

**GURU KASHI UNIVERSITY**



**Bachelor of Science in Fashion Design**

**Session: 2023-24**

**Department of Fashion Design**

**GRADUATE OUTCOMES OF THE PROGRAMME:**

The programme imparts to the students an intensive knowledge of the world of fashion, distinct aspects of creativity, sustainability, development of trends, style sensitivity. These prepare the scholars for a profession with inside the style industry. The course imparts into the scholars' entrepreneurship spirit by incorporating areas of study like factors of manufacture, textiles, and fabrics, economic relevance.

**PROGRAMME LEARNING OUTCOMES:** After completion of the programme, the learner will be able to

1. Demonstrate proficiency in creative fashion design, including the ability to conceptualize and develop original fashion collections, incorporating innovative and trendsetting elements.
2. Possess strong technical skills in various aspects of fashion design, such as patternmaking, garment construction, draping, and sewing, enabling them to bring their design concepts to life with precision and craftsmanship.
3. Conduct thorough fashion research, including trend analysis, market research, and historical exploration, to inform and inspire their design work.
4. Develop an understanding of ethical and sustainable principles in fashion design considering environmental, social, economic, and political impacts of climate change.
5. Apply strong visual communication skills, including fashion illustration, technical drawing, and digital design, allowing them to effectively convey their design concepts and ideas to various stakeholders.
6. Prepared for careers in the fashion industry, possessing the skills necessary to navigate the complexities of the field, including ethical considerations, entrepreneurship, collaboration, and market awareness.

**Programme Structure**

<b>Semester: I</b>							
<b>Sr. No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>No. Of Credits</b>
1	BFD101	Elements of design	Core	4	0	0	4
2	BFD102	Fashion Art & History	Core	3	0	0	3
3	BFD103	Textile Studies-I	Core	3	0	0	3
3	BFD104	Communication Skills	Skill Based	2	0	0	2
4	BFD105	Elements of design Lab	Skill Based	0	0	4	2
5	BFD106	Drafting & Pattern Making Lab	Skill Based	0	0	4	2
6	BFD199	XXXX	MOOC	0	0	0	2
<b>Disciplinary Elective-I (Any one of the following)</b>							
7	BFD107	Fashion Stylization and Designing	Disciplinary Elective-I	0	0	4	2
	BFD108	Colour Techniques					
<b>Total</b>				<b>12</b>	<b>0</b>	<b>12</b>	<b>20</b>

<b>Semester: II</b>							
<b>Sr. No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>No. Of Credits</b>
1	BFD201	Sewing Techniques & Equipment	Core	4	0	0	4
2	BFD202	Textile Studies-II	Core	4	0	0	4
3	BFD203	Fundamental of Computer	Core	4	0	0	4
4	BFD204	Sewing Techniques & Equipment-Lab	Skill Based	0	0	4	2
5	BFD205	Fashion Illustration Lab-I	Skill Based	0	0	4	2
6	BFA211	Free hand Drawing	Value Added Course	0	0	4	2
<b>Disciplinary Elective-II (Any one of the following)</b>							
7	BFD206	Textures & Prints	Disciplinary Elective-II	0	0	4	2
	BFD207	Pattern Making					
<b>Disciplinary Elective-III (Any one of the following)</b>							
8	BFD208	Dyeing and Printing	Disciplinary Elective-III	0	0	4	2
	BFD209	Clothing Care and Maintenance					
<b>Total</b>				<b>12</b>	<b>0</b>	<b>20</b>	<b>22</b>

<b>Semester: III</b>							
<b>Sr. No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>No. Of Credits</b>
1	BFD301	Colour Concepts & Colouration	Core	3	0	0	3
2	BFD302	History of Indian costumes	Core	4	0	0	4
4	BFD303	Fashion Draping & Custom Clothing	Skill Based	0	0	4	2
5	BFD304	Computer Aided Design lab	Skill Based	0	0	4	2
6	BFD305	Indian Textiles	Elective Foundation	4	0	0	4
7	BFD399	XXXX	MOOC	0	0	0	2
<b>Disciplinary Elective-IV (Any one of the following)</b>							
8	BFD306	Fibre & Yarn Science	Disciplinary Elective-IV	0	0	4	2
	BFD307	Fashion Art & Design					
<b>Open Elective Course</b>							
9	XXXX		IDC	0	0	4	2
<b>Total</b>				<b>11</b>	<b>0</b>	<b>16</b>	<b>21</b>
<b>Open Elective Courses</b>							
10	OEC012	Design Sketching	Open Elective	0	0	4	2
11	OEC026	Personality Development					

<b>Semester: IV</b>							
<b>Sr. No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>No. Of Credits</b>
1	BFD401	History of World Costumes	Core	4	0	0	4
2	BFD402	Fashion Marketing	Core	3	0	0	3
3	BFD403	Fashion Illustration Lab-II	Skill Based	0	0	4	2
4	BFD404	Surface Ornamentation	Skill Based	0	0	4	2
5	BFD405	Environmental Studies	Compulsory Foundation	2	0	0	2
<b>Value Added Course (for other discipline student also)</b>							
6	BFD406	Fashion Jewellery Making	VAC	0	0	4	2
<b>Disciplinary Elective-V (Any one of the following)</b>							
7	BFD407	Fashion Business	Disciplinary Elective-V	3	0	0	3
	BFD408	Retail Merchandising & management					
<b>Disciplinary Elective-VI (Any one of the following)</b>							
8	BFD409	Organisation of Fashion Industry	Disciplinary Elective-VI	3	0	0	3
	BFD410	Personality and clothing					
<b>Total</b>				<b>15</b>	<b>0</b>	<b>12</b>	<b>21</b>

<b>Semester: V</b>							
<b>Sr. No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>No. Of Credits</b>
1	BFD501	Knitting Technology	Core	4	0	0	4
2	BFD502	Apparel Manufacturing Technology	Core	3	0	0	3
3	BFD503	Knitting Technology lab	Skill Based	0	0	4	2
4	BFD504	Fashion Show & Fashion Accessories	Skill Based	0	0	4	2
5	BFD505	Graphic Design	Skill Based	0	0	4	2
6	BFD506	Clothing Culture and Communication	AEC	2	0	0	2
7	BFD599	XXXX	MOOC	0	0	0	2
<b>Disciplinary Elective-VII (Any one of the following)</b>							
8	BFD507	Advanced Styling and Fashion forecasting	Disciplinary Elective-VII	0	0	4	2
	BFD508	Production Management					
<b>Disciplinary Elective-VIII (Any one of the following)</b>							
9	BFD509	Garment Assembling	Disciplinary Elective-VIII	0	0	4	2
	BFD510	Drafting Pattern Making & Garment Lab					
<b>Total</b>				<b>09</b>	<b>0</b>	<b>20</b>	<b>21</b>

<b>Semester: VI</b>							
<b>Sr. No.</b>	<b>Course Code</b>	<b>Course Name</b>	<b>Type of course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>No. Of Credits</b>
1	BFD601	Internship (6 Months)	Skills Based	0	0	0	20
<b>Total</b>							<b>20</b>

### **Evaluation Criteria for Theory Courses**

#### **A. Continuous Assessment: [25 Marks]**

CA1: Surprise Test (Two best out of three) - (10 Marks)

CA2: Assignment(s) (10 Marks)

CA3: Term paper/Quiz/Presentations (05 Marks)

B. Attendance: [5 Marks]

C. Mid Semester Test-1: [30 Marks]

D. End-Term Exam: [40 Marks]



**SEMESTER-I****Course Title: Elements of Design****Course Code: BFD101**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Total Hours: 60****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Innovate and experiment with design elements to create unique and compelling visuals or products.
2. Formulate informed judgments about design solutions, considering aesthetics, functionality, and user experience.
3. Apply design projects that incorporate specific design elements to achieve defined goals.
4. Interpret the impact of design choices on user experience and perception.

**Course Content****UNIT I****16 hours**

Elements of design-Line- Different types of line, application of line in designing (effect of length and thickness to create illusion), Texture- Factors affecting textures, Form-Shape/silhouettes, Colour- Colour Dimensions of colour- hue, Intensity, value, Aspects of colour-warm cool, Advancing, receding, dark, pale and bright. Colour wheel-Primary colors, secondary colors, and tertiary colors. Basic colour schemes-achromatic, analogues, monochromatic, complimentary, and neutral Space.

**UNIT II****13 hours**

Principles of design-Balance, Rhythm, Emphasis, Harmony/ unity, proportion, Selection of clothing according to the Element and Principal of design. Define collage-types of collage. Designing of clothes for different age groups using principles and elements of design and its advantages on appears

**UNIT III****17 hours**

Design concept- Definition and understanding aspects of design, Classification of design: Applied-Painting, Embroidery, Dyeing, Printing and Finishing, Structural-Through variation in fibre, yarn, fabric formation and development, Types of motifs-Natural, Stylised, abstract/ modern, Religious Designs in Fabric- Motifs and patterns Importance of fabric design in garment construction, Effect of fabric design on body appearance, understanding layouts and repeats of patterns in garments

**UNIT IV****14 hours**

Design process, Research in relation to design, Exploration and Conceptualization of design, Design development and design worksheet, Factors affecting the choice of Clothing for Different age groups (infant, creeper, School child, pre-adolescence, adolescents, adults, old-age group), occasions, personality and Seasons Various types of figures, selecting and designing clothing according to figure types.

**Transaction Mode**

Lecture, Seminar, e-Team Teaching, e-Tutoring, Dialogue, Peer Group Discussion, Self-Learning, Collaborative Learning and Cooperative Learning

**Suggested Readings**

- *Bustanoby.J.H., 1947 Principles of colour & colour mixing., Mc Graw Hill Book Company, New York, London,*
- *Gupta Sushma and Garg Neeru ,2018 Text book of clothing & textile, Publisher kalyani*

**Course Title: Fashion Art & History****Course Code: BFD102**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Total Hours: 45****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize important fashion trends, styles, and movements throughout history.
2. Apply knowledge of fashion history to analyze and recreate period-appropriate clothing.
3. Innovate within the fashion industry by blending historical styles with contemporary elements.
4. Assess the significance of particular fashion designers, fashion shows, or collections in the context of fashion history.

**Course content****UNIT I****10 hours**

Fashion : Terminology, Cycle influence, Elements of fashion design, history of fashion, Fashion flow chart, Fashion designers - American, European & others, Fashion centres of world, Principles of fashion, Classification of fashion, Theories of Fashion, Fashion shows, Formal fashion shows, Designer trunk shows, Informal fashion shows, FASHION PRODUCERS- What is Couture and haute couture? Fashion Direction and Fashion Editors, Define the basic functions of Line & Knockoffs

**UNIT II****12 hours**

Story of fashion from 1890 to 2010 Italian and French influences on global fashion: Ancient fashion: study Egyptians, Greeks, Mesopotamians, and Romans. Asian fashion history: students will learn about east Asian costume history. Europeans fashion history. History from Britain, France, Spain and Austria- Hungary.

**UNIT III****10 hours**

Indian Fashion history: Changing scenario of Indian costumes, Costumes and fashions in the Mohenjodaro period, Rajasthani style of sari of the 15th century, Influence of British rule on Indian fashion in 1920, 1930's fashion of long flared skirts in the west and its influence in India, Independence movement and its influence in using in khadi.

**UNIT IV****13 hours**

Christian Dior's New Look of pencil slim skirt and its influence in India, Late 1980's, and hi boom designer fashion wear. Traditional Textiles of India Kanchipuram, Pochampalli, Bandhani, Patola, Paithani, Irkali, Kalamkari, Bhagru, Sanganeri, Madhubani, Worli., Banarasi Brocade, Chikankari, Kantha, Phulkari, Chamba, Kathiawar, Maheshwari, Kasava, Sambalpuri, Baluchari, Jamdani & Chanderi.

**Transaction Mode**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- *Metzger, P. W., The Fashion Art of Perspective: The ultimate guide for Artists in every medium by North Light Book, Ohio, 2007*
- *The Business of Fashion Art: Designing, Manufacturing and Marketing” by Leslie Davis Burns and Kathy K Mullet*

**Course Title: Textile Studies – I**

**Course Code: BFD103**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Total Hours: 45**

### **Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall basic textile terminology, such as fiber types (e.g., cotton, silk, polyester) and textile construction methods (e.g., weaving, knitting).
2. Evaluate the cultural and historical significance of textiles in different societies and time periods.
3. Apply knowledge of textile properties to select appropriate fabrics for specific purposes, such as clothing, home furnishings, or industrial applications.
4. Interpret textile labels and symbols related to care instructions and fabric content.

### **Course Content**

#### **UNIT I**

**12 hours**

Introduction to textile fiber & terminology, Classification of fibers based on their source and origin, Primary and secondary properties of textile fibers, Manufacturing and properties (Physical and Chemical) of natural fibers- cotton, linen Silk, wool Manufacturing and properties (Physical and Chemical) of manmade fibers- Rayon, Nylon, Polyester, Glass fiber

#### **UNIT II**

**11 hours**

Introduction to Yarn- Classification of yarns, Simple yarns- single, multiply and cord yarns, Novelty yarns- slug, spiral, boucle, grenalelle, nub, chenille, Textured yarns- stretch yarns, bulk yarns, and Blended yarns

#### **UNIT III**

**12 hours**

Different methods of Yarn spinning (mechanical spinning and chemical spinning) - Wet, Dry and, melt spinning, Weaves, Weaving terminology, Classification of weaves- Plain weave- Rib weave, Basket, Twill (right-handed twill, left handed twill, even & uneven twill), Satin, Sateen, Decorative weaves- Pile, Double cloth weave leno, Swivel, Tapestry, and Dobby And Jacquard weave, Backed Fabrics.

#### **UNIT IV**

**10 hours**

Introduction to fabric construction, Loom its parts & basic operations & classification

### **Transaction Mode**

Lecture, Seminar, Quiz, Question, Group Discussion, and Project based Learning, Self-Learning, Cooperative Learning

### **Suggested Readings**

- *Corbman. P. B., 1985 Textiles Fiber to Fabric Gregg, Mc Graw Hill Book.*
- *Phyllis, G. Tortora., 1987. Understanding Textile, 2nd Edition, Mc Millan Co.,USA*
- *Gioello, Debbie Ann., 1982. Understandingfabrics from fibers to finished clothes, Fairchild Publication, New York*
- *Randhawa Dr. Rajwinder K. 2009, Clothing, Textile & their Care, First Edition, Publisher: Pardeep, Jalandhar*

**Course Title: Communication Skills****Course Code: BFD104**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Credits</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Inculcate and expand their writing skills through controlled and guided learning methods.
2. Develop coherence, cohesion and competence in oral discourses through intelligible pronunciation.
3. Apply verbal and non-verbal communication techniques in the professional environment.
4. Acknowledge ability to handle the interview process effectively confidently.

**Course Content****UNIT – I****7 hours**

English Language: Sentence, Parts of speech, Tenses, Active passive voice, Direct, Indirect speech, Creative writing& vocabulary, Comprehension passage, Reading of Biographies of at least 10 IT business personalities.

**UNIT- II****8 hours**

Business communication: Types, Medias, Objectives, Modals, Process, Importance Understanding Barriers to communication & ways to handle and improve barriers. Listening skills: Its importance as individual and as a leader or as a worker, Types of listening and Traits of a good listener, Note taking, barriers to listening & remedies to improve listening barriers

**UNIT- III****8 hours**

Non-verbal Communication- understanding what is called non-verbal communication, its importance as an individual, as a student, as a worker and as a leader, its types. Presentation skills-Its Purpose in business world, How to find material for presentation, How to sequence the speech with proper introduction and conclusion, How to Prepare PPT& Complete set of required body language while delivering presentation.

**UNIT- IV****7 hours**

Reading Skills- to enhance independent reading, Comprehension Passages, News / Magazine articles on stereotype topics, Poems – Abu Ben Ad hem, The Tiger. Writing

skills- Importance of reading and writing, improving writing skills through Basic cohesive paragraph writing, resume writing, Job application writing/acceptance letter

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

**Suggested Readings:**

- *Raman, Meenakshi & Sangeeta Sharma, 2011 Technical communication principles & practice. Second Edition. New Delhi: Oxford University press.*
- *Kratz, Abby Robinson, 1995 Effective Listening, Toronto: On: Irwin Professional Publishing.*
- *Sanjay Kumar, Pushp Lata, 2015 second edition 'Communication Skills' Oxford university Press.*



**Course Title: Elements of Design Lab****Course Code: BFD105**

L	T	P	Credits
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify the basic elements of design, such as line, shape, color, texture, and space.
2. Apply knowledge of design elements to create simple visual compositions or artworks.
3. Demonstrate proficiency in using design software or tools to manipulate design elements effectively.
4. Compare and contrast how different designers or artists employ design elements to achieve specific effects.

**Course Content****UNIT I****7 hours**

Draw different designs using Elements of design. Draw different designs using principals of design. ,Color wheel-primary color, secondary color, tertiary color.

**UNIT II****8 hours**

Draw design using Color Aspects in designs -warm, cool, hot, cold, dark, pale and bright. Make design of achromatic, analogues, monochromatic, complimentary, and neutral color, schemes. Make different types of collage.

**UNIT III****7 hours**

Different textures – thread pulling; thread crumple, thread rolling, blade effects, jute, thumb, comb, ink blow, sponge effect.

**UNIT IV****8 hours**

Texture of fabrics- silk, satin, velvet, denim, corduroy, Rendering techniques.

**Transaction Mode**

Problem- solving, Collaborative Learning, Practical Application, Peer Group Discussion, Self-Learning

**Suggested Readings**

- *Sinha P.K. and Sinha P., 2002, Foundations of Computing, First Edition,*
- *Sanders D. HM Graw Hill, 1988. Computers Today, Fourth Edition*

**Course Title: Drafting & Pattern Making Lab****Course Code: BFD106**

L	T	P	Cr.
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Apply knowledge of pattern making principles to create basic patterns for simple garments (e.g., skirts, tops).
2. Memorize standard measurements and sizing charts used in pattern making.
3. Assess the fit and accuracy of self-drafted patterns on actual garment construction
4. Innovate and experiment with pattern manipulation and design variations to create distinctive fashion pieces.

**Course content****UNIT I****7 hours**

Standard Measurements chart for children, developing pattern of Basic Bodice Block of a Child and sleeve block. Adaptation of sleeve block to: Set-in-sleeves –Plain, Puff, Cap, Bell, Umbrella, Flared

**UNIT II****8 hours**

Part bodice in sleeve - Raglan, extend bodice sleeve – Magyar Adaptation of collars: Peter Pan, raised peter pan, Cape, Baby collar, Mandarin, Basic Skirt Block & its adaptation to: Straight skirt, A-line skirt, Gathered, Pleated Circular skirt-full and half.

**UNIT-III****7 hours**

Pockets – Patch, inseam, bound, flap, Kangaroo pocket, Pattern of kid's casual wear- Slip, panty and romper.

**UNIT IV****8 hours**

Drafting for the Basic Bodice Block of a child on full scale. Developing full scale Paper Patterns for basic body block, Collars, Skirts and casual wear.

**Transaction Mode**

Problem- solving, Collaborative Learning, Practical Application, Peer Group Discussion, Self-Learning

**Suggested Readings**

- *Mullick, Lata Prem, 2010 Garment Construction Skills, Kalyani Publishers, New Delhi*
- *Hilde Jaffe & Nurie Relis, 2011 Draping for Fashion Design, Prentice Hall Crawford*

- *Amaden, The Art of Fashion Draping, Fairchild Publishers*
- *Carr Harold & Latham Barbara, 2008 The Technology of Clothing Manufacture, Oxford*

**Course Title: Fashion Stylization and Designing****Course Code: BFD107**

L	T	P	Cr.
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify key fashion terminology, including terms related to fabrics, silhouettes, and design techniques.
2. Apply knowledge of fashion design principles to create original fashion sketches and illustrations.
3. Generate original fashion design concepts and ideas for various occasions, styles, and target audiences.
4. Innovate and experiment with fashion design techniques and materials to create unique and trend-setting designs.

**Course content****UNIT I****8 hours**

Free Hand Sketching of Different, Types of Line, Line sketches in pencil & ink. Geometric construction of two dimensional geometric shapes and forms.

**UNIT II****7 hours**

Drawing Texture: Fabric rendering, Plain cotton, Chiffon, Mesh/ net, Tissue, Brocade, Denim, Corduroy. Fabric rendering according to weight, fall and opacity.

**UNIT-III****8 hours**

Female croqui (8.5, 10.5, 12.5); Block figure & Stick figure, 3/4 half, back view. Male Croqui, Casual wear, Formal wear.

**UNIT IV****7 hours**

Sketching of Necklines, Collars, Sleeves, Yokes, Gathers, pleats, Bows and ties, Caps and hats, Pockets, cascades, Belts, Style lines.

**Transaction Mode**

Problem- solving, Collaborative Learning, Practical Application, Peer Group Discussion, Self-Learning

**Suggested Readings**

- *The little dictionary of Fashion: A guide to dress sense for every Woman by Christian Dior.*
- *Fashion – Oxford History of Art by Christopher Beward.*
- *The Beautiful Fall by Alicia Drake.*

**Course Title: Colour Techniques****Course Code: BFD108**

L	T	P	Cr.
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall the primary colors, secondary colors, and tertiary colors on the color wheel.
2. Apply knowledge of color theory to create color palettes for various design projects.
3. Analyze the use of color in artworks, designs, and advertisements to understand the intended emotional and visual impact.
4. Assess the effectiveness of color choices in achieving specific design objectives and conveying messages.

**Course Content****UNIT I****8 hours**

Introduction to Color. Color has distinct the aspects- light, pigment & sensation. Color Theory, Color Harmony, Color Context, Significance of Color, Physical Responses.

**UNIT II****7 hours**

Color has Three Properties: Hue, Value & Intensity, Color Principles Primary & Complementary Colors, Tertiary Colors and Analogous Colors.

**UNIT-III****8 hours**

Color in Art & Design. What is Design, Color Value and Intensity in Product Art & Design, Aesthetics in Design, Modern Art & Design- Readymade, Architecture & Design.

**UNIT IV****7 hours**

Color Perception Color Illusion, Application in Art & Design .Psychological Perception of Color: Color can show- dimension, weight, movement, temperature, identity, old or new, intrinsic value, appealing or repulsive, acceptance or rejection, fashion and emotional effect.

**Transaction Mode**

Problem- solving, Collaborative Learning, Practical Application, Peer Group Discussion, Self-Learning

**Suggested Readings:**

- *Colour – Art & Science, Trevor Lamb and Janine Bourriau, Cambridge University Press, 1995*
- *Cognition and the VisualArts, Robert L.Solso, MIT Press, 1996*
- *The Art of Color, Johannes Itten, Wiley, 1997*

**SEMESTER-II****Course Title: Sewing Techniques & Equipment****Course Code: BFD201**

L	T	P	Cr.
4	0	0	4

**Total Hours: 60****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify basic sewing terminology, such as seam allowance, bobbin, presser foot, and thread tension.
2. Interpret sewing patterns and instructions, including layout diagrams and cutting guides.
3. Apply knowledge of sewing techniques to create basic sewing projects, such as simple garments, home decor items, or accessories.
4. Generate original sewing projects and designs that incorporate advanced sewing techniques and creative elements.

**Course Content****UNIT I****17 hours**

Introduction to sewing, sewing equipments and supplies., Introduction and handling of sewing machines, its parts, their working, Different types of sewing machines.

**UNIT II****16 hours**

Threading and bobbin winding, Maintenance- Sewing problems and their solutions. Introduction to threads and needles, their numbers and sizes in relation to different types of fabrics.

**UNIT III****13 hours**

Terminology and Classification used in: Collars, Sleeves, Pockets, Yokes, Skirts.

**UNIT IV****14 hours**

Fabric preparation for garment construction-principle for fabric layout and placing paper pattern and fabric, handling special fabrics, Fabric estimation and its importance. Fitting: Good fitting, Fitting problems and their solution.

**Transaction Mode**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- *Doongaji Shree & Pande Roshani Desh, 2003, Basic Process & Clothing Construction,*
- *Publisher Unique Education Books, Raj Parkas an, 2005, New Delhi.*
- *Lata Mullick Prem, 2008, Garment Construction Skills.*

**Course Title: Textile Studies – II****Course Code: BFD202**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Total Hours: 60****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Critically evaluate the performance of textiles in specific applications, considering factors like durability, comfort, and aesthetics.
2. Analyze the environmental and sustainability implications of textile production processes and materials.
3. Demonstrate proficiency in basic textile techniques, such as sewing, knitting, or weaving.
4. Contribute to the advancement of textile knowledge through research, experimentation, and creative expression.

**Course Content****UNIT I****17 hours**

Identification of fabric samples (warp and weft direction), Different types of weaves/weaving designs – plain, satin, sateen, twill, jacquard, Bird's eye, basket, ribbed, crepe, pile, lappet, dobby, triaxle, Properties and uses of Each of the weaves.

**UNIT II****16 hours**

Essential properties of fabric, Comparative studies of the woven and knitted fabrics- construction and advantages of Each.

**UNIT III****13 hours**

Elementary idea of machinery used in woven, knitted and non-woven fabrics, Uses of non-woven.

**UNIT IV****14 hours**

Decorative fabric construction- braiding, netting, lace., Analyses of fabric samples file work.

**Transaction Mode**

Open talk, Quiz, Video Based Teaching, Question, Group Discussion, Project based Learning.

**Suggested Readings:**

- *Corbman., P. B., 1985 Textiles Fibre to Fabric Gregg, Mc Graw Hill Book.*
- *Phyllis, G. Tortora., 1987. Understanding Textile 2nd Edition, Mc Millan Co., USA*
- *Gioello, Debbie Ann., 1982. Understanding fabrics from fibers to finished clothes, Fairchild Publication, New York.*

**Course Title: Fundamental of Computer**  
**Course Code: BFD203**

L	T	P	Cr
4	0	0	4

**Total Hours: 60**

### **Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify key computer hardware components, such as CPU, RAM, and storage devices.
2. Demonstrate proficiency in using common software applications, such as word processors or web browsers.
3. Analyze and troubleshoot common computer hardware and software issues.
4. Assess the security risks and measures associated with computer usage, including data protection and online safety.

### **Course Content**

#### **UNIT I**

**14 hours**

Computer Fundamentals: Block diagram of a computer, characteristics of computers and generations of computers. Number System: Bit, byte, binary, decimal, hexadecimal, and octal systems, conversion from one system to the other, representation of characters, integers and fractions. Binary Arithmetic: Addition, subtraction and multiplication.

#### **UNIT II**

**17 hours**

Computer Codes: weighted and non-weighted code, BCD, EBCDIC, ASCII, Unicode. Input Devices: Keyboard, Mouse, Joy tick, Track Ball, Touch Screen, Light Pen, Digitizer, Scanners, Speech Recognition Devices, Optical Recognition devices – OMR, OBR, OCR Output Devices: Monitors, Printer and its Types.

#### **UNIT III**

**16 hours**

Memories: Units of Memory, Main Memories - RAM, ROM and Secondary Storage Devices - Hard Disk, Compact Disk, DVD. Introduction to Computer Terms like Hardware, Software

#### **UNIT IV**

**13 hours**

Computer languages: Machine language, assembly language, higher level language, 4GL. Introduction to Compiler, Interpreter, Assembler, Assembling, System Software, Application Software. Internet: Basic Internet terms: Web Page, Website, Home page, Browser, URL, Hypertext, Web Server, Applications: WWW, e-mail, Instant Messaging, Videoconferencing.

### **Suggested Readings:**

- “Foundations of Computing”, P.K. Sinha and P. Sinha, First Edition, 2002, BPB.
- “Computers Today”, D. H. Sanders, Fourth Edition, McGraw Hill, 1988.



- *“Fundamentals of Computers”, V. Rajaraman, Second Edition, Prentice Hall of India, New Delhi, 1996.*
- *“Information Technology”, Satish Jain, Paperback Edition, BPB 1999.*
- *“Fundamentals of Information Technology”, Chetan Srivastva, Third edition, Kalayani Publishers.*

**Course Title: Sewing Techniques & Equipment's Lab****Course Code: BFD204**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Describe the relationship between fabric types and appropriate sewing techniques.
2. Interpret sewing diagrams and symbols commonly found in sewing patterns and instructions.
3. Apply knowledge of sewing techniques to create basic sewing projects, such as simple garments, home decor items, or accessories.
4. Generate original sewing projects and designs that incorporate advanced sewing techniques and creative elements.

**Course Content****UNIT I****7 hours**

Basic Hand Stitches: Basting-even, uneven and diagonal, Tailor's tacks, Back stitch, Hemming- visible and invisible. Application of Fasteners: Buttons and buttonholes, hooks and eyes, hammer ones.

**UNIT II****8 hours**

Sewing Technology: Exercise of machine's control on speed, paper exercises and fabric exercises, Different types of seams and seam finishes. Seams – Plain, French, run and fell, run and hem, slot, lap, piped, counter seam, counter hem, fringe.

**UNIT III****7 hours**

Seam finishes– Overcast seam finish, double stitched finish, herringbone finished, edge stitched seam, bound seam finish, pinked seam. Application of shaping devices: Tucks – Plain, cross, shell, released, group. Pleats - knife, box, inverted box, cartridge and kick.

**UNIT IV****8 hours**

Gathers, Necklines-Round, square, V shape etc. Plackets continuous, 2-piece Zips and Fasteners, Pockets patch, in-seam, patch with pleat, patch with flap. Collars, sleeves Yokes Construction of a baby frock

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- *Doongaji Shree & Pande Roshani, 2004 Desh, Basic Process & Clothing Construction, Publisher Unique Education Books, Raj Parkashan, New Delhi.*

**Course Title: Fashion Illustration Lab- I****Course Code: BFD205**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall basic terminology related to fashion illustration, such as croquis, line of action, and rendering.
2. Interpret the historical and cultural context of fashion illustration and its evolving role in the fashion world.
3. Demonstrate proficiency in using different drawing materials and tools for fashion illustration.
4. Generate original fashion illustrations that showcase creativity and mastery of illustration techniques.

**Course Content****UNIT I****8 hours**

Fashion figure - 8½, 10 and 12 heads, front, back and ¾ profiles. Face analysis. Figure analysis.

**UNIT II****6 hours**

Draw features of eyes, nose, ear, lips, face, hands, arms, feet, legs and hairstyles. Body line reading through different poses. Make stick figures in different poses.

**UNIT III****7 hours**

Make geometric designs. Fleshing on block figures. Illustrate a figure using texture in the garment.

**UNIT IV****8 hours**

Stippling and Hatching., Detail in study of light and shade of different types of folds, gathers and shape of fabric in dresses.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

**Suggested Readings:**

- Sengupta., Hindol.,2005. *Indian Fashion*, Pearson Education, New Delhi
- Jain, Payal. 2004, *Fashion Studies: An Introduction*, Har Anand Publication.

**Course Title: Texture & Prints****Course Code: BFD206**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the key elements and principles of design that relate to textures and prints.
2. Apply knowledge of textures and prints to create original textile patterns or designs.
3. Demonstrate proficiency in using various techniques to create or reproduce specific textures and prints.
4. Analyze existing textile designs and artworks to identify the use of textures and prints.

**Course Content****UNIT I****9 hours**

Introduction to Printing - difference between dyeing and printing. Historical development of printing methods-block, stencil, screen, roller and rotary screens used at cottage and industrial level.

**UNIT II****6 hours**

Definition of printing Pre-treatment's required ingredients for printing (Thickening agent, Mordents, oxidizing and reducing agent etc.) Preparation of printing paste recipes

**UNIT III****7 hours**

Styles of printing – direct style, dyed, resist style, discharge style and raised style  
Special printing procedures- Polychromatic dyeing, Transfer printing, Carpet printing, Flock printing Finishing and after treatment of printed goods at cottage and industrial level

**UNIT IV****8 hours**

Organization of the textile industry: Centralized and Decentralized sectors, handlooms, co-operative and export trends, multinational companies.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

**Suggested Readings:**

- *Rebecca Atwood.,2016. Living with Pattern: Color, Texture, and Print at*
- *Stephen A. Bernhardt 1993, The Shape of Text to Come: The Texture of Print on Screens,*

**Course Title: Pattern Making****Course Code: BFD207**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify basic pattern making terminology, such as grainline, dart, seam allowance, and notches.
2. Apply knowledge of pattern making principles to create basic patterns for garments, including skirts, blouses, or dresses.
3. Analyze existing garment patterns to understand how they are constructed, graded for different sizes, and modified for design variations.
4. Assess the fit and accuracy of self-drafted patterns on actual garment construction.

**Course Content****UNIT I****9 hours**

Kids' Shirts - Drafting of Kids' shirt - Adaptation of the Kids 'shirt to various styles, Developing patterns of the various styles (3 styles).

**UNIT II****6 hours**

Lady's Shirts - Drafting of lady's shirt -Adaptation of the lady's shirt to various styles, developing patterns of the various styles (3 styles).

**UNIT III****7 hours**

Male's Shirts - Drafting of Male's shirt - Adaptation of the Male's shirt to various styles, developing patterns of the various styles (3 styles).

**UNIT IV****8 hours**

Drafting of kalidar kurta, churidar pyjama, Different types of Shirt's.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

**Suggested Readings:**

- *Pattern Cutting and Marking up: The professional Approach- CBS Publisher, Delhi*
- *Pattern Making for Fashion Design- Harper Collins College Publishers, New York*
- *The Complete Book of Sewing – London: Dorling Kindersley Ltd.*
- *Textbook of Fundamentals of Clothing Construction- ICAR New Delhi*

**Course Title: Dyeing and Printing****Course Code: BFD208**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recognize and identify basic terminology related to dyeing and printing, such as resist techniques, mordants, and pigments.
2. Dramatize knowledge of dyeing and printing techniques to create original textile designs and artworks.
3. Break down complex textile patterns into their constituent elements and design principles.
4. Assess the effectiveness of dyeing and printing techniques in conveying specific design concepts, themes, or messages.

**Course Content****UNIT I****8 hours**

Dyes: Introduction and History of Dyes, Definition-Dyes, Colors and Pigments classification of Dyes. Natural Dyes: Vegetable, Animal and Mineral Dyes. Synthetic Dyes: Acid, Basic, Direct, Vat, Sulphur, Reactive and Disperse Dyes. Preliminary treatments to fabric before dyeing- Bleaching, Scouring, Desizing, Singeing and Degumming.

**UNIT II****7 hours**

Stages of Dyeing- Fiber, Yarn, Fabric and garment, Dyeing Process-Fiber, Yarn, Piece of fabric and Product Dyeing. Traditional Dyeing Techniques – Tie and Dye- Bandhini and Leheria, Batik and indigo dyeing.

**UNIT III****7 hours**

Method of Dyeing- Batch Dyeing and Combination Dyeing (Cross and Union) Dyeing Auxiliaries. Color Fastness: Fastness to washing, ironing, Perspiration, Crocking and Sunlight Dyeing Defects: Bleeding, Crocking, Migration, Fume Fading, Tendering, Frosting, and Off Shade.

**UNIT IV****8 hours**

Printing: Introduction, Printing Auxiliaries, Types of Printing – Direct, Discharge and Resist printing techniques. Traditional Methods- Block, Screen, Stencil. Modern Methods- Roller Printing, Transfer Printing, Digital Printing, Ink Jet Printing, Laser Printing and Emboss Printing. After treatment of Printed fabrics- Heat setting, steaming, washing. Finishes- Objective of Finishes, Mechanical Finishes- Shearing, Calendaring, Tendering, Embossing, Napping, weighting, Sizing. Chemical finish- Mercerizing, Crease resistance, water proof, water-repellent, Flame proof.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

**Suggested Readings:**

- Shenai VA “ Technology of Textile Processing , Technology of dyeing ( 4<sup>th</sup> Edition) Sewak Publications ,Bombay 1998
- *Color and Design on fabric*, Creative publications, USA, 2000
- *Elementary Textile*, Parul Bhatnagar, Abishek Puib, Chandigarh. 2012
- *Textile*, Sara J. Kadolph., Pearson Pub, 2013

**Course Title: Clothing Care and Maintenance****Course Code: BFD209**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Demonstrate proficiency in using laundry appliances and equipment safely and efficiently.
2. Analyze clothing care problems and challenges, such as stubborn stains or delicate fabrics, and propose solutions.
3. Develop strategies for organizing and optimizing clothing storage to prevent damage and clutter.
4. Formulate recommendations for improving clothing care practices, including stain removal techniques and laundry habits.

**Course Content****UNIT I****8 hours**

Laundry Soap and Detergents: Fabric Care: Introduction, Need and Importance, Water hard and soft water, methods of softening water. Laundry soaps: Manufacture of soap (Hot process, cold process), composition of soap types of soap, Soap less detergents, chemical action, detergent manufacture, advantages of detergents

**UNIT II****7 hours**

Laundry Finishing: Stiffening Agents: Starch (cold water and hot water), other stiffening agents, preparation of starch Laundry blues, and their application.

**UNIT III****8 hours**

Laundry and Drying Equipment: Laundry equipment for storage, for steeping and Washing Hand Washing Equipment: Wash board, suction washer, wash boiler Machine Washing Equipment. Washing machine: Method, Types of Washing machine. Function of Washing machine. Drying equipment's: outdoor and indoor types. Irons and ironing board: types of iron (box, flat, automatic, steam iron). Ironing board: different types.

**UNIT IV****7 hours**

Principles of Washing & Laundering of Different Fabrics: Principles of washing: suction washing, wash by kneading and squeezing, washing by machine: Process details and machine details. Laundering of different fabrics: cotton and linen, woollens, coloured fabrics, silks, rayon and nylon. Dry cleaning: using absorbents, using grease solvents. Storing points to be noted.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching



**Suggested Readings:**

- *Textiles fabrics and their Selection – Wingate I B, Allied publishers Ltd, Chennai.*
- *Fundamentals of Textiles and their Care- Susheela Dantyaagi , Orient Longmann Ltd (1980).*
- *Family Clothing – Tate of Glession , John Wiley & Sons I n c, Illinois. 4. Household Textiles and Laundry Work – Durga Duelpkar , Amla Ram & Sons, Delhi*

**SEMESTER-III****Course Title: Colour Concepts & Colouration****Course Code: BFD301**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Total Hours: 45****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Enumerate and identify basic color terminology, including primary colors, secondary colors, and complementary colors.
2. Express the principles of color mixing and how colorants like pigments and dyes interact with materials.
3. Demonstrate proficiency in using various coloring techniques, including painting, dyeing, and digital coloring.
4. Assess the effectiveness of color choices in achieving specific design objectives, such as brand identity or visual communication.

**Course Content****UNIT I****12 hours**

Fundamentals of Art: Line, Shape, Colour, Tone, Texture. Design: Definition of Design. Composition: Type of Composition.

**UNIT II****10 hours**

Structural Design, Decorative Design. Type of Decorative Design: Natural form Design, Decorative form Design, Geometrical form Design, Abstract form Design.

**UNIT III****12 hours**

Principals of Design: Repetition, Variety, Contrast, Radiation, Rhythm, Balance, Design and Colour. Gradation. Dominance & Subordination. Proportion, Transition. Harmony, Unity.

**UNIT IV****11 hours**

Colour & Colour Theory, Definition of Colour, Colour Knowledge, Artist's Colour Theory. Characteristics of Colour: Hue, Value, Symbolic Meanings of Colours, Colour Mixtures.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- *Interaction of Color by Josef Albers.*
- *Color by Betty Edwards.*

**Course Title: History of Indian costumes****Course Code: BFD302**

L	T	P	Cr
4	0	0	4

**Total Hours: 60****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize the names and characteristics of traditional Indian garments, such as sarees, dhotis, and turbans.
2. Interpret the cultural and socio-economic factors that have shaped Indian costume history.
3. Evaluate the impact of globalization and modernization on contemporary Indian fashion and costume traditions.
4. Formulate recommendations for documenting and preserving India's costume heritage based on analysis and evaluation.

**Course Content****UNIT I****14 hours**

Ancient Indian civilization: Indus valley, Vedic period.

**UNIT II****16 hours**

Gupta period. Mughal period: - Costumes of Pre-Mughal, Mughal and Post-Mughal period.

**UNIT III****13 hours**

British period: Costumes of Pre-independence -Post-independence period. Evolution of Khadi movement

**UNIT IV****17 hours**

Traditional costumes of India: General study of the style, fabric, color and patterns used: Costumes of Jammu & Kashmir, Costumes of Punjab, Costumes of Haryana, Costumes of Rajasthan, Costumes of Madhya-Pradesh, Costumes of West Bengal, Costumes of Assam, Costumes of Maharashtra, Costumes of Tamil Nadu, Costumes of Kerala, Costumes of Karnataka

**Note-:** Including tribal costumes of the respective states. Visit to the National Museum, Craft Museum and Modern Art Gallery.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

**Suggested Readings:**

- *“Indian Costumes” By Gurey G. S, Publisher Popular Book.*
- *“Ancient Indian Costumes” By Roshan Alkazi.*

**Course Title: Fashion Draping & Custom Clothing****Course Code: BFD303**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify basic terminology related to fashion draping, such as muslin, grainline, dart, and seam allowance.
2. Apply knowledge of draping techniques to create custom clothing designs on dress forms.
3. Analyze draped garments to identify the techniques used and how they contribute to the overall design.
4. Assess the effectiveness of draping techniques in achieving specific design objectives, such as style, fit, and drape.

**Course Content****UNIT I****7 hours**

Introduction to creative and Contemporary Fashion Draping Fashion Draping with Fabric Manipulation Draping cowls.

**UNIT II****8 hours**

Draping a garment using Ruching Technique, draping a garment using Pleating Technique, draping a garment using Fluting technique.

**UNIT III****7 hours**

Zero wastage draping, Creative drapes, Draping a bra & bustier with cups.

**UNIT IV****8 hours**

Draping Men's garments, transferring the drape on paper to create paper pattern.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

**Suggested Readings**

- *Hilde Jaffe and Nurie Relis, 2011 Draping for Fashion Design, Prentice Hall Crawford*
- *Amaden, The Art of Fashion Draping, Fairchild Publishers.*

**Course Title: Computer Aided Design Lab****Course Code: BFD304**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize the names and functions of common CAD tools and features, including drawing tools and templates.
2. Demonstrate the principles of vector graphics and how they apply to fashion design software.
3. Apply knowledge of CAD tools and features to create digital fashion sketches, illustrations, and patterns.
4. Generate original fashion designs and patterns using CAD technology, showcasing creativity, innovation, and mastery of CAD tools.

**Course Content****UNIT I****8 hours**

Introduction to Corel draw and tools, Importance and Uses of Corel Draw for Designers, Bitmap and Vector Images, Application of various textures and Patterns.

**UNIT II****7 hours**

Drawing of fashion figure using different tools, Knowledge of export/save graphics, create textures, prints design in Corel. Colour Palette and printing.

**UNIT III****8 hours**

Introduction to Photoshop and its importance, Tools of Photoshop, Opening the Photoshop, Concept of Path, layers.

**UNIT IV****7 hours**

Creating logos, collage, brochures, fliers, story board, mood board, labels, and visiting cards.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

**Suggested Readings**

- *“Introduction to Computers” By Norton, Peter.*
- *“Fundamentals of Computer Graphics” By Peter Shirley.*
- *“Adobe Photoshop and Textile Design” By Frederick L Chipkin.*
- *“Introduction to Computer Fundamentals” By Bright.*

**Course Title: Indian Textiles****Course Code: BFD305**

L	T	P	Cr
4	0	0	4

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the major textile-producing regions and traditions in India.
2. Break down complex textile compositions into their constituent patterns, motifs, and color palettes.
3. Assess the artistic and aesthetic qualities of Indian textiles, considering factors like craftsmanship and design innovation.
4. Generate original textile designs or artworks inspired by Indian textile traditions, showcasing creativity, innovation, and mastery of textile techniques.

**Course Content****UNIT I****7 hours**

Introduction: Importance of Indian textiles: Historic Perspective, Factors influencing development: geographic location, impact of trade, invasions and conquests, cultural and economics interaction and political & religious patronage, Cotton- Traditions in ancient India (spinning wheel), use of treadle loom History of muslin over ages- Dhaka muslin, Jamdani of Bengal & Benaras Cotton of Andhra Pradesh, & Madhya Pradesh.

**UNIT II****8 hours**

Development of products from different fibers: processing techniques, textures achieved, color & design incorporated for ,Cotton – Muslin & Jamdani of Bengal ,Silk - Gujarat, Andhra Pradesh, Tamil Nadu Varanasi and Karnataka ,Woolen – Shawls of Kashmir, Himachal Pradesh and Rajasthan.

**UNIT III****7 hours**

Dyeing with reference to styles employed, design incorporated and Effects Achieved Resist dyed fabrics –Bandhani of Rajasthan & Gujarat Resist dyed yarns – Ikat, Gujarat, Orissa and Andhra Pradesh.

**UNIT IV****8 hours**

Printing with reference to styles employed, design incorporated, effects achieved and article produced: Centers of Rajasthan, Gujarat, Andhra Pradesh and Madhya Pradesh Styles and methods of painting - Madhubani, Parchitra & Pichwai. Historical, social and cultural aspects of Indian embroideries - Rajasthan, Gujarat, Kashmir, Punjab, Uttar Pradesh and Bengal, and Karnataka, Special emphasis on embroideries of Kashmir, Gujarat & Rajasthan

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

**Suggested Readings**

- Parul, B., *Traditional Indian Textiles*, Abhishek Publications, Chandigarh.

- Gillow, John, *Traditional Indian Textiles*, Thames & Hudson Ltd, London 1993.
- Kokyo Hatanka Collection., *Textiles Arts of India Chronicle Books*, San Francisco
- Chisti R.K, Jain Rahul, *Tradition Beyond: Handcrafted Indian Textiles*, Roli Books, Lustre Press.

**Course Title: Fibre & Yarn Science**

**Course Code: BFD306**

L	T	P	Cr
0	0	4	2

**Total Hours: 30**

### **Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize the names and characteristics of common natural and synthetic fibers, including cotton, wool, nylon, and polyester.
2. Apply knowledge of fiber properties to select appropriate fibers for specific textile applications, such as clothing or upholstery.
3. Interpret the principles of spinning and yarn formation, including the impact of twist on yarn quality.
4. Innovate and experiment with fiber and yarn manipulation to create unique and visually compelling textile products.

### **Course Content**

#### **UNIT-I**

**5 hours**

Introduction to textile fibers-Definition, Sources, Classification and properties of textile Fibers Cellulose fibers-Cotton, flax, kapok, hemp, ramie- Properties and end users, Protein fibers- Silk, Wool – Properties and end uses.

#### **UNIT-II**

**6 hours**

Regenerated cellulose fibers- Viscose Rayon, Acetate Rayon, Tencel, Modal, Bamboo, Lyocel – production source, properties and end uses , Synthetic fibers-Nylon, polyester, acrylic and modacrylic- properties and end users, Polyethylene, polypropylene, olefin, Elastomeric fibers (spandex and lycra) - End uses.

#### **UNIT-III**

**7 hours**

Yarn manufacturing process for short staple fibers, Spinning Process:- Ring and open end yarn spinning. Flowchart for manufacturing carded, combed yarn and folded yarn, Difference between Rotor, Ring spinning and Air jet spinning

#### **UNIT-IV**

**12 hours**

Polymers - Polymerization, degree of Polymerization, different types of polymers-addition and condensation, orientation and crystalline, characteristics of fiber forming polymers, general physical and chemical properties of fibers. Texturisation - types (simplex and complex yarns) and uses, Blends- types, uses of blended yarns. Sewing threads- types and properties, fancy yarns-types and uses.

### **Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings**

- Gohl, E.P.G. Velensky, L.D, –*Textile Science*|| CBS Publishers and Distributors,2003
- Hall, A.J. –*The standard hand book of Textiles*||, Wood head Publishing 8th edition,2004
- Vidyasagar, P.V. –*Hand Book of Textiles*||, A. Mittal Publications, 2005
- Sara J. Kadolph, –*Textiles*, Prentice Hall, 10th edition 2007



**Course Title: Fashion Art & Design****Course Code: BFD307**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Classify the importance of fashion illustration in the design process and fashion industry.
2. Interpret fashion design sketches and recognize design elements and principles in existing fashion illustrations.
3. Apply knowledge of fashion illustration techniques to create fashion sketches and drawings.
4. Formulate recommendations for improving fashion illustration and design techniques based on analysis and evaluation.

**Course Content****UNIT-I****7 hours**

Design – Types, design development, motif, pattern and layout, design manipulation, Inspiration from nature and history. Types of motifs from India, China, Japan, Persia traditional, stylized, geometric, abstract.

**UNIT-II****6 hours**

Fashion design – Definition, Fashion categories based on age and activity – Types- casual, Formal, sports and ethnic. Flat sketch and spec- Its importance and application, design sketching, ways of layout, flats for men, women and children's wear.

**UNIT-III****5 hours**

Designing of dress based on figure types- colour combination, various garment to create optical illusion. Clothing and personality, Clothing and attitude, Clothing and motivation, Grooming.

**UNIT-IV****12 hours**

A detail study on one Indian and International designer – concept, design, creation and collection of Gianni Versace, coco channel, Balenciaga, Stella McCartney, Anita Dongre, Ritu Kumar, Ritu Beri, Wendell Rodricks, Raghavendra Rathod, Sabyasachi Mukherjee. Study of advanced illustrative Techniques and three dimensional views.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- *Bush. G, " Psychology of clothing", London 1990*
- *Ireland, " Fashion Design illustration- Children", B. T. Batsford, London, 1996*

**Course Title: Design Sketching****Course Code: OEC012**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall and identify basic terminology related to design sketching, such as line weight, perspective, and shading.
2. Interpret design briefs or concepts and translate them into visual sketches.
3. Apply knowledge of sketching techniques to create sketches that accurately represent design concepts and ideas.
4. Assess the effectiveness of design sketches in communicating design ideas, aesthetics, and functionality.

**Course Content****UNIT I****6 hours**

Design Basics – Types, design development, pattern and layout, design manipulation, Inspiration from nature and history. Types of motifs from India, China, Japan Persia traditional stylized, geometric, abstract.

**UNIT II****10 hours**

Fashion design – Definition, Fashion categories based on age and activity – Types-casual, Formal, sports and ethnic. Flat sketch and spec- Its importance and application, design sketching, ways of layout, flats for men, women and children's wear.

**UNIT III****6 hours**

Designing of dress based on figure types- colour combination, various garment to create optical illusion. Clothing and personality, Clothing and attitude, Clothing and motivation, Grooming.

**UNIT IV****8 hours**

A detail study on one Indian and International designer – concept, design, creation and collection of Gianni Versace, coco channel, Balenciaga, Stella McCartney, Anita Dongre, Ritu Kumar, Ritu Beri, Wendell Rodricks, Raghavendra Rathod, Sabyasachi Mukherjee. Study of advanced illustrative Techniques and three-dimensional views.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

**Suggested Readings**

- Bush. G, " Psychology of clothing", London 1990
- Ireland, " Fashion Design illustration- Children", B. T. Batsford, London, 1996

**Course Title: Personality Development****Course Code: OEC026**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Apply knowledge of effective communication skills to real-life situations and interactions.
2. Analyze one's own strengths, weaknesses, and personality traits to identify areas for improvement.
3. Assess personal progress and growth in areas such as self-esteem, self-confidence, and emotional intelligence.
4. Develop comprehensive personal development plans that address specific goals, challenges, and areas for growth.

**Course Content****UNIT I** **4 hours**

Confidence, Career, Interview, Motivation, Leadership

**UNIT II** **6 hours**

Communication, Strengths, Weaknesses, Self-Understanding, Optimism

**UNIT III** **8 hours**

Purpose, Passion, Vision, Families, Parenting, Relationships, Assertiveness, Attitude, Organization Efficiency

**UNIT IV** **12 hours**

Body language; Problem-solving, Conflict and Stress Management Decision-making skills: Leadership and qualities of a successful leader. Character building: Team-work Time management: Work ethics, Good manners and etiquette.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings**

- Agarwal, K. C. 2001, *Environment Biology*, Nidi Publ. Ltd. Bikaner.
- Jadhav, H & Bhosale, V.M. 1995. *Environment Protection & Laws*, Himalaya Pub House, Delhi 284p.
- Rao M. N. & Datta A.K. 1987, *Waste Water Treatment*, Oxford & IBH Publ. Co. Pvt. Ltd.

**SEMESTER-IV****Course Title: History of World Costumes****Course Code: BFD401**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Total Hours: 60****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recognize and identify key terminology related to world costumes, such as attire, drapery, and historical periods.
2. Apply knowledge of historical costume styles and design elements to identify and appreciate different costume traditions.
3. Assess the artistic and aesthetic qualities of costume designs and their representation in historical art and media.
4. Innovate and experiment with costume design elements and materials to create unique and visually compelling costume concepts.

**Course Content****UNIT I****13 hours**

Costumes of the Ancient World (300 B.C.-300A.D.).Mesopotamia, Egypt, Greece & Rome, Costumes of the middle Ages (300 A.D.-1500 A.D.) Byzantine

**UNIT II****11 hours**

English Costumes: English costumes during middle ages: Early middle ages. Late middle ages.

**UNIT III****16 hours**

Renaissance in Italy, Mannerism — 16th century. , Baroque — 17th century to 18th century.Rococo — mid-18th century.

**UNIT IV****20 hours**

The French costume, Renaissance in France (1500 A D), Renaissance in France (1600 A D) Renaissance in France (1700 A D), The French revolution and thereafter (1790 A.D.-1900 A.D.) The Directoire and Empire period (1790 A.D.-1820 A.D.) The Romantic period (1820 A.D.-1850 A.D.) The Crinoline period (1850 A.D.-1869 A.D.) The Bustle period (1870 A.D.-1900 A.D.)

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching.

**Suggest Reading**

- Torture P.G. & Eubank K. (1995), *Survey of Historic Costume*, New York, Fairchild Publications.
- Sara, P. Tomp & Srah H.2003 *Fashion Costume & Culture, The Ancient World*,

*Thomas Gale.*

- *James, L., 2002, A Concise Costume & Fashion, History; Thames & Hudson (2nd edition).*

**Course Title: Fashion Marketing****Course Code: BFD402**

L	T	P	Cr
3	0	0	3

**Total Hours: 45****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize the names and characteristics of common marketing tools and channels used in the fashion industry.
2. Interpret fashion market trends, consumer preferences, and the impact of social and cultural factors on fashion marketing.
3. Apply knowledge of fashion marketing strategies to develop marketing plans and campaigns for fashion brands.
4. Assess the success of fashion marketing campaigns in terms of achieving brand awareness, sales goals, and consumer loyalty.

**Course Content****UNIT I****12 hours**

Fashion Terminology: Fashion, Fad, Classic, Style, Trends, Apparel, High Fashion, Mass, Fashion, Boutique, Couture, Couturier, Taste, and Silhouette Theories of fashion Adoption Fashion Cycle: Stages of Fashion Cycle, length of cycle, broken fashion cycle. Accelerating and Retarding Factors.

**UNIT II****10 hours**

Fashion Business: Introduction, Scope, Forms of Business Organisation. Fashion Merchandising: Introduction, role and responsibility of Merchandiser.

**UNIT III****12 hours**

Understanding Marketing and Marketing Process: Nature and Scope, Strategic Planning in the Markets: The fashion markets and the marketing environment. Introduction and Development of Fashion Market: Fashion market size and structure. Market Research: Consumer market and behaviour of consumers. International and Domestic Fashion Markets: Haute Couture, Prêt – a- Porter, Mass, Production. Fashion Markets of World: Italy, Paris, India.

**UNIT IV****11 hours**

Fashion Forecasting: Trend Analysis, Merchandize planning. , Range Development: Product and range development on the basis of fashion calendar, market research. Advertising - Role and types of Advertising. , Sales Promotion: Techniques, Promotional stores. Fashion Photography – Design Studios. Collection Shows, Fashion Shows, Publicity

**Transaction Modes:**

Open talk , Quiz , Video Based Teaching , Question ,Group Discussion

**Suggested Readings:**

- *Merchandise Buying & Management, John Donnellan, 2001, Fairchild Books,.*
- *Kitty G. Dickerson, Inside The Fashion Business, 7th Edition, 2003 Prentice hall*
- *Elaine Stone, The Dynamics of Fashion, 2004, Fairchild.*
- *Jay Diamond; Ellen Diamond, The World of Fashion , 2007, Fairchild.*

**Course Title: Fashion Illustration Lab-II****Course Code: BFD403**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall basic terminology related to fashion illustration, such as croquis, line of action, and rendering.
2. Interpret the historical and cultural context of fashion illustration and its evolving role in the fashion world.
3. Demonstrate proficiency in using different drawing materials and tools for fashion illustration.
4. Generate original fashion illustrations that showcase creativity and mastery of illustration techniques.

**Course Content****UNIT I****6 hours**

Work on different variations of basic garments. , Skirts, Trousers, Gowns. Dresses, Shirt, Jacket, Halter dresses, Pants

**UNIT II****6 hours**

Introduction to Design Development sheet, Mood boards. Client profile. Illustration sheet, Specification sheet

**UNIT III****9 hours**

Designing male and female apparels using any of the following categories themes (assigned by the course faculty). Business wear/career/suits , Dresses ,Outer wear ,Evening wear Swimming & Lingerie

**UNIT IV****8 hours**

Bridal , Night wear , Maternity wear , Sports wear , Fashion illustration using headgears, accessory footwear etc.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings**

- *Sengupta. Hindol. 2005. Indian Fashion, Pearson Education, New Delhi*
- *Jain, Payal. 2004 Fashion Studies: An Introduction, Her An and Publication*



**Course Title: Surface Ornamentation****Course Code: BFD404**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the key principles of surface ornamentation, such as pattern repetition and color coordination.
2. Interpret design sketches and patterns to understand how they can be translated into surface ornamentation techniques.
3. Analyze existing textile designs and decorative elements to understand the use of surface ornamentation techniques.
4. Assess the effectiveness of surface ornamentation techniques in achieving specific design objectives, such as texture, pattern, and visual interest.

**Course Content****UNIT I****7 hours**

Introduction to contemporary embroidery stitches- Stem, back, running, chain, Lazy daisy, blanket, buttonhole stitch, spider's web, fly, French knot, bullion knots, fish bone, Romanian, satin, long & short stitch chevron and herringbone

**UNIT II****8 hours**

Surface Ornamentation, Appliqué Work, Mirror Work, Patch work, Ribbon Work

**UNIT III****9 hours**

Smocking, Quilting, Shirring, Cut work, Sequence work, Bead work

**UNIT IV****6 hours**

Prepare an article using any above techniques for final submission Ribbon Work, Smocking, Quilting, and Shirring.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings**

- *Shailaja D. Naik 1996 Traditional Embroideries of India, A.P. H Publishing Cooperation New Delhi*
- *Sheila Paine, 1990, Embroidered Textile, Thames & Hudson Ltd*

**Course Title: Environmental Studies****Course Code: BFD405**

L	T	P	Cr
2	0	0	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recognize the physical, chemical and biological components of the earth's system and show how they function.
2. Demonstrate the importance of environmental studies in addressing global environmental challenges and promoting sustainability.
3. Interpret environmental data and trends to understand environmental issues and their impact.
4. Analyze environmental problems, their causes, and their consequences on ecosystems and human populations.

**Course Content****UNIT I****7 hours**

The Multidisciplinary nature of environmental studies, Definition, scope and importance, Need for public awareness. Natural Resources Renewable and non-renewable resources: Natural resources and associated problems.

**UNIT II****8 hours**

Ecosystems, Concept of an ecosystem. Structure and function of an ecosystem. Introduction, types, characteristic features, structure and function of the following ecosystem: Biodiversity and its conservation Introduction – Definition: genetic, species and ecosystem diversity.

**UNIT III****7 hours**

Environmental Pollution , Definition ,Causes, effects and control measures of:- Air pollution , Water pollution , Soil pollution ,Marine pollution ,Noise pollution Thermal pollution ,Nuclear hazards.

**UNIT IV****8 hours**

Social Issues and the Environment, Water conservation, rain water harvesting, watershed management, Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and Issues involved in enforcement of environmental legislation.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- *Agarwal, K. C. 2001, Environment Biology, Nidi Publ. Ltd. Bikaner.*
- *Rao M. N. & Datta A.K. 1987, Waste Water Treatment, Oxford & IBH Publ. Co. Pvt. Ltd.*

**Course Title: Fashion Jewellery Making****Course Code: BFD406**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Identify different types of jewellery components and their functions, such as clasps, jump rings, and earring hooks.
2. Interpret jewellery design concepts, such as balance, symmetry, and color harmony, and how they influence the overall aesthetic of a piece.
3. Demonstrate the ability to select appropriate materials and tools for a specific jewellery project based on design requirements.
4. Assess the visual and structural aspects of finished jewellery pieces, identifying areas for improvement or refinement.

**Course Content****UNIT- I****8 hours**

Silk Thread Jewellery , Basic about silk thread. Material-Plastic bangles, silk thread, jhumka base, earring base, fevicol, decoration material, scissor.

**UNIT II****7 hours**

Quilling Paper Jewellery, about quilling paper jewellery. Material-Quilling strips, quilling tools, flat pearls

**UNIT III****8 hours**

Polymer Jewellery: Material-Polymer Clay, Scope-Wearable, durability, special trend, Floral Jewellery

**UNIT IV****7 hours**

Terracotta Jewellery: Scope- Terracotta clay, eye pins

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- Corbmann, B.P Textiles : Fibre to fabric' Mcgraw Hill Inc. Singapore 1986
- Grosicki, Z.J. –Watson's Textile Design &Colourl, 7th edition, Wood head Publication.
- Murphy, W.S. –Handbook of weavingll Abhishek publication.

**Course Title: Fashion Business****Course Code: BFD407**

L	T	P	Cr
3	0	0	3

**Total Hours: 45****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall key terms and concepts related to the fashion industry, such as fashion cycles, supply chain, and retail merchandising.
2. Summarize the impact of global markets and international trade on the fashion business.
3. Develop a fashion business strategy that takes into account factors like target audience, competition, and pricing.
4. Assess the financial performance and sustainability practices of fashion companies, considering both short-term and long-term impacts.

**Course Content****UNIT- I****12 hours**

Fashion Business Management – Concept & Definition ,Marketing Management Concept, Types of market, Understanding of needs, wants & demands, Market research, Market segmentation, Marketing Mix-4Ps.

**UNIT- II****10 hours**

Human Resources Development ,Introduction, Recruitment Training / Re-training, Finance Management ,Funding / Sources, Financial institution, budgetary planning & Control.

**UNIT- III****12 hours**

Fashion Global Market ,Concept, International marketing – procedure, Export/Import documentation, Mode of payments, International Commercial term Export/Import documentation ,Fashion Merchandising ,Merchandising - Concept , Role & Responsibility, Type, Process of line ,development, Sourcing, Visual Merchandising

**UNIT- IV****11 hours**

Brand Management, Image, Equity, levels & Brand Decisions. Introduction to Retail management, Concept, Formats, Strategy, Policies.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- *Principles and Practice of Management: L.M. Prasad) by Sultan Chand & Sons.*
- *Entrepreneurship and Management: S. Nagendra & V. S. Manjunath by Pearson Education.*
- *Fundamentals of Entrepreneurship: S. K. Mohanty by PHI, Learning Pvt. Ltd.*

**Course Title: Retail Merchandising & Management****Course Code: BFD408**

L	T	P	Cr
3	0	0	3

**Total Hours: 45****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize the stages of the retail buying process, from vendor selection to assortment planning.
2. Apply retail math and analytics to analyze sales data, forecast demand, and optimize inventory levels.
3. Examine the impact of consumer trends and cultural shifts on retail merchandising decisions.
4. Design a comprehensive visual merchandising plan for a seasonal display or promotional event.

**Course Content****UNIT- I****10 hours**

Retail Organisational structure store; Buying, Selling, Line and Staff function, Retailing formats, Role and Responsibility of Retail Fashion Buyer. Customer identification, Customer, Planning and role of Buyer.

**UNIT- II****12 hours**

Retail store chains – National (Ebony, Fab India, Ritu Wears, Shoppers Stop) and International (Tommy Hilfiger, Espirit. Store Operations. Store merchandise, stores management, Fashion supply changes store retailing, non store retailing. Speciality store: Single line stores, Single Brand Stores and Multiple line Stores. Departmental Stores Mass Merchants: Discounters, Off Price Retailing, Outlet Stores

**UNIT- III****11 hours**

Retail Fashion Promotion: Marketing Channels, Planning and Direction, Retail Advertising, Publicity, Special Events , Visual merchandise, Personal Selling, Relationship Marketing

**UNIT- IV****12 hours**

Brands and labels Purchase Term: Discount, Purchase Order, Payment Terms. Costing: Cost Price, Selling Price, Backward costing.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- *Gini Stephens Frings, Fashion from Concepts to Consumer, 1982, Prentice Hall.*

- *Tony Hines, Fashion marketing, 2006, Butter Worth – Heinemann.*
- *Rosemary Varley, Retail Product Managemnet : Buying and Merchandising, 2005, Routledge.*
- *John Giacobello, Careers in fashion Industry, 2000, Rosel Pub. Group.*

**Course Title: Organisation of Fashion Industry****Course Code: BFD409**

L	T	P	Cr
3	0	0	3

**Total Hours: 45****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the various sectors of the fashion industry, including haute couture, ready-to-wear, and accessories.
2. Describe the interplay between fashion trends, consumer behavior, and the global fashion market.
3. Apply knowledge of the fashion industry's organizational structure to analyze case studies of successful and unsuccessful fashion businesses.
4. Assess the impact of fashion industry practices on society, including issues related to diversity, inclusion, and labor conditions.

**Course Content****UNIT- I****11 hours**

Describe basic fashion industry terms like retail, buyer, merchandise, merchant etc. Work flow in a fashion industry through different departments. Describe classifications of fashion

**UNIT- II****12 hours**

Segments of fashion industry. Women's wear markets, classifications, price points, size specialization –selling seasons - promoting women's wear. Men's wear markets, classifications, size specialization - selling men's wear. Children's wear-classifications, size classifications, promoting children's wear. Intimate apparel.

**UNIT- III****10 hours**

Retail operations. Department stores. Describe operational store policies

**UNIT- IV****12 hours**

Customer service. Selling services. Promotional activities. Describe the importance of location, exterior and interior.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- *Michael A, 2011 The Business of Fashion Stevens.*
- *Veronica Manlow.2018 Design Cloths Culture & Organization*
- *Jaace Bubonia., 2011 terms & Processes*



**Course Title: Personality & Clothing****Course Code: BFD410**

L	T	P	Cr
3	0	0	3

**Total Hours: 45****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize the definitions of terms commonly used in the study of clothing and fashion, such as style, fashion cycle, and cultural appropriation.
2. Apply knowledge of personality theories to analyze case studies or real-life examples of individuals' clothing choices and styles.
3. Analyze the role of clothing in identity formation and self-presentation, considering how individuals use clothing to project desired images.
4. Reflect on personal growth in understanding the connection between personality and clothing, identifying areas for continued exploration and research.

**Course Content****UNIT- I****12 hours**

Introduction to personality Development: Definition, Importance, developing personalities (stages of development- Freudian stages of development) Basic personality traits: values, benefits, Interactions, experiences, environmental influences, the big five dimensions

**UNIT- II****10 hours**

Personality type: Personality and Career choice: Matching career and personality, why it matters, self- efficacy.

**UNIT- III****12 hours**

Changing your personality: Can personality change? Being yourself, being adaptable, Positive attitude, Individuality, Controlling emotions. Personality makeover and clothing: give examples of celebrities who have undergone make over.

**UNIT- IV****11 hours**

Clothing and color- Importance of color for different age groups, ceremonies, occasion, occupation etc. Factors affecting selection of clothing.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- Horn.H.J.(1996):*Second Skin, A Study in Human Behavior by Marry Show Ryan- New York, Holt Rinehart & Winston.*
- Stone. E., *In Fashion, Fairchild Books, USA, Second Edition*
- Sharon.L.,*Harper & Row Pub., Inside Fashion Design, NY.*

**SEMESTER-V****Course Title: Knitting Technology****Course Code: BFD501**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Total Hours: 60****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the basic components of knitting machines and their functions.
2. Summarize the factors that influence knitting quality, including tension, stitch formation, and yarn characteristics.
3. Apply knowledge of knitting machine settings to set up and operate knitting machines for specific knitting tasks.
4. Analyze different types of knit fabrics and structures, identifying their characteristics and potential applications in the textile industry.

**Course Content****UNIT- I****14 hours**

Knitted garments-introduction, Difference between woven and knitted structures. Classification of knitted garments, Weft knitted fabrics- plain, rib, purl, etc.

**UNIT- II****15 hours**

Warp knitted fabrics- tricot, kitten Rachel, crochet, Milanese knit, simplex. Other knitted constructions- jacquard, pile, fleece, high pile, terry knit, velour knit.

**UNIT- III****16 hours**

Fully cut knitted garments- knit type, uses, fully fashioned knitted garments- knit Type, uses, Integral knitted garments- knit types, uses, Cut stitch shaped knitted garments. - Knit type, uses, processes involved, Seam and stitches used in knitting.

**UNIT- IV****15 hours**

Machinery used for knitted garments- Flat bed, two-bar warp knitting machine, circular jacquard knitting machine, circular pile knitting machine. Quality control, Defects in knitted fabric, Industrial visit.

**Transaction Modes:**

Open talk, Quiz, Video Based Teaching, Question, Group Discussion

**Suggested Readings:**

- *Kalyani KVP Singh, 1997 Knitting Technology*
- *Bernard P. Corbman, 2000 Textiles- fiber to fabric, McGraw- Hill.*

**Course Title: Apparel Manufacturing Technology****Course Code: BFD502**

L	T	P	Cr
3	0	0	3

**Total Hours: 45****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall key terminology and concepts related to apparel manufacturing, such as stitching, seams, and cutting techniques.
2. Describe the differences between various sewing techniques and seam types, and when to use them.
3. Apply knowledge of garment construction to operate sewing machines and equipment effectively and safely.
4. Design and implement quality control procedures and standards to ensure consistent product quality.

**Course Content****UNIT- I****12 hours**

Organization of Apparel industry. Organization Structure and sectors of Apparel industry. Factors affecting the structure

**UNIT- II****10 hours**

Design department-forecasting, designing, collection planning. Sampling department- Pattern making, grading and sampling technology, construction of sample garment. Production and Finishing Department

**UNIT- III****12 hours**

Marketing department- calendar, pricing, product planning, costumer, merchandising and sale. Purchase department- supplies, prices, store keeping, inventory management. Finance department- Information management, administration, costing, budgeting. Dispatch department.

**UNIT- IV****11 hours**

Garment Inspection using different methods. Applying quality assurance programmers in fabric department, cutting, production. Finishing department: Attaching Buttons, Marking, Sewing, Labels, Cleaning, Final Touches

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggest Readings:**

- *Janace Bubonia ,2011 Apparel Production Terms &Process*

- *Ruth E. Glock, 2005 Apparel manufacturing-Sewn Product Analysis Grace Publisher Prentice.*
- *Peyton B, Hudson, 1989 Guide to Apparel Manufacturing Publisher Blackwell.*
- *Gini Stephens Frings ,2007 Fashion Concept to Consumer, Publisher Pearson*

**Course Title: Knitting Technology Lab****Course Code: BFD503**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the common types of knitting stitches and their corresponding machine settings.
2. Describe the differences between various knitting techniques, such as single jersey, rib, and interlock.
3. Apply knowledge of knitting machine setup to prepare machines for specific knitting tasks.
4. Develop and present a production plan that optimizes machine usage, minimizes waste, and maintains quality standards.

**Course Content****UNIT- I****8 hours**

Introduction to knitting industry. Important definition of knitting terms. Working of knitting needles. Loop formation and construction of knitting stitches. Plain stitch, Purl stitch, Miss stitch, Tuck stitch

**UNIT- II****7 hours**

Classification of weft knitted fabrics: Single jersey, Rib, Purl knit, Interlock, Double knit fabric, High pile knit, Fully fashioned knit, Knitted terry, Knitted velour, Knitted jacquard, Knitted intarsia, Pique fabric

**UNIT- III****8 hours**

Classification of warp knits, Loop structure in warp knit, Identification of warp knitted fabric, Tricot fabric, Tricot knitting machine, Yarns for warp knitted fabric, Types and properties, Fabric characteristics, Raschel knit fabric, Difference between raschel and tricot fabric

**UNIT- IV****7 hours**

Production calculation of knitted garment, Production methods of knitted garments, Difference between knitted and woven fabrics, Knitwear Industry of India. Nature of assignment: The basic understanding and usage of graph for weaving, Understanding the principles of knitting, machine operation, Understanding the techniques of basic knitting, Knitting conventional and unconventional structures to produce at least 10 samples by using various materials as weft to achieve new effects

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggest Readings:**

- *Knitting Technology by: David J. spencer*
- *Kalyani KVP Singh, 1997 Knitting Technology*

**Course Title: Fashion Show & Fashion Accessories****Course Code: BFD504**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Describe the purpose and significance of fashion shows in the fashion industry, including their role in showcasing trends and promoting brands.
2. Apply knowledge of fashion show production to plan and execute a mock fashion show event, considering aspects like theme, models, and venue.
3. Analyze the visual and sensory aspects of fashion shows, including the use of color, texture, and movement in runway presentations.
4. Assess the success of fashion accessory collections in terms of creativity, marketability, and consumer appeal.

**Course Content****UNIT I****7 hours**

Fashion show rules. Aims and objectives of fashion show. Fashion accessories Design- Introduction, definition. History, Classification Accessory types- Head gears, Foot wear, Bows, ties and belts, Hand bags, Gloves, Scarves, Stoles, Shawl

**UNIT II****9 hours**

Finding models for your event. Fashion show model instructions. Materials and processes-leather, straw, fur, wood. Materials required. Material sourcing. Design development & production.

**UNIT III****8 hours**

Making of fashion show model profile. Designing & construction of garments according to theme for the Fashion show. Trends and Marketing- Fashion trends and marketing of accessories. Study of any 2 accessory designers. (One Indian and one international)

**UNIT IV****6 hours**

Selection of theme according to season (spring, summer, autumn, winter). Ramp walk techniques. Jewellery- Jewellery Design and production, Types of Jewellery – precious, costume, bridge. Traditional Indian jeweler – temple, kundan, minakari, thewa, filigree, terracotta. Gemology- Introduction to gems, Basic qualities of gems and healing properties of gems.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- *Claire Billcocks, " Century of Bags", Chartwell Books, New Jersey 1997*
- *John Peacock, " Fashion Accessories- Men", Thames and Hudson, London, 1996*
- *John Peacock, " The complete 20th Century Source Book", Thames and Hudson, London, 2000*
- *Malolow Blahnik- Co Collin Mac dolu, " Shoes -Fashion and Fantasies", Thames and Hudson, 1989*



**Course Title: Graphic Design****Course Code: BFD505**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize the names of influential graphic designers and their contributions to the field.
2. Apply design principles to create visually appealing and effective layouts for print or digital media.
3. Design comprehensive visual identity systems, including logos, brand guidelines, and marketing collateral, for businesses or organizations.
4. Examine the cultural and societal influences on graphic design, recognizing how design can reflect and shape cultural norms and values.

**Course Content****UNIT I****7 hours**

Concepts of graphics and multimedia. Image manipulation techniques, image correction techniques.

**UNIT II****9 hours**

Designing brochures, catalogues and newspapers. Designing for publications, use of different design, software's illustrating, advertising concept, media publishing, using design motion, graphic techniques

**UNIT III****8 hours**

2-D animation, using Macromedia, flash layout, designing, key, framing and twinning techniques, introduction to action script programme for interactivity. Approaches to 3-D animation.

**UNIT IV****6 hours**

Planning and preparing layouts of graphics for designing, brochures, flyers, newsletters, stationary postcards, ads and posters to promote products, product lines, fashion, sales and fashion business.

**Transaction Mode**

Open talk, Quiz, Video Based Teaching, Question ,Group Discussion.

**Suggested Reading:**

- *“Foundations of Computing”, P.K. Sinha and P. Sinha, First Edition, 2002, BPB.*
- *“Computers Today”, D. H. Sanders, Fourth Edition, McGraw Hill, 1988.*

- *“Fundamentals of Computers”, V. Rajaraman, Second Edition, Prentice Hall of India, New Delhi, 1996.*
- *“Information Technology”, Satish Jain, Paperback Edition, BPB 1999.*
- *"Fundamentals of Information Technology", Chetan Srivastva, Third edition, KalayaniPublishers.*

**Course Title: Clothing Culture and Communication****Course Code: BFD506**

L	T	P	Cr
2	0	0	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Memorize important concepts in clothing communication, including dress as nonverbal communication and the role of clothing in identity expression.
2. Describe how clothing choices can communicate messages about one's personal identity, social group membership, and cultural affiliations.
3. Apply knowledge of cultural sensitivity to make appropriate clothing choices in diverse social and cultural contexts.
4. Assess the effectiveness of cross-cultural communication strategies in the fashion industry, considering their impact on brand image and consumer engagement.

**Course Content****UNIT I****8 hours**

Fashion and Image: Expression of personality the true self putting across an image, self-presentation in everyday life different impressions in different situations.

**UNIT – II****7 hours**

Fashion and society: Role of fashion in society, Impact of fashion on society, importance of fashion in our society, benefits of fashion. Revolutions and tensions, impact of World War on the society, French revolution, Industrial revolution.

**UNIT – III****6 hours**

What is communication theory, what is culture, aspects of culture, gender differentiation, social status, religion, types of culture?

**UNIT – IV****9 hours**

Language: Speech, writing, Para language-kinetics, tone and charter of voice, proxemics, clothing, body language, Non-verbal communication, Proxemics-Space as communication, Chronemics – Time as communication interpersonal communication and self-presentation.

**Transaction Mode**

Open talk, Quiz, Video Based Teaching, Question, Group Discussion.

**Suggested Reading:**

- *“Foundations of Computing”, P.K. Sinha and P. Sinha, First Edition, 2002, BPB.*
- *“Computers Today”, D. H. Sanders, Fourth Edition, McGraw Hill, 1988.*
- *“Fundamentals of Computers”, V. Rajaraman, Second Edition, Prentic Hall of India, New Delhi, 1996.*
- *“Information Technology”, Satish Jain, Paperback Edition, BPB 1999.*
- *“Fundamentals of Information Technology”, Chetan Srivastva, Third edition, KalayaniPublishers.*

**Course Title: Advance Styling and Fashion forecasting**

**Course Code: BFD507**

L	T	P	Cr
0	0	4	2

**Total Hours: 30**

### **Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Apply knowledge of fashion forecasting techniques to analyze current and emerging fashion trends, considering factors like consumer behaviour and cultural shifts.
2. Analyze the impact of historical and socio-cultural factors on fashion trends and consumer preferences.
3. Design and execute fashion styling projects that align with specific trend predictions and target audiences.
4. Assess the impact of styling and fashion forecasting on consumer behaviour, brand identity, and market positioning.

### **Course Content**

#### **UNIT I**

**8 hours**

Definition of Advance Fashion, Style, FAD, classic, Avant -Grade, etc, Fashion Evolution, Adoption of fashion, Motives for consumer buying, Fashion forecasting, Design sources, Fashion services & resources, Fashion Magazines, etc. knowledge of the customer- Consumer groups, customer profile, price, gender, location.

#### **UNIT II**

**7 hours**

Designing a successful garment (elements & principles) Silhouette, line color, texture, pattern, Design principles, - proportions, Balance, Emphasis, Unity, Rhythm. Fashion Forecasting. Importance of Trims & Findings - their types and usage. Types of collars, necklines, sleeves, pockets (exercise-based)

#### **UNIT III**

**8 hours**

Women's wear – different categories , Men's wear - different categories. Children's wear different categories. Developing a line, Line selection, line presentation, developing a sample garment, costing of a garment, purchasing piece goods, patternmaking, production scheduling, spreading, cutting, garment assembly

#### **UNIT IV**

**7 hours**

Role of Apparel Manufacturer- Inside the shop, contractor, shipping, retailing. Role of a designer in the production, Final Project & Presentation

### **Transaction Mode**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

### **Suggested Readings:**

- *Sharon Lee Tate, Inside fashion design 1 Edition, Canfield Press (1977)*
- *Steven Faerm, Fashion Design Course: Principles, Practice, and Techniques: The Practical Guide for Aspiring Fashion Designers-2 edition, B.E.S. Publishing; (2017)*
- *Fashionary, Fashionpedia - The Visual Dictionary of Fashion Design, Publisher: Fashionary (2016)*

**Course Title: Production Management****Course Code: BFD508**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. List the primary components of a production system, including inputs, processes, and outputs.
2. Describe the relationships between various elements of production, such as the interplay between capacity planning and production scheduling.
3. Apply production management techniques to create production plans and schedules that optimize resource utilization.
4. Assess the ethical and sustainability implications of production decisions and propose strategies for responsible production practices.

**Course Content****UNIT I****7 hours**

Studying the designs and motifs of traditional embroideries of India- phulkari, chicken Kari, kasida, Kantha, Kathiawar, Kutch, Sindhi, Gujarati and Chambarumal.

**UNIT II****6 hours**

Colours, fabric and stitches of the Traditional embroideries of India- phulkari, Chicken Kari, kasida, Kantha, Kathiawar, Kutch, Sindhi, Gujarati, Chambarumal  
Preparation of samples of the traditional embroideries of India.

**UNIT III****7 hours**

Designing embroidery patterns from different sources like objects, photographs, nature, greeting cards, posters, surroundings etc. Creating embroidery patterns designed from different sources Sequin work Lurex work

**UNIT IV****10 hours**

Lace and ribbon work , Decorations and trimmings , Understanding the processes of Tie and dye, batik printing, screen printing and block printing, Preparation of samples of all processes of Tie and dye, Preparation of sample of batik printing- wax resistant dyeing , Preparation of a sample with screen printing , Preparation of a sample of block printing

**Transaction Modes:**

Open talk, Quiz, Video Based Teaching, Question, Group Discussion.

**Suggested Readings:**

- *Shailaja D. Naik 1996 ,Traditional Embroideries of India, A.P. H Publishing Cooperation New Delhi*

- *Sheila Paine, 1990, Embroided Textile, Thames and Hudson Ltd.*
- *Gulrajani M.L., Silk Dyeing, Printing & Finishing.*



**Course Title: Garment Assembling****Course Code: BFD509**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Recall the basic components and materials used in garment assembly, such as fabrics, threads, and fasteners.
2. Summarize the role of quality control and inspection in ensuring well-constructed garments.
3. Demonstrate the ability to interpret and follow garment patterns, including marking, cutting, and stitching techniques.
4. Examine the relationship between garment construction methods and production efficiency.

**Course content****UNIT I****8 hours**

Sewing Darts: Types of sewing Darts, Importance of Sewing Darts, darts, ease, gathers, pleats, shirring, tucks. Sewing Front edge fastening: Types of Fasteners, Facing, interfacing, Interlining and Lining, Trims and fasteners, purpose of lining fabric, different fabrics, Functions of Interlining.

**UNIT II****7 hours**

Inserting Zip fastening: Supplies to Insert a Zipper Different Ways, Zipper Types & Uses, Structure of a Zipper, Zipper parts name& Function. Attaching waistbands: Sewing Glossary, Materials & Tools of Fabric, Basic fold-down waistband, Different Types of Elastic in Sewing.

**UNIT III****8 hours**

Assembling and attaching simple and complex Pockets: Various Types of Stitch, Seams, edge finishes, Seam Classification. Sleeve opening Construction:- Introduction to Sleeve, Types of Sleeves, Collars Sketches, Sleeves PPT, Skirt Sewing, Types of Pocket.

**UNIT IV****7 hours**

Assembling and attaching Cuffs: Neckband, Sleeve cuffs, Types of shirt cuffs, Sew Cuffs, Cuff placket pattern. Assembling and attaching Collars: Steps of Collars Shirt, Collar of Parts name, Sewing a Collars, Drafting the Collar.

**Transaction Mode**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- *Doongaji Shree & Pande Roshani Desh, 2003, Basic Process & Clothing Garment Assembling.*
- *Publisher Unique Education Books, Raj Parkas an, 2005, New Delhi.*
- *Lata Mullick Prem, 2008, Garment Garment Assembling.*

**Course Title: Drafting Pattern Making & Garment Lab****Course Code: BFD510**

L	T	P	Cr
0	0	4	2

**Total Hours: 30****Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Apply knowledge of pattern making principles to create basic patterns for simple garments (e.g., skirts, tops).
2. Memorize standard measurements and sizing charts used in pattern making.
3. Assess the fit and accuracy of self-drafted patterns on actual garment construction
4. Innovate and experiment with pattern manipulation and design variations to create distinctive fashion pieces.

**Course content****UNIT I****5 hours**

Standard body measurement and pattern making for adult garments: Standard body measurements and allowances. Sizing and Development of size chart for garments. Basic bodice block drawing of flat layout of different garments according to the standard body measurement for basic skirts, trousers, shirts frock etc.

**UNIT II****7 hours**

Pattern making for men's wear; drafting men's shirt and trouser; block designing of different shirt and trousers with variations of different components and measurements. Casual jacket and sloper construction. Development of style and designing of men's garments with variations in collars, sleeves, pleats, pockets, darts, gathers etc.

**UNIT III****8 hours**

Pattern making for women's wear. Drafting Women's top or shirt, trouser, skirt, salwar-kameez with variations and manipulation of design element having balance and fit.

**UNIT IV****10 hours**

Drafting, adaptation, layout for construction of adult formal wear garments and occasion wear (festival / party dress, etc), garments, Pattern modifying and draping of different patterns of men's and women's casual wear, party wear, beachwear and sportswear.

**Transaction Modes:**

Group Discussions, Questions, Project Based Learning, Video Based Teaching

**Suggested Readings:**

- *Agarwal, K. C. 2001, Environment Biology, Nidi Publ. Ltd. Bikaner.*
- *Jadhav, H & Bhosale, V.M. 1995. Environment Protection & Laws, Himalaya Pub House, Delhi 284p.*
- *Rao M. N. & Datta A.K. 1987, Waste Water Treatment, Oxford & IBH Publ. Co. Pvt. Ltd.*

**Course Title: Internship (6 Months)****Course Code: BFD601**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>20</b>

**Learning Outcomes:**

After completion of this course, the learner will be able to:

1. Demonstrate practical and professional skills to operate the industrial machinery and equipment of garment construction and will be able to manage work.
2. Critique the quality of one's own work and contributions during the internship, identifying areas of strength and areas for improvement.
3. Reflect on personal and professional growth during the internship, identifying future goals and career development opportunities.
4. Compile and maintain records of internship-related activities, tasks, and experiences.

**Course Content****Modules:**

Industrial File

Art portfolio

**Transaction Mode**

Video Based Teaching, Group Discussions, Quiz , Project Based Learning