, Importance; **Store Planning** – Store Image, Target customers, Seasonal Visual merchandising, **Store Design** – (1) Windows – Special event windows, Fashion message windows, Direct-sell windows; (2) Interiors - Apparel fixtures, Folding and stacking, Accessories display

#### **Module IV : Managing Visual Merchandising.**

**Elements** - Mannequins, Standards Manuals, Presentation packages, Tele communications, Designer / Brand in-store shops, **Store Administration** - Floor space management, Managing store inventories and display.

#### **Module V : Case Study (Compulsory)**

**Impact of Foreign Direct Investment (FDI) in Indian Fashion Retail Industry.**

### **Examination Scheme:**

| Components    | A  | CS | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; CS-Case Study; CT-Class Test; EE-End Semester Examination)

**Reference:**

- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Dickerson Kitty G., Inside The Fashion Business, Pearson Education India, 2004
- Swati Bhalla & Anuraag S., Visual Merchandising, Tata McGraw-Hill Education, 2010
- Diamond, Fashion Retailing: A Multi-Channel Approach , Pearson Education India, 2007
- Rosemar Varley, Retail Product Management: Buying And Merchandising, Routledge, 2006
- Jay Diamond, Ellen Diamond, Contemporary Visual Merchandising, Prentice Hall PTR, 2010

## **FASHION PROMOTION (CONCENTRATION ELECTIVES - GROUP-II)**

**Course Code: FST2512**

**Credit Units: 01**

**Course objective:**

This course describes various types of fashion promotion with procedures and its relation to store needs and target customers.

**Course Contents:**

**Module I : Fashion- Sales Promotion.**

**Sales promotion** – Objectives, Fast sales boost, Encourage Trial, Encourage repeat purchases, Simulate purchase of large stocks, Gain distribution and shelf space. **Promotion Techniques- Consumer Promotion-** Money off, Bonus packs, Premiums, Free samples, Coupons, Competitions, Draws; **Trade Promotions** – Price discounts, Free goods, Competitions, Allowances. **Evaluating sales promotion** – Pretesting research, Post testing research. **Promotional Aids** – Personal appearances, Designer Trunk shows, In-store clinics, Merchandise representatives, Videos, Image books, Display fixtures, Radio scripts and TV commercials, Glossy photographs, Hangtags. Fashions promote associations, Fashion awards.

**Module II : Fashion -Advertising.**

**Define advertising objectives** –Position the offering, Create awareness, Stimulate trail, Remind the rain force, Provide support for sales force, correcting misconceptions. **Advertising Strategy** – Identify and understand the target audience, Establish advertising spend, Massage decisions. **Advertising Media** – The term ‘Media’, Print Media - Types, Methods of advertising, advantages and disadvantages; Electronic Media - Types, Methods of advertising, advantages and disadvantages. **Kinds of advertising-** Image advertising, Item advertising, Promotional advertising. **Advertising Department** – Art, Copy, Production, traffic. **Advertising Agencies.**

**Module III : Fashion – Public Relations.**

**Public relations** – Introduction; **Functions of public relations** – Facilitates company’s overall operations, Aids promotion, Helps tracking social and environmental issues, Ensure customer’s satisfaction, Attracting and retaining talented employees, Give benefits to stake holders , Develop reputation of the organization, Responds effectively to negative publicity. **Publicity** – Task of publicity department, **Characteristics of publicity** – Credible message, No media cost, Loss of control of publication, Loss of control of content, Loss of control of timing. **Publicity Campaigns** – Press package, Individual approaches. **Special events** - Fashion shows – Formal fashion shows, Designer trunk shows, Department fashion shows, Informal fashion shows.

**Module IV : Applied Learning Assignments.**

1. Visit any department store and observe the various techniques of sales promotion activities and make a report.
2. Search through various news papers and magazines and analyze the coverage of advertising campaigns of different large chain store / fashion brand. Clip the stores advertisements and find the, name, trade mark, manufacturer and store specialties and locations.

**Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>L</b>  | <b>CT</b> | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(**A**-Attendance; **L**- Learning Assignments; **CT**-Class Test; **EE**-End Semester Examination)

**Text & References:**

- Jay Diamond, Ellen Diamond, Fashion Advertising and Promotion, Fairchild Books, 1999
- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.
- Kotler Philip & Armstrong, Gary, Marketing: An Introduction, Pearson Education.
- Stanton, William J. et al, Fundamentals of Marketing, McGraw-Hill Publishing Co. Ltd.
- Phyllis Tortora, The Fairchild's Dictionary of Fashion
- S. A Hussain, Variety- Fashion for Freedom
- Belch, Advertising And Promotion, Tata McGraw-Hill Education, 2003

## **THE BUSINESS OF LUXURY FASHION (CONCENTRATION ELECTIVES - GROUP-III)**

**Course Code: FST2513**

**Credit Units: 01**

**Course objective:**

This course aims to give students a deeper understanding of the luxury sector & reveal the importance of the profession in the contemporary world.

**Course Contents:**

**Module I : Introduction to Luxury Fashion.**

**Luxury-** Concept, Definition in economics, Origins of luxury fashion, Market characteristics  
**Conspicuous consumption** – Definition and theory, **Socio-economic significance** - Status symbol, Consumerism, Life style and culture. **Luxury and Ethics** - Accessible luxury, Intangible luxury. Sustainable luxury: social luxury guilt-free, luxury, sweatshop-free clothing.

**Module II : The Luxury Fashion Consumer & Buying Behavior**

**Consumer Behavior** – Introduction, Models of Consumer Behavior; **Buying Behavior** - Introduction, The consumer purchase-decision process; **Cross-Cultural Behavior** - Economic, demographic and socio-cultural trends and consumer; Globalization of consumer markets and international marketing implications. Luxury consumer market indicators.

**Module III : Luxury Retail Design and Atmosphere**

**Luxury retail** - Location, Store concept, Retail extension, Product merchandizing design, New selling techniques, Designer outlet shopping. **Store planning and Design** – Store Image, Target consumers, Seasonal Visual Merchandising, Windows, Interiors, **Shopping as entertainment.**

**Module IV : The Art of Creating and Managing Luxury Fashion Brands**

**Branding** – Defining a luxury brand, Branding benefits, **Luxury fashion branding strategy development** - Brand concept, Brand identity, Brand awareness, Brand positioning, Brand loyalty, Brand equity, Brand value; **The luxury fashion marketing strategy** - The product, Pricing, The place of distribution, Promotion, The celebrity connection, People, Positioning. **Building a Brand or Designer Name** – Multi products – Secondary lines, New product divisions, Size ranges, Accessory collections; Licensing, Joint ventures, Exporters, Manufacturers as Retailers – Factory outlet stores, In-store boutiques, Catalogs, Televisions, and Internet sales. Franchising, Leased Departments, Consignment stores Jobbers.

**Module V : Global Nature of Fashion Business.**

**Introduction to international Fashion business** – Importance, Nature and scope, Modes of entry into International Business Internationalization process and managerial implications, Multinational Corporations and their involvement, Agreement on Textiles and Clothing (ATC) ; **The luxury fashion business strategy model-** Definition, The business strategy modeling process.

**Examination Scheme:**

| Components    | A  | H  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

**Text & References:**

- Uche Okonkwo, Luxury Fashion Branding: Trends, Tactics, Techniques, Palgrave Macmillan, 2007,
- Bennet, Roger, International Business, Financial Times, Pitman Publishing, London, 1999.
- Gini Stephens Frings, Fashion: From concept to consumer, Prentice-Hill Inc. 1999
- Berry, C.J. The idea of luxury –A conceptual and historical investigation, Cambridge University Press.
- Kotler Philip & Armstrong, Gary, Marketing: An Introduction, Pearson Education.
- Stanton, William J. et al, Fundamentals of Marketing, McGraw-Hill Publishing Co. Ltd.
- Phyllis Tortora, The Fairchild's Dictionary of Fashion

## **COUTURE DESIGN (CONCENTRATION ELECTIVES - GROUP-III)**

**Course Code: FST2514**

**Credit Units: 01**

### **Course Objective:**

This course offers students the opportunity to enhance their skills to the segment of the fashion industry known as the Couture /High fashion / Designer label market. This is an applied learning course and students need to experience this with concerned faculty experts.

### **Course Contents:**

#### **Module I : Introduction to Couture Design. (Theory)**

**Couture** – Definition, Origin of Couture, Function of couture, Chambre Syndicale de la Haute Couture, **Couture Design Concept** - High-End Luxury, Luxury Sociology and Ceremonies, Concept of ‘made-to-measure’ clothing; **Designer Clothing** - Definition, Concept, Designer Label, Designer Brands. Key Concept Innovation & Development of couture design. Study of Indian couture designers and International couture designers

#### **Module II : Couture Decorative Techniques & Embellishments. (Practical)**

Expands knowledge of the couture by exploring various decorative techniques, Apply glass seed beads, sequins, pearls, and faux gems on different types of fabrics. Create embellishments such as flowers and frog closures from fabric and ribbons, hand embroider original designs, and learn the arts of quilting, cartridge pleating, and quilting

#### **Module III : Couture Apparel Design - Advanced Illustration Techniques. (Practical)**

Study the muscular and skeletal functions of the human body and their relationships to the design and creation of haute couture apparel, visualizing how anatomy and aesthetics form the basis of designing a haute couture collection. Become proficient in the translation of ideas via the fashion design sketch and further develop a personal drawing style and various apparel silhouettes.

#### **Module IV : Couture Apparel Design - Advanced pattern Making & Sewing Techniques (Practical)**

Skill development in taking body measurements; Developing custom fittings for customized patterns; In depth coverage of the process of transferring a custom body fitted canvas to a couture or designer dress form and padding it for custom sizing; The sewing techniques practiced in the finest haute couture ateliers around the world.; Learn couture techniques in couture fabric selection, proper cutting procedures, hand stitching, seam and hem finishes, pocket construction, inner construction methods pressing, and finishing.

#### **Module V : Haute Couture Portfolio - Applied Learning Assignments.**

Write a short description of a person, which include age, build, job, place of residence, interests, and lifestyle. Consider that, this person will be the typical customer. Determine the price range and style range according to the customer life style. Designing a personal collection based on a theme: determine and carry out all the stages of product development from the design to the completed prototype. Apply knowledge of the couture to design, drape, fit, and construct. Develop styles and images through fabric sourcing, market research, and inspirational research for the project.

**Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>L</b>  | <b>CT</b> | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

(**A**-Attendance; **L**- Learning Assignments; **CT**-Class Test; **EE**-End Semester Examination)

**References:**

- Caroline Rennolds Milbank, Couture, the great designers, Stewart, Tabori & Chang, 1985
- Claire B. Shaeffer, Couture Sewing Techniques, Taunton Press, 2011
- Berry, C.J; The idea of luxury – a conceptual and historical investigation, Cambridge University Press.
- Phyllis Tortora, The Fairchild's Dictionary of Fashion
- Gini Stephens Frings (1999): Fashion: From concept to consumer, Prentice-Hill Inc.

## Syllabus - Sixth Semester

### RETAIL MERCHANDISING AND MANAGEMENT

**Course Code:** FST2601

**Credit Units:** 03

**Course Objective:** The objective of the course is providing insights on retail operations. This will enable the students to become good retail planners and decision makers and help focus on change and adaption to change

**Module I:** Introduction to retail: retail in India; retail models and theories of retail development; understanding the retail consumers; ethical issues in retailing

**Module II:** Retail marketing strategy; retail franchising; retail store location and site selection; retail store design and visual merchandising; customer relationship management in retailing

**Module III:** Basics of retail merchandising; the process of retail merchandising; the method of merchandise, Procurement; retail pricing and evaluating merchandise performance; retail communication mix

**Module IV:** Retail store operations; servicing the retail customers; retail human resource management; financial aspects of retail management; retail information system; supply chain management in retailing

**Module V:** Evolution of E-commerce industry and role of e-commerce in fashion retail

#### Examination Scheme:

| Components    | A  | CS | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

#### References:

- Pradhan, Swapna; **Retailing Management**; Tata McGraw Hill; New Delhi
- Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; **Retail Management**; OUP; New Delhi
- Berman, Barry & Evans, Joel R.; **Retail Management – A strategic approach**; Pearson Education/Prentice Hall of India; New Delhi
- Levy, Michael & Weitz, Barton A.; **Retailing Management**; Tata McGraw Hill; New Delhi
- Newman, Andrew J. & Cullen, Peter; **Retailing – Environment and Operations**; Thomson Asia Pvt. Ltd.; New Delhi
- Dunne, Patrick M., Lusch, Robert F & Griffith, David A.; **Retailing**; Thomson Asia Pvt. Ltd; ND
- Lamba, A.J.; **The Art of Retailing**; Tata McGraw Hill; New Delhi

## FASHION STUDY APPLICABLE TO HOME FURNISHING

**Course Code: FST2602**

**Credit Units: 03**

### **Course Objective:**

The objective for students is to make them understand the major home furnishings categories and the diverse consumer demand for fashionable and functional products. Information for interior designers, merchandisers, product developers, retailers, and consumers about the types of consumer goods for the home and the raw products used to make them.

**Module I:** Introduction to home furnishing industry, Home furnishings and the marketplace

**Module II:** Materials in home furnishings; Textiles, Wood, Glass, Metals, Pottery, Plastics, Other materials

**Module III:** The categories of home furnishings: Bedding, Linens, Carpet, rugs & flooring, Furniture

**Module IV:** The categories of home furnishings : Paints and wall-coverings, Lighting, Tableware

### **Examination Scheme:**

| <b>Components</b>    | <b>A</b>  | <b>CS</b> | <b>CT</b> | <b>EE</b> |
|----------------------|-----------|-----------|-----------|-----------|
| <b>Weightage (%)</b> | <b>05</b> | <b>10</b> | <b>15</b> | <b>70</b> |

### **References:**

- Virginia Hencken Elsasser, Know your home furnishings, 2003
- Fashion Apparel, Accessories & Home Furnishings, Pearson Education India, 2007

# LEATHER SCIENCE APPLICABLE TO FASHION ART

Course Code: FST2603

Credit Units: 03

## Course Objective:

The objective of this course is to impart knowledge about leather science which enables students to understand the designing of leather garments and accessories.

## Course Contents:

### Module I : Leather – Components and structure.

**Layers of Hides and Skins** – Epidermis/outer layer, Dermis/corium, Hyaline layer, Flesh/Adipose layer; **Grain Pattern** - Buff, Cow, Goat, Sheep; **Chemical Composition of Hides and Skins** – Water, Proteins, Fats, Minerals, Traces of pigments, carbohydrates; **Characteristics of surface** – Substance (Thickness), Colour, Tension and stretch, Quality.

### Module II : Types of Leather

**Garment leathers** – Grain Leather (Nappa), Natural Dry Milled leather (NDM), Printed Dry Milled leather (PDM), Oil pull up, Antique, Two-Tone. **Shoe Leathers** – Non-Grain leathers – Nubuck, Suede; **Split Leather**- Leathers for footwear- Cow, Buff, Goat, Sheep; Burnish, Corrected Grain (CG), Embossed, Softy. **Range of Thickness** – Footwear leather; Garments.

### Module III : Processing of Leathers.

**Pre-Tanning Operations (Beam house Operations)** – Sorting, soaking, Un haring or Liming, Fleshing, Pasting, De-liming, bating, Pickling. **Tanning** – Mineral tanning, Vegetable tanning. **Post-Tanning** – Neutralization, Re-tanning, Dyeing-types & methods, Oil, Chemical, Combinations, Drying, Conditioning, Staking. **Finishing** – Fat Liquoring, Setting, Finishing materials – Fixing Chemicals, Feel Modifiers, Types of Finishes-Aqueous, Non-aqueous, Methods of finishing –Auto spray, Roller coating, Brushing/Padding, Final plating. **Methods of Joining leather**- Wet and Dry adhesives. **Defects of Hides and Skins** - Ante mortem Defects; Post mortem Defects, Processing Defects

### Module IV : The Leather Industry

**Introduction** – History and Development, classification of leather goods. **Nature of leather Industry** – Organization, Operation, Sources of leather supply; Leather marketing and merchandising, Research and Development. **Industry Trends** – Enlarging markets; Increased competition from synthetics, Foreign Trade, Industry growth factors, **Indian leather goods Industry**- Locations, Nature, Products.

### Module V : Fur Clothing

History and Use, Fur Sources, Processing of Fur, Nature of Fur Trade, Anti-fur campaigns

## Examination Scheme:

| Components    | A  | CS | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; CS-Case Study; CT-Class Test; EE-End Semester Examination)

**References:**

- K. J. Adcock, Leather: From Raw Material to the Finished Product, Sir Isaac Pitman & Sons
- Leach, Hides And Skins For The Tanning Industry, Food & Agriculture Org., 1995.
- Eiri, Hand Book Of Leather & Leather Products Technology, Engineers India Research In, 2007
- Marion Kite, Roy Thomson, Conservation of Leather and Related Materials, Routledge, 2012
- Frings, Frings Gini Stephens, Fashion: From Concept To Consumer, Pearson Education India, 2002

# ENTREPRENEURSHIP

**Course Code: FST2604**

**Credit Units: 03**

## **Course Objective:**

Identify and apply the elements of entrepreneurship and to entrepreneurial processes. Recognize the importance of entrepreneurship and identify the profile of entrepreneurs and their role in economic growth. Use the entrepreneurial mind-set and behave responsibly and ethically in their roles as entrepreneurs. To enable them to identify the opportunities in apparel, textile and Accessories

## **Course Contents:**

**Module I : Introduction to Entrepreneurship:** What is Entrepreneurship, Why Entrepreneurship, Characteristics of Entrepreneur & Entrepreneurship

**Module II : Importance of Entrepreneurship:** Importance of Entrepreneurship, Common Myths about Entrepreneurship

## **Module III : Entrepreneurial Opportunities and Enterprise Creation**

Sensing Entrepreneurial Opportunities, Environment Scanning, Market Assessment, Identification of Entrepreneurial Opportunities

**Module IV: Enterprise Planning and Resourcing:** Business Planning - Preparation of a Project Report, Resource Assessment -Financial and Non – Financial, Fixed and Working Capital Requirement, Funds, Flows, Profit Ratios, Break Even Analysis etc., Mobilising Resources - Sources and Means of Fund, Facilities and Technologies for starting an Enterprise. Organising/Production of goods and services- quality, quantity and flow of inputs.

**Module V: Supply Chain and Logistics:** What is supply chain? What is the role and importance of Supply chain and logistics in fashion industry? Various challenges faced by fashion industry due to constraints in infrastructure of India

## **Examination Scheme:**

| Components    | A  | CS | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; CS-Case Study; CT-Class Test; EE-End Semester Examination)

## **References:**

- Steve Mariotti, Entrepreneurship
- Peter F Drucker, Innovation and Entrepreneurship
- Bruce R. Barringer & R. Duane, Entrepreneurship: Successfully launching New Ventures Ireland, Pearson publication, 2008

# NONWOVENS IN FASHION APPAREL APPLICATIONS

**Course Code: FST2605**

**Credit Units: 03**

## **Course Objective:**

The aim of this course is to provide the students with necessary knowledge associated with nonwoven fabrics with special reference to apparel applications, and fashion designers to assure nonwoven start gaining 'respect' in fashion apparel products.

## **Course Content:**

### **Module I : Overview of nonwovens**

**Nonwoven fabrics** –Introduction, Definition of nonwovens by EDANA, Comparison of nonwovens between other textiles, Nonwoven fabric properties, Specific properties; Usage; **Nonwoven Industry** – Market overview.

### **Module II : Production Process.**

**Introduction** – Process flow chart for producing nonwovens, **Web Formation** – Dry Laid –Carding, Air laying; Spun melt –In spun laid process, In melt blown; Wet laid; Other techniques. **Web Bonding** – Chemical bonding, Thermal Bonding (Cohesion Bonding) – Calendar bonding, Through-Air Thermal bonding, Drum & Blanket Systems, Sonic bonding , Mechanical Bonding –Needle punching, Hydro-entanglement, Stitch bonding.

### **Module III : Finishing Treatment.**

**Introduction**- Classification of Finishes, **Dry Finishing** –Shrinkage, Wrenching, Creeping, Crabbing, Calendaring, Pressing, Perforating, Slitting, Splitting, Graining and Velouring, Singing; **Wet Finishing** – Washing, Dyeing, Printing; **Chemical Finishing** – Antistats, Antimicrobials, Water repellents, Lubricants. UV absorbers and polymer stabilizers, Flame retardants, Softeners, Absorbency and rewetters, Thermoplastic binders, resins and emulsion polymers, Thermosetting resins and cross-linking agents, Soil release, Optical brighteners; **Coating, Laminating, Flocking.**

## **Examination Scheme:**

| Components    | A  | CS | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; CS-Case Study; CT-Class Test; EE-End Semester Examination)

## **References:**

- Subhash K. Batra, Behnam Pourdeyhimi, Introduction to Nonwovens Technology, DES tech Publications, Inc.
- Wilhelm Albrecht, Nonwoven Fabrics, John Wiley & Sons, 2006
- Stephen J; Russell, Handbook of nonwovens, Woodhead, 2007.
- Frings, Frings Gini Stephens, Fashion: From Concept To Consumer, Pearson Education India, 2002
- Vaibhav K. Dhange, Nonwovens in fashion apparel applications, International Journal of Fiber and Textile Research 2012

## DESIGNING AND DEVELOPMENT OF FASHION ACCESSORIES

**Course Code: FST2606**

**Credit Units: 03**

**Course Objective:** Students will be able to learn about different types of accessories that are relevant to fashion industry

**Module I:** Introduction to fashion accessories, Types of accessories

**Module II:** Functional and decorative importance of accessories

**Module III:** Designing and developing accessories: Sketching and rendering of headgear, hand wear, foot wear and hand bags (3 each) (Construction of any one)

**Module IV:** Sketching and rendering of belts, gloves and (construction of any one), Sketching of Indian jewellery- Mughal Jewellery, Thewa, Kundan Jewellery, Temple Jewellery, Sketching of accessories on women and men's croqui (2 each) Jewellery designing based on theme. (with Concept Board)

**Examination Scheme:**

| Components    | A  | CS | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; CS-Case Study; CT-Class Test; EE-End Semester Examination)

References:

- John Peacock, Fashion Accessories: The Complete 20th Century Sourcebook
- Julia Kuo, 20 Ways to Draw a Dress and 44 Other Fabulous Fashions and Accessories

## PROJECT (CONCENTRATION ELECTIVES)

### Objectives

1. To understand the relationship of forecasting to product development and the need for forecasting knowledge for all aspects of apparel and textile businesses.
2. Integrate consumer, aesthetic and quantitative trend information into the product development process.
3. Engineer new value into an existing product or line while holding costs.

This course is a ‘team project’ integrated with Concentration Electives -1. The team size should be minimum of two. The team has to be choosing any one of the project from the following:

| Course Code: | Concentration Electives -2                         | Credit Units: |
|--------------|----------------------------------------------------|---------------|
| FST2607      | Sportswear Design and Development                  | 03            |
| FST2608      | Costume Design pertaining to performing arts.      | 03            |
| FST2609      | Functions of Indian Buying Houses/Agents – A study | 03            |

### Project Guideline

- Students’ team has to complete the project through various research methods.
- **Research Project Idea Generation:** current (or perennial) problems and controversies in the apparel field with relevant chosen topic. This method allows historians the opportunity to explain how the current situation came about and to analyze contributing factors to the problem. To find perennial problems in the apparel industry, search through apparel-related journals. Based on this analysis, formulate the purpose of a potential research study. Think about WHY this topic is important to study (the “so what” question). Summarize the points (research question/purpose; why significant; brief literature review) in a one page outline – Design Brief. Critically think about the purpose of your research study.
- **The Final Research Paper:** This will include the updated sections: introduction, literature review/background, methods, and results with discussion, conclusion and ideas for future research. Students should include images as well as a complete reference list. All citations should comply with requirements for submitting a paper.
- **Professional Presentation:** Students will prepare a PowerPoint presentation for a maximum of 15 minutes (about 15-20 slides) including: introduction, brief literature review, methods, results and discussion, and conclusion. Images should be embedded within the PPT.

### Project Evaluation

- There will be an evaluation by a jury comprising of external experts and a committee of internal faculties from the department. Failure to submit the portfolio with final products or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination.

| Evaluation Components  | R A                 |    |                     |    | A  | P  | V  | Total Weightage (%) |
|------------------------|---------------------|----|---------------------|----|----|----|----|---------------------|
|                        | Internal Evaluation |    | External Evaluation |    |    |    |    |                     |
| Portfolio Presentation | 10                  | 20 | 15                  | 30 | 10 | 20 | 20 | 100                 |
| Products Presentation  | 10                  |    | 15                  |    |    |    |    |                     |

(R A– Research & Analysis, A - Attendance, P – Presentation, V – Viva voce)

## Syllabus - Seventh Semester

### FABRIC MANUFACTURING TECHNOLOGY: CROCHET & NON-WOVEN

**Course Code: FST2701**

**Credit Units: 03**

**Course Objective:** Overview of nonwovens: Definition, Structure, and Creation, Staple-fibre based processes: fibre preparation and web formation, Web bonding processes: Mechanical Thermal, and Chemical, Polymer-extrusion based technologies: Spunbond and Meltblown, Finishing processes: Mechanical and chemical, Basics of crochet techniques

#### **Module 1: Apparel Applications**

**Nonwoven Apparels** – Introduction, Advantages; **Manifesting fashion apparel requirements** - Physical requirements, Thermo-physiological requirements, Biomechanical requirements, Psychological requirements, Nonwoven Performance from Apparel Perspective – Bending, Area Modification, **Nonwoven Fashion Apparels : From 1960 to 2012** - Disposable fashion garments, NCSU nonwoven fashion garments, Nonwoven woollen apparel, Fabrican Spray-on fabric.

**Module 2: Crochet Introduction:** Discussion of needle sizes, stitch sizes & types of yarn (weight, texture). Learn chains, slip stitch, single crochet, half double crochet, double crochet, treble crochet, joining new ball of yarn. Practice single crochet stitches

**Module 3: Crochet Advance Learning:** Learn finishing. Learn fringe application. Discuss mistakes: dropped stitch, added stitches, inconsistent stitches, etc. Practice half double crochet stitch. Learn how to read stitch patterns. Learn basic patterns: clusters, shells, popcorn, and more. Practice following pattern stitch instructions. Begin pattern stitch sampler scarf.

#### **Examination Scheme:**

| Components    | A  | H  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

#### **References:**

- S.J. Russell (Ed.), Handbook of Nonwovens, Woodhead Publishing, CRC Press, Washington DC, 2007.
- W. Albrecht, H. Fuchs and W.Kettelmann, Nonwoven Fabrics: Raw Materials, Manufacture, Applications, Characteristics, Testing Process, Wiley-VCH, Verlag GmbH & Co. KGaA, Weinheim, 2003.
- Linda P. Schapper, The Complete Book of Crochet Stitch Designs: 500 Classic & Original Patterns Paperback – 24 Nov 2011

## FIELD TRIP/VISIT DOCUMENT EVALUATION

**Course Code:** FST2702

**Credit Units:** 04

**Course Objective:** Students will get the practical exposure by visiting the field/market and need to submit a report on basis of that.

**Course Content:** Self study and practical observation by student in the industry.

**Teaching Tools:**

Self Study, Observation

**Learning outcome:** Students are exposed to practical aspects of the functional areas of fashion industry and expected to learn the work-flow of fashion business

## COMPUTER-AIDED DESIGN (CAD) - V

**Course Code: FST2703**

**Credit Units: 03**

**Course Objective:** Student will learn to present their learning during graduation project via help of coral draw

**Module:** Application of Coral Draw to enhance the learning in the industry and use of computer systems to assist in the creation, modification, analysis, or optimization of those designs

**Examination Scheme:**

| Components    | A  | H  | CT | EE |
|---------------|----|----|----|----|
| Weightage (%) | 05 | 10 | 15 | 70 |

(A-Attendance; H -Home Assignment; CT-Class Test; EE-End Semester Examination)

**Text & References:**

- Winifred Aldrich, CAD in Clothing and Textiles

## GRADUATION DESIGN COLLECTION

**Course Code: FST2704**

**Credit Units: 10**

### **Course Objective:**

This programme focuses on the design and construction of the fashion garments for the partial fulfillment of the degree of B.Sc. in Fashion Design & Technology.

This course is practical application of creativity, Innovation, discovery, and expression in aesthetic or artistic design through the development of innovative garments that employ unique and sculptural shapes. The course will be assessed through critique and evaluation of design project in each topic area. Project components include inspirational research and development of aesthetic direction, ideation and sketching, garment construction and project presentation of the collection at a fashion show before and invited trade audience.

**Course Methodology :** Research Project & Product Development

**Aim :** To developing ideas from paper to object, theory to practice, and fabric to garment.

### **The projects taken up and have to develop through the following stages:**

- 1. Fashion Market Study** - Fashion market research information helps the students to understand what, where, and why consumers are buying across all retail channels. It combines point-of-sale (POS) market tracking with consumer panel insights so students can stay on top of fashion industry trends and effectively connect with the fashion consumer.
- 2. Field trip / Visit** - The students will have the opportunity to create or styles a collection of designs based on various design inspirations and trends, and learn how to put together presentation boards and portfolio pages.
- 3. Portfolio Development** - A portfolio is a collection of work that shows an applicant's skills and knowledge across a number of projects or studies. It is a visual representation of interests, exploration, experimentation, development and final pieces. So fashion portfolio is a critically important tool for successfully applying for additional education opportunities or landing your first internship or entry level job. It reflects your professional skills and best work.
- 4. Digital Design Techniques & Presentation** - Include Computer-generated (CAD) mood, color, textile, fashion plate, and flat drawing pages as separate pages or in combinations, these demonstrate the designer's skills with CAD programs. Pages should be all portraits or all landscape orientation, with a few exceptions if needed, to allow for easy viewing by interviewers.
- 5. Range Development** – The students will explore what makes a good range, taking into account customers, competitors, price points, fabrics, core items and seasonal specials.
- 6. Final presentation** - Fashion show.

**Project Evaluation**

- There will be an evaluation by a jury comprising of external experts and a committee of internal faculties from the department. Failure to submit the portfolio with final products or failure to appear at the Viva-voce Examination will be treated as “Absent” in the Examination.

| Evaluation Components  | R A                 |    |                     |    | A  | P  | V  | Total Weightage (%) |
|------------------------|---------------------|----|---------------------|----|----|----|----|---------------------|
|                        | Internal Evaluation |    | External Evaluation |    |    |    |    |                     |
| Portfolio Presentation | 10                  | 20 | 15                  | 30 | 10 | 20 | 20 | 100                 |
| Products Presentation  | 10                  |    | 15                  |    |    |    |    |                     |

(R A– Research & Analysis, A - Attendance, P – Presentation, V – Viva voce)

## Syllabus - Eighth Semester

### GRADUATION PROJECT

**Course Code:** FST2837

**Credit Units:** 16

**Course objective:** To provide an opportunity to students to apply and relate the concepts and theoretical inputs from various contextual studies offered in Fashion Design programme. To involve the students in the day to day activities of the functional areas of fashion industry and familiarize the practical aspects of the same.

**Course Content:**

**Week 1 – Week 16:** Self study and practical observation by student in the industry.

**Week 17:** Internal Jury

**Week 18:** External Jury

**Teaching Tools:**

Self Study, Observation

**Learning outcome:** Students are exposed to practical aspects of the functional areas of fashion industry and expected to learn the operational methodology of exploring business opportunities, solving problems and making decisions

**Parameters to be considered in External Jury:**

- Title of the Project
- Objective
- Research Methodology and Design
- Appropriateness of data
- Scope and coverage of the survey
- Comprehension and analysis
- Findings and recommendations
- Innovative approach to the industrial problems

**Parameters to be considered in internal Jury:**

- Title page
- Objective
- Report framework and methodology
- Context and analysis
- Comprehension and interpretation
- Findings and recommendations
- Report presentation
- Meeting the time requirements of DP schedule

**Examination Scheme:**

| Evaluation Components | PA                  |                     | Total Weightage (%) |
|-----------------------|---------------------|---------------------|---------------------|
|                       | Internal Evaluation | External Evaluation |                     |
| Project Evaluation    | 50                  | 50                  | 100                 |

(PA – Project & Analysis)