



I.E.C UNIVERSITY, BADDI H.P.

BACHELOR IN FASHION DESIGNING

(Duration: 3 Years)

COURSE EVALUATION SCHEME & SYLLABUS

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

SEMESTER I

[illegible]

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

SEMESTER II

1	BFD-201	Sewing Technique	3	0	0	30	15	0	45	30	75	3.5
2	BFD-202	Garment Construction	3	0	0	30	15	0	45	30	75	3.5
3	BFD-203	Fabric construction	3	0	0	30	15	0	45	30	75	3.5
4	BFD-204/ EVS-201	Environment Science and technology	3	0	0	40	20	0	60	40	100	3.5
5	BFD-205/ ENG-201	Oral & written communication	3	0	2	30	15	0	45	30	75	3.5
(Practical/Training/Project)												
1	BFD-201 P	Sewing Technique Lab	0	0	2			15		10	25	1
2	BFD-202P	Garment construction Lab	0	0	2			15		10	25	1
3	BFD-203P	Fabric construction Lab	0	0	2			15		10	25	1
4	BFD-205 P/ ENG-201 P	Oral & Written Communication Lab	0	0	2			15		10	25	1
5	BFD-002	Portfolio-II	0	0	1 2			40		60	100	3.5
										Total		25

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
SEMESTER III

Sr. No.	Course Code	Subject	Periods			Evaluation Scheme					Subject Total	Credits
			L	T	P	Sessional				Exam		
						MSE	CA	P	Total	ESE		
Theory												
1	BFD-301	History of Indian costumes	3	0	0	40	20	0	60	40	100	3.5
2	BFD-302	Indian textiles and embroidery	3	0	0	30	15	0	45	30	75	3.5
3	BFD-303	Fashion Clothing and psychology	3	0	0	40	20	0	60	40	100	3.5
4	BFD-304	Knitting Technique	3	0	0	30	15	0	45	30	75	3.5
5	BFD-305	Textile Science-I	3	0	0	30	15	0	45	30	75	3.5
(Practical/Training/Project)												
1	BFD-302P	Indian textiles and embroidery Lab	0	0	2			15		10	25	1
2	BFD-304P	Knitting Technique Lab	0	0	2			15		10	25	1
3	BFD-305P	Textile Science-I Lab	0	0	2			15		10	25	1
4	BFD-003	Portfolio-III	0	0	2			0		0	100	3.5
										Total	600	24

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
SEMESTER IV

1	BFD-401	Apparel Manufacturing Technique	3	0	0	40	20	0	60	40	100	3.5
2	BFD-402	Computer aided designing	3	0	0	30	15	0	45	30	75	3.5
3	BFD-403	Pattern making and grading	3	0	0	30	15	0	45	30	75	3.5
4	BFD-404	Fashion Merchandising	3	0	0	30	15	0	60	40	100	3.5
5	BFD-405	Textile sciences-II	3	0	0	30	15	0	45	30	75	3.5
(Practical/Training/Project)												
1	BFD-402P	Computer aided designing Lab	0	0	2			15		10	25	1
2	BFD-403P	Pattern making and grading Lab	0	0	2			15		10	25	1
3	BFD-405P	Textile sciences-II Lab	0	0	2			15		10	25	1
4	BFD-004	Portfolio-IV	0	0	2			0	60	40	100	3.5
										Total	600	24

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
SEMESTER V

S.NO	Course Code	Subject	Periods			Evaluation Scheme					Subject Total	Credits
			L	T	P	Sessional				Exam		
						MSE	CA	P	Total	ESE		
THEORY												
1	BFD- 501	History Of Costumes	3	0	0	40	20	0	60	40	100	3.5
2	BFD- 502	Production Promotion & Development	3	0	0	40	20	0	60	40	100	3.5
3	BFD- 503	Fashion Marketing	3	0	0	40	20	0	60	40	100	3.5
PRACTICAL/TRAINING/PROJECT												
1	BFD- 551P	Fashion Presentation Lab	0	0	2			60		40	100	3.5
2	BFD- 005	Portfolio Development-V	0	0	2			60		40	100	4
3	BFD-552P	Innovative Garment Construction Lab	0	0	2			60		40	100	3.5
4	BFD-553P	Fashion CAD II Lab	0	0	2			60		40	100	3.5
		TOTAL			6						700	25

**** Portfolio (BFD-001,002,003,004,005) in all the semesters is the compilation of all the practical art works done in that specified period under the guidance of the mentor.**

Sl. No.	Course Code	Subject	Periods			Evaluation Scheme				Subject Total	Credits	
			L	T	P	Sessional		Exam				
						MSE	CA	P	Total	ES		
(Practical/ Training/ Project)												
1	BFD - 651	Industrial Training (2 months June & July)	0	0	0			0			100	6
2	BFD - 652	Survey & Project	0	0	4			60		40	100	3
3	BFD - 653	Final Portfolio	0	0	4			60		40	100	3
		TOTAL	0	0	8			120		80	300	12

INTRODUCTION TO FASHION DESIGNING

(BFD-101)

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

Unit I- Fashion Concept

Meaning of Fashion, Fashion Market, Size and structure of fashion market, Influence of Fashion; Fashion illustration and Fashion cycle

Unit II- Fashion Industry and Fashion Promotion

Fashion Industry - Boutique and its importance, present structure of Fashion industry;

Textiles and materials in Fashion industry; Meaning of Fashion Promotion – Importance of Fashion promotion; Fashion Advertising and its objectives, fashion journalism and its objectives

Unit III- Elements of art and Principles of Design

Types Of Design – Structural design, decorative design, basic; Elements of art and principles of design, Application of principle of design in dress.

Unit IV- Color

Introduction to color, color wheel (Prang & Munsell system), Properties and significance of color, color scheme or color harmony, Types of color harmonies- monochromatic, analogous & complementary, color terminology- primary, secondary , tertiary; Texture

Unit V- Career in fashion

Scope of Fashion business, Career in Manufacturing, Merchandising, Designing, Retailing, and Freelancing Residential Buying office careers

References:-

- ✧ Suzanne G. Marshall, Hazel O. Jackson M. Sue Stanley, Mary Kefgen, Individuality in clothing Selection and Personal Appearance, Phyllis Touchie Specnt, New Jersey,
- ✧ Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore
- ✧ Kathryn Mokelvey, Janine Munslow, Fashion Design Process, Innovation And Practice, Black Well Science Ltd.
- ✧ V.D. Dudeja, Professional Management of Fashion Industry, Gangandeep Publications, New Delhi, 2005.

TRADITIONAL TEXTILES

(BFD-102)

UNIT I- TRADITIONAL TEXTILES OF INDIA

1. Resist dyed textiles- bandhani, batik, patola, ikat, pochampalli.
2. Printed Textiles- Sanganeri
3. Painted textiles- Kalamkari

UNIT II- WOVEN TEXTILES

4. Woven textiles- brocade, jamavar, jamdani, chanderi, maheshwari, kanjivaram, paithni, baluchari.
5. Kashmir Shawls- Kashmir carpet, Namda, Gaba.

UNIT III- TRADITIONAL EMBROIDERIES OF DIFFERENT REGIONS OF INDIA

6. Traditional embroideries of different regions of India- history, motifs, stitches, threads and colors of the following:-

- Kantha
- Chamba rumal
- Phulkari
- Kashida

UNIT-IV

7. Traditional embroideries of different regions of India- history, motifs, stitches, threads and colors of the following:-

- Chikankari
- Kasuti
- Kutch
- Sindhi
- Manipuri

References:

- Sumathi G.J., "Elements of Fashion and Apparel Design", New Age Intl. Ltd. Publisher, N. Delhi
- Chattopadhyay k., "Handicrafts and Industrial Arts of India", Taraporevala sons & co. Pvt. Ltd. Mumbai, 1960
- Saraf D.N., "Indian Crafts", Vikas Publishing House Pvt. Ltd. 1982
- Naik Shailaja D, "Traditional Embroideries of India", APH Pub. Corp, New Delhi,

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
CONCEPT OF FASHION
(BFD-103)

UNIT-I

Origin of clothing- protection, modesty; Fashion terminology- style, fad, classic, haute couture, designer, prêt-a-porter, silhouette, croquis, fashion trend, Hi- fashion, mass fashion, knock-offs, stereotype.

UNIT-II

Length of Fashion cycle, Broken fashion cycle, Fashion theories- trickle down, trickle across and bottom up theory

UNIT-III

Factors affecting Fashion- Economic, Sociological and Psychological Factors

UNIT-IV

National and International designers of 20th and 21st century- their profile, collection and contribution to fashion world

References:

- ❧ Kathryn Mekelvey, "Fashion source book", Blackwell science, UK
- ❧ Sharon Le Tate, "Inside Fashion Design", Harper and Row Pub. NY.
- ❧ Carter L, "The changing World of Fashion," G.P. Panama"s Sons, NY
- ❧ Horn MJ, "Second Skin"
- ❧ Bosien, "Study of clothing", Houghm Mifflin Company.
- ❧ Kafgen Mary, Individuality in clothing, Houghton Mifflin Company
- ❧ Elaine stone, "Dynamics of Fashion"

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
FUNDAMENTALS OF COMPUTER SCIENCE & APPLICATION
(BFD-104)

UNIT- 1:

Introduction to computer data, processing and information, classification and evaluation of computers; Configurations of computers, Resolution factor, raster and vector data and image processing

UNIT- 2:

Computer hardware-central processing, main memory, secondary memory, I.O devices

UNIT- 3:

Operation system (OS) Basic concepts of M-Dos/window 9XNT or system management, Word processing, work sheet, basic data base, Business charts (Pie Line Bar etc.) operations and professional presentation formations.

UNIT- 4:

Computer applications in various fields of Fashion industry, fashion communication through digital techniques, fashion photography, Latest scanners.

UNIT -5:

Current trends internet, client, server, web browser, web site, hyperlink, URL, e-mail, file attachment, downloading and saving of file, configuration and applications, search engines.

References:

- ⌘ Winfred Aldrick, "CAD in clothing and textiles", Blackwell Science, 1994
- ⌘ Annual World, "Computer in the world of textiles institute, UK, 1984

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
PROFESSIONAL COMMUNICATION
BFD-105/ ENG-101
(Common for BBA, BCA, BJMC & BFD)

UNIT- I

COMMUNICATION - Meaning of Communication , Importance of Communication & Process of Communication , Types of communication, Channels of Communication, Barriers of Communication , Role of Communication in Society ,Process of listening, Difference between hearing and listening, Feedback skills.

UNIT- II

Reading Skills: Characteristics of reading, Types of reading, Purpose of reading, Process of reading, Rules for faster comprehension, Comprehension (Unseen passage).

UNIT- III

ORAL COMMUNICATION - Introduction, principles of successful oral communication, two sides of effective oral communication, Non-verbal communication- Body language, personal appearance, posture, gesture, facial expression, eye contact,

UNIT- IV

WRITTEN COMMUNICATION - Principles of effective writing, writing technique, Paragraph writing , Business letters: Placing an order , Complaint Letter, Adjustment Letter

UNIT- IV

Grammar: Patterns & Parts of speech, Subject, Predicate , One word substitution, Idioms and Phrases, Capital letters(use), Abbreviation, Antonyms, Synonyms, Word formation: prefix, suffix.

Reference Books:

- 1.Bhattacharya, Inderjit, an Approach to Communication Skills. Dhanpat Rai Co., (Pvt.) Ltd. New Delhi.
- 2.K.K.Sinha, Business Communication, Galgotia Publishing Company, New Delhi, 1999.

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

3. Loveleen Kaur, Communicative Skills, Satya Prakashan, New Delhi.

4. Sanjay Kumar and Pushplata, Communication Skills, Oxford University Press.

PRACTICALS

BASICS OF DESIGN AND ILLUSTRATION LAB (BFD-101P)

1. Introduction to art media and its applications- different art media- pencils, erasers, colors, fabric, water, pencil, oil pastels, charcoal pencils.
2. Free hand drawing and color rendering of objects (one for each category)
 - Natural shapes and forms, landscapes.
 - Realistic and abstract patterns.
3. Color preparation of color wheel, tints, tones, shades, different color schemes.
4. Fashion model drawing basic figure proportion (croqui, heads, ears, nose, legs, arms and Hairstyles)
5. Figure drawing in S, X, T, Y poses.
6. Rendering of different textures: woven, woolen, knitted, satin, fur, leather, net, denim, Chikan, sheer

References:

- Bride M Whelan, "Color Harmony", Rockfort Publishers, 1992.
- Gold Stein, "Art in Everyday life", IBH Publishing Co, Calcutta, 1992
- Ireland, Patrick John, "Fashion Drawing and Presentation", B.T. Batsford, London, 1996
- Elizabeth Drudi, T Pack, "Figure Drawing for Fashion", The Pepin Press
- Allen and Seaman, "Fashion Drawing- the Basic Principles", B.T. Batsford, London, 1994
- Seaman, Julian, "Professional Fashion Illustration", B.T. Batsford, London, 1995.
- Drake and Nicholas, "Fashion Illustration", Thames and Hudson, London,

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1994.

• Abhing Bina, “Fashion Sketch Book”

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
TRADITIONAL TEXTILES LAB
(BFD-102P)

UNIT-I

1. Basic embroidery stitches- Running, stem, chain, back, open, chain, blanket, feather, Herring bone, close herring bone, couching, lazy daisy, French knot, satin, long and short and Romanian.

2. Sample making of following traditional embroideries

- Kantha
- Chamba Rumal
- Phulkari
- Kashida
- Chikankari
- Kasuti
- Kutch

Preparation of an article using any of the above traditional embroidery.

References:

- ☞ Lynton Linda, "The Sari", Thames and Hudson
- ☞ Sumathi G.J., "Elements of Fashion and Apparel Design", New Age Intl. Ltd. Publisher, N. Delhi
- ☞ Chattopadhyay k., "Handicrafts and Industrial Arts of India", Taraporevala sons & co. Pvt. Ltd. Mumbai, 1960
- ☞ Saraf D.N, "Indian Crafts", Vikas Publishing House Pvt. Ltd. 1982
- ☞ Naik Shailaja D, "Traditional Embroideries of India", APH Publications Corp, New Delhi, 1996
- ☞ Paine Sherla, "Embroidered Textiles", Thames and Hudson Ltd, 1990
- ☞ Chattopadhyay K, "Indian Embroidery", Wiley Eastern Ltd., New Delhi, 1977
- ☞ Marrel A, "The techniques of Indian Embroidery", B.T. Batsford, London, 1992

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ॐ Pandit S., “Traditional Embroideries of India”

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FUNDAMENTALS OF COMPUTER SCIENCE & APPLICATION LAB
(BFD-104P)

1. Introduction to the computer operations- Hardware and software, Understanding OS and Basic system management, trouble shooting operations.
2. Word processing software, preparation, saving and printing of text documents.

References:

- ⊛ Winfred Aldrick, “CAD in clothing and textiles”, Blackwell Science, 1994
- ⊛ Annual World, “Computer in the world of textiles institute, UK, 1984

PROFESSIONAL COMMUNICATION LAB
BFD-105P/ ENG-101P

(Common for BBA, BCA, BJMC & BFD)

- a) Group Discussion
- b) Just a minutes session: Speaking Extempore for one minutes on given topics
- c) Reading aloud of newspaper headlines and important articles.
- d) Improving pronunciation through tongue twisters.
- e) Mannerism or Etiquette.
- f) Mock Interview.

SEMESTER-II

**SEWING TECHNIQUES
(BFD-201)**

Unit I: - Sewing Equipment

Sewing machines- parts and their function, care and maintenance, Tools for measuring, marking, cutting & pressing, Selection of thread and needle for various types of fabric.

Body measurements: Introduction, Measurements – where and how to take them. Eight head theory – relative length and girth measures for a grown up proportionate human body, standard body measurement.

Unit II: - Seams and Fullness: Definition, Choice of seam, Seam types & their finishes.

Fullness: Definition, Types of fullness – Darts, Tucks, Pleats, flares, godets, gathers, frills, Calculating material requirements.

Unit III: - Sleeves and skirts.

Sleeves:- Types of sleeves- plain, puff at top, bottom, bell, bishop, circular, leg-o mutton, sleeveless styles, kimono & raglan, Pattern preparation for these sleeves.

Skirts: Different types of skirts – Drafting patterns for semicircular and circular skirts.

Unit IV: - Neck finishes and yokes

Neck finishes: -Definition, Bias- definition, joining bias and uses. Bias facing and bias binding, Collars – definition, parts of collar, factors to be considered in designing collar, classification of collar, Drafting for peter pan, cape, scallop, sailors, Chinese and Turtleneck collar.

Yokes: - Definition, selection of yoke design, creating variety in yoke. Drafting patterns for yoke without fullness, yoke with fullness within the yoke & yoke supporting or releasing fullness, Attachment of yokes.

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Unit V: - Pockets and plackets

Pockets- Definition, classification, selection of pocket and creating variety in pockets. Plackets- Definition, characteristics of a good placket, classification – continuous bound, bound & faced, fly opening, zipper, tailored and center front / shirt placket.

Trimmings: Definition, types -Bias trimming, Ricrac, ruffles, embroidery, smocking, faggoting, Applique, lace, lace motifs, Scalloped edging, decorative fastening – belts & bows.

References:

- ☪ Mary Mathews, Practical Clothing Construction Part-II Designing, Drafting and Tailoring Bhattarams Reprographics (P) Ltd., Chennai 2001
- ☪ Zarapkar K.R, System of Cutting, Navneet Publications India 2005
- ☪ Hilary Campbell,” Designing Patterns Om Book Services, New Delhi, 2003
- ☪ Helen Joseph-Pattern Making for Fashion Design, Armstrong Pearson Education, Delhi, 2000
- ☪ Mary Mulasi, Garments with style, Chiton Book Company, Pennsylvania, 1995

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
GARMENT CONSTRUCTION
(BFD-202)

UNIT-I

Anthropometric measurements- definition, instruments, precautions, landmarks and recording body measurements
Standardization and size charts.

UNIT-II

History and types of sewing machines
Different machine attachments
Sewing machine parts, maintenance, common problems and their remedies
Tools and equipments used for clothing construction.

UNIT- III

Fabric preparation
Handling special fabrics
Suitability of different fabrics for different garments
Knowledge of size of needles, threads and stitches according to the fabric
Lining, inter lining, facing, and interfacing.

UNIT-IV

A brief study of garment details-collars, sleeves, trimming, fasteners, pockets, plackets
Different style of garments- skirts, trousers, blouses, one- piece dress and coats

References:

- ◌ Thomas Anna Jacob, “The Art of Sewing”, UBS Publishers Distributors Ltd., New Delhi, 1994
- ◌ Readers digest sewing Book
- ◌ Verma G, “Cutting and Tailoring Theory”, Asian Publishers, Delhi, 1999
- ◌ Armstrong Helen Joseph, “Pattern making for fashion designing”.

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

❧ Mullick Prem Lata, “Garment construction Skills”.

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
FABRIC CONSTRUCTION
(BFD-203)

UNIT-I

Parts of a simple loom and their function

Different types of looms-

- Shuttle looms- pit & table
- Shuttleless looms- Rapier, Gripper, Multiphas, Airjet, Waterjet
- Jacquard and dobby.

UNIT-II

Preparation of warp and weft yarns for weaving. Different types of warping.

Basic weaving concepts: - basic motions of weaving- Primary and secondary motions.

UNIT-III

Different methods of fabric formation-Weaving, Basic, figured & embroidered effect weaves.

Graphical representation of lift weaves with drafting and lifting plan.

UNIT-IV

Basics of Knitting; Other methods of fabric formation in detail- Felting, bonding , knotting, lace making and braiding.

References:

- ⌘ Eric Oxtoby, “spun yarn, Technology, Structure and Applications”, Wiley Interscience, NY, 1978
- ⌘ Corbman, “Textile Fiber to Fabric”, McGraw Hill

**ENVIRONMENTAL SCIENCE AND TECHNOLOGY
(BFD-204)**

SECTION 1: INTRODUCTION

Definition and Scope: Importance, Public awareness and education.

Natural Resources: Introduction, Renewable and non-renewable, Forest, water, mineral, food, energy and land resources, Conservation of resources, Equitable use of resources.

Human population and the environment: Population growth, Environment and human health, Human rights, HIV/AIDS, Value education, Women and child welfare.

SECTION 2: ECOLOGY

Ecosystems: Concept, Structure, Function, Energy flow, Ecological pyramids, Forest, grassland, desert and aquatic ecosystems - Introduction, characteristic features, structure and function.

Biodiversity: Genetic, Species and ecological diversity, Threats to biodiversity, Conservation of Biodiversity.

SECTION 3: SOCIAL ISSUES & ENVIRONMENTAL LEGISLATION

Social Issues: Sustainable development, Water conservation, Climatic change, Concept of Green Computing, and Green Building

Environmental Laws: Environmental ethics, EIA, Environmental protection acts and issues.

SECTION 4: POLLUTION & WASTE MANAGEMENT

Pollution: Definition, Causes, effects and control measures of the pollution – Air, soil, Noise, Water, Marine and Thermal and Nuclear Pollution.

Disaster management: Flood, Earthquake, Cyclone, Landslide, Drought.

Solid waste management: Waste Management hierarchy; Collection, transportation and storage of MSW; Treatment and disposal of MSW.

SECTION 5: ENVIRONMENTAL CHEMISTRY

General Chemistry: Review of concepts like oxidation-reduction, Gas laws, pH and Buffers.

Atmospheric Chemistry: Photochemical reactions in atmosphere, Major chemical pollutants

and their effects.

Water and Wastewater Chemistry: Hardness, Residual chlorine, Dissolved oxygen, BOD, COD, Solids. **Green Chemistry:** Principles, Green materials, reactions, reagents and product.

Suggested Readings:

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

Text Books:

- Environmental Studies by J.P.Sharma.
- Environmental studies by Smriti Srivastava.
- Textbook of environmental sciences Deeksha Dave & S.S. Katewa.
- Environment and ecology by Gourkrishna Das Mohpatra.

Reference Books:

- Environment and Ecology by H.Kaur.
- Environmental Studies by Ranjit Daniels.
- Fundamentals of Ecology by P. Odum.
- Environmental Chemistry by Swayer McCarty.

ORAL & WRITTEN COMMUNICATION (BFD-205)

Unit-I

Developing Writing skills: Paragraph Writing -Prewriting, writing, post writing, Note-making, Précis Writing, Meetings: Agenda & Minutes, Advertising; Purpose, Types, Tips ,E-mail writing, Business letters- claim and adjustment letters, inviting quotations/tenders.

Unit-II

Personality Development- Personality – Meaning, Types, Significance of Communication in Personality Development, Role of body language. Stress Management- Introduction to Stress, Causes of Stress, Remedies. Motivation- Introduction to Motivation, Relevance and types of Motivation, Principles. Leadership- Concept, Function, Communication a key to Leadership.

Unit-III

Oral Presentation Techniques. – Objectives, Structure (Planning, Preparation, Practice , Performance) ,Tips for a successful presentation. Telephonic skills- Dealing with difficult calls and callers, skills for making& receiving calls, Problems of telephonic conversation.

Unit IV

Report Writing: structure, types, formats, drafting of various types of report, Presentation of reports. Resume Writing: planning, organizing contents, layout, guidelines for good resume. Covering Letter.

References:

1. Lesikar, Petit, *Business Communication*, All India Traveler bookseller.

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2. Pal, Rajendra & Korlahalli, *Essentials of Business Communication*, Sultan Chand & Sons
3. Bovee, Thill and Chaturvedi, *Business Communication*, Pearson Education.
4. Lillian, Chaney, *Intercultural Business Communication*, Pearson Education.
5. Chaturvedi, Mukesh, *Business Communication: Concepts, Cases & Applications*, Pearson Education.

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
PRACTICALS

SEWING TECHNIQUE
LAB
(BFD-201P)

1. Demonstrating- Operating, cleaning and oiling of sewing machine.
2. Demonstration of taking body measurement.
3. Preparing samples for
 - I) Seams.
 - II) Seam Finishes
 - III) Darts and Tucks
 - IV) Flare, Frills, Ruffles & Godets
 - V) Pleats and Gathers
 - VI) Skirts (Any 5 Types)
 - VII) Bias Facing & Binding
 - VIII) Yokes (Any 2 Type)
 - IX) Placket (Any 2 Type)
 - X) Pockets (Any 2 Type)
 - XI) Trimming (Any 2 Type)
 - XII) Embroidery (Any 5 Types)

References:

- ☺ Mary Mathews, Practical Clothing Construction Part-II Designing, Drafting and
- ☺ Tailoring Bhattarams Reprographics (P) Ltd., Chennai, 2001
- ☺ Zarapkar K.R, System of Cutting, Navneet Publications India 2005

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
GARMENT CONSTRUCTION LAB
(BFD-202P)

1. Making samples of:

- Basic hand stitches- basting, back stitch, hemming visible/invisible, tailor's tack.
- Types of seams- plain, run and fell, French, lapped, counter
- Types of seam finishes- overlock, hand overcast, turned and stitched, binding.
- Fullness- types of darts, tucks, pleats, ruffles, frills and gathers.
- Neckline finishes binding, facing
- Plackets continuous, 2-piece
- Zips and Fasteners
- Pockets patch, in-seam, patch with pleat, patch with flap.

2. Drafting and construction-

- Collars- Peterpan, sailor's cape, shawl, mandarin, stand & fall.
- Sleeves- puff, bell, cap, leg-o-mutton, Magyar, kimono, raglan
- Yokes- straight, round, v-shape.

References:

- Thomas Anna Jacob, "The Art of Sewing", UBS Publishers Distributors Ltd., New Delhi, 1994
- Readers digest sewing Book
- Verma G, "Cutting and Tailoring Theory", Asian Publishers, Delhi, 1999
- Armstrong Helen Joseph, "Pattern making for fashion designing".
- Mullick Prem Lata, "Garment construction Skills".

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
FABRIC CONSTRUCTION LAB
(BFD-203P)

1. Making of samples of different weaves- Macramé, lace making.
2. One article using any construction method.
3. Identification of weaves through graphical representation.
4. Collection of different samples of fabric (different woven, knitted and nonwoven).
5. Visit to Textile Industry.

References:

- Eric Oxtoby, "spun yarn, Technology, Structure and Applications", Wiley Interscience, NY, 1978.
- Corbman, "Textile Fiber to Fabric", McGraw Hill.

**ORAL & WRITTEN COMMUNICATION
(BFD-205P)**

- a) Group Discussion**
- b) Just a minutes session: Speaking Extempore for one minutes on
given topics**
- c) Reading aloud of newspaper headlines and important articles.**
- d) Improving pronunciation through tongue twisters.**
- e) Mannerism or Etiquette.**
- f) Mock Interview**
- g) Preparing PPTs**

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
SEMESTER -III

HISTORY OF INDIAN COSTUMES
(BFD-301)

STUDY OF INDIAN COSTUMES DURING FOLLOWING PERIODS:

UNIT-I

≡ Indus valley Period

≡ Vedic Period.

UNIT-II

≡ Mauryan and Sunga Period

≡ Satvahana Period

≡ Kushan Period

≡ Gupta Period

UNIT-III

≡ Mughal Period

≡ British Period

UNIT-IV

≡ Costumes of different states of India

References:

- ❧ Kumar Ritu, "Costumes and Textiles of Royal India" Christies Book Ltd. London, 1999
- ❧ Gurey G.S., "Indian Costumes", The popular Book Depot.
- ❧ Bina Abbing, "Costumes".

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
INDIAN TEXTILES & EMBROIDERY
(BFD-302)

Unit I: - Origin of Costumes

Theories of clothing origin, Invention of needle, Development of sewing, Development of garment styles, Role of costumes, History of Indian Garments from ancient to modern times.

Unit II: - Traditional Woven Textiles

Dacca muslin, Jamdani, Chanderi, Baluchar Buttedar, Brocades- Banaras brocade, Himrus and Amrus, Kam Kawab, Kancheepuram brocade, Paithani, Peethamber, , Kashmiri shawl.

Unit III: - Traditional printed and dyed Textiles

Printed Textiles: Kalamkari. Block printing, Roghan printing and other printed and painted textiles, Dyed Textiles: Ikat, Patola, Bandhani, Laharia, Mashru

Unit IV: - Embroideries of India

Kantha of Bengal, Gujarat embroidery, Kasuti of Karnataka, Chamba roomal of Himachal, Pulkari of Punjab, Chikankari of Uttar Pradesh

Unit V: - Costumes of India

Introduction to Traditional Indian dress, Costumes of West Bengal, Assam, Bihar, Uttar Pradesh, Rajasthan, Gujarat, Maharashtra, Punjab, Kashmir, Himachal Pradesh & South India; An introduction on Traditional ornaments of India.

References:

- ⌘ James Laver, Costume and Fashion and Concise History Published by Thames & Hudson, London, 2002.
- ⌘ Dr. Parul Bhatnagar Traditional Indian and Textiles, Published by – Abhisek Publications – Chandigarh, 2004.
- ⌘ Jasleen Dhamija and Jyotindra Jain Hand weave Fabrics of India – Mapin Publishing Pvt.Ltd. Ahmedabad, 2002.
- ⌘ John Gillow and Bryan World Textiles a visual guide to traditional

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

techniquesBulzinch Press Book Little Brown and Sentence Company,
London. 1999.

- Manmeet Sodhia , History of Fashion,Kalyani Publishers, New Delhi, .2000

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
FASHION CLOTHING AND PSYCHOLOGY
(BFD-303)

Unit – I

Fashion Accessories – Shoes, handbags, jewelry, hats, ties and others; prepare an album for accessories.

Unit – II

Figure irregularities – stout figure, thin figure, slender figure, narrow shoulders, broad shoulders, round shoulders, large bust, flat chest, large hip, large abdomen, round face, large face, small face and broad face, prominent chin and jaw and prominent forehead. Wardrobe planning and factors to be considered while selecting clothes for different age groups (men and women)

Unit – III

Factors affecting fashion changes – Psychological needs of fashion, Social Psychology of fashion, Technology, Economical, Political, legal and seasonal.

Recurring silhouettes – changes in silhouettes from 1895 onwards; fashion cycle; Prediction fashion; Role of costumes as status symbol, clothes as sex appeal, self identity and cultural value.

Unit – IV

Fashion forecasting – Color, fabrics, current fashion silhouettes, texture, designs - Designer types – classicist, idealist, Influenced, Realist, Thinking poet

Unit – V

World fashion Centres – France, Italy, America, India, Far East.

Reference Books:

- ✧ Benneett, “Femina Book of Fashion”, coleman & Co., Ltd., Mumbai (1998)
- ✧ Jeaneettee A. Jarnow, Miriarn Guerrerio, “Inside the Fashion Business”, Mecmillion Publishing Company, New York
- ✧ Harriet T, Mc Jimsey, “Art and fashion in clothing selection”, The lowa state University Press, Ames, Iowa

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
KNITTING TECHNIQUE
(BFD-304)

UNIT-I

Introduction to Knitting Technology

Terms used in knitting.

Difference between Knits and Woven

UNIT-II

Hand and machine Knitting.

Indian Knitting industry-past, present and future

UNIT-III

Introducing Warp and weft knitting

Weft knit stitches-single jersey, rib, purl, interlock, float and tuck stitches. Warp knit stitches- under lap, closed lap, open lap, Tricot, Milanese, Rachel knit. Comparison of warp and weft knitting, defects.

Knitted fabric defects

UNIT-IV

Knitting machines-weft and warp Knitting machines, flat bed & circular

References:

- Prof.Ajgaonkar D.V,"Knitting Technology"" Univeristy Publishing Co. Mumbai
- Brackenbury Terry, "Knitting Clothing Technology"" Black well Science, UK
- Spencer David J, "Knitting Technology" Pergeman Press, UK.

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
TEXTILE SCIENCE-I
(BFD-305)

UNIT-I

Introduction to textile fibers, classification of fibers based on source and origin; Manufacturing and properties (Primary & Secondary) of various fibers, cotton, linen, jute, wool, silk, rayon, acetate and triacetate, polyamide (nylon 6, nylon 6.6) acrylics, modacrylic, electromagnetic fibers.

UNIT-II

Different types of spinning- mechanical spinning and chemical spinning.

Classification of yarns - carded and combed yarns, woolen and worsted yarns filament & spun yarns, simple & novelty yarn, bulk & textured yarns.

Yarn properties of fabric- yarn linear density, count, twist in yarns, twist direction, strength & uniformity.

UNIT-III

Physical properties of fabric - Fabric strength, abrasion resistance crease recovery, stiffness, drapability, static electricity, Thermal conductivity, air permeability, water repellency, thickness, shrink resistance, pilling resistance.

UNIT-IV

Introduction to textile industry; a brief study of the different sections of the textile industry and its contribution to Indian economy

References:

- Vilensky, "Textile Science, CBS Publication, New Delhi, 1999.
- Mishra S.P., "A Textbook of fiber Science and Technology", New Age Intl., Delhi 2000
- Eric Oxtoby, "Spun Yarns, Technology, Structure and Applications, Wiley-Interscience, NY, 1978

PRACTICALS

**INDIAN TEXTILES AND EMBROIDERY LAB
(BFD-302P)**

1. Printing Textiles: Kalamkari, Block printing, fabric painting, Roghan printing and other printed and painted textiles
2. Dying Textiles: Ikat, Patola, Tie & Dye techniques, Bandhani, Laharia, Mashru
- 3. Embroideries of India**
 1. Kashida,
 2. Gujarat embroidery (Sindhi),
 3. Kasuti of Karnataka,
 4. Chamba rumal of Himachal,
 5. Phulkari of Punjab,
 6. Chikankari of Uttar Pradesh.
 7. Manipuri

References:

- ☪ James Laver, Costume and Fashion and Concise History Published by Thames & Hudson, London, 2002.
- ☪ Dr. Parul Bhatnagar Traditional Indian and Textiles, Published by – Abhisek Publications – Chandigarh, 2004
- ☪ Jasleen Dhamija and Jyotindra Jain Hand woven Fabrics of India – Mapin Publishing Pvt.Ltd. Ahmedabad, 2002.
- ☪ John Gillow and Bryan World Textiles a visual guide to traditional techniques Bulzinch Press Book Little Brown and Sentence Company, London. 1999.
- ☪ Manmeet Sodhia , History of Fashion, Kalyani Publishers, New Delhi, .2000

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
KNITTING TECHNIQUE

LAB

(BFD-304P)

1. Knitting- Introduction terminology, hand knitting tools, material, techniques, basic textures, ribs, laces, cables, multi-colored knitting.
2. Preparation of knitting samples- single jersey, rib, purl and interlock, float, tuck stitches.

Reference:

- Prof.Ajgaonkar D.V, "Knitting Technology" Univeristy Publishing Co. Mumbai
- Brackenbury Terry, "Knitting Clothing Technology" Black well Science, UK
- Spencer David J, "Knitting Technology" Pergeman Press, UK

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

TEXTILE SCIENCE-I LAB

(BFD-305P)

1. Fiber identification- Visual, burning, microscopic and solubility test.
2. Fiber blend analysis
3. Measurement and interpretation of yarn count, direct and indirect system.
4. Identification of type of yarn
5. Evaluation of thread count and dimensional stability of fabric
6. Evaluation of color Fastness to washing, ironing, crocking, preparation and sunlight.
7. Evaluation of fabric weight in terms of GSM.
8. Evaluation of crimp, twist in yarn.

References:

- ☪ Vilensky, "Textile Science, CBS Publication, New Delhi, 1999.
- ☪ Mishra S.P., "A Textbook of fiber Science and Technology", New Age Intl., Delhi
2000
- ☪ Eric Oxtoby, "Spun Yarns, Technology, Structure and Applications, Wiley-Interscience, NY, 1978
- ☪ Corbman, "Textile fiber to Fabric", MC Graw Hill

SEMESTER –IV

APPAREL MANUFACTURING TECHNIQUE

(BFD-401)

Unit I:

Apparel manufacturing definition, Apparel manufacturing processes

Planning, drawing and reproduction of the marker, The requirements of marker planning, Efficiency of the marker plan,

Define- The spreading of the fabric to form a lay, The requirement of the spreading process, Spreading equipment, Methods of spreading- (1)manual (2)Machine

The cutting of fabric, objectives of cutting and methods of cutting.

Finishing & packaging department. Operations performed at finishing stage

Unit II:

Sewing machine PARTS, working of the machine or feed mechanism The properties of seam, seam types, stitch types. sewing machine needles, Sewing threads, fiber type, construction of thread finishes.

Sewing problems, Problems of stitch formation, Problem of pucker, problems of damage to fabric along the stitch line,

Thread sizing, thread packages, cost, properties and seam performance.

Testing for sewability and Tailorability.

Unit III:

Precautions taken before operating Basic sewing machine.

Define trimmings, accessories. Types of trimmings- visible, invisible with egs.

Labels, Types of labels

The use of components & trims – Labels and motifs, lining, Interlining, wadding, lace, braids & elastics, Hooks and loop fastening, Seam binding and tape, Shoulder pad, Eyelets & laces, Zip fastener, Buttons, Tack buttons, Snap fasteners and Rivets, Performance properties of components and trims.

Unit IV:

Fusing – Definition, advantages of fusible interlinings; fusing process; the means of fusing, fusing equipments, Methods of fusing, quality control in fusing; Alternative of fusible interlining.

Unit V:

Pressing: the purpose of pressing, categories of pressing, means of pressing, pressing equipments and methods, pleating, permanent press. Pressing

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practices in Indian Industries

References:

- Philip Kotler and Kevin Lane, Marketing Management, Keller, Pearson Education Inc., Delhi, 2006.
- Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore, 2003

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
COMPUTER AIDED DESIGNING (CAD)
(BFD-402)

Unit I - Introduction

Introduction and meaning of CAD, Another name for CAD

CAD in Fashion industry, Acceptance of new technology, Quick response technology.

Unit II – Technology in CAD

Types of CAD systems – 2D, 3D

Textile design software's- corel draw, illustrator, sketchpad system, marker making software, Weave IT, gerber, lectra

Texture mapping – Draping software, Embroidery system, specification and costing system. Digitizing and grading system, marker-making systems, pattern Design software, Concept of design studio robotics and Garment moving Technology, Commercial software systems.

Unit III - CAD from sketch to market

Conceptualization – Definition – Preproduction, Production and Promotion

Unit IV - Silhouette

Apparel software selections process, types of designing tools.

Understanding shape, fabric selection and silhouette – proportion, line, focal point, cut, fit and construction, co-coordinating silhouette, Rendering of silhouette.

Unit V - Presentation and Graphics

Introduction , Computer graphics & Types, , External presentation, internal presentation,

3 – D CAD systems, Multimedia and presentation, MULTIMEDIA SOFTWARES

Reference:

- ⊛ CAD for Fashion Design. By Rene Weiss Chase., Prentice Hall, upper saddle River, London.
- ⊛ Instrumental Colour measurements and Computer aided colour

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
matching for textiles by H.S. Shah and R.S. Gandhi, Mahaj

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
PATTERN MAKING AND GRADING
(BFD-403)

Unit I: Fabric preparation & layout planning:

Fabric preparation: Preparing the fabric for cutting, Importance of grain in fabric cutting and garment construction, Methods of straightening fabric grains.

Lay planning Introduction, Rule to remember in pattern layout. Types of layout, Transferring pattern markings, stay stitching, ease stitching.

Unit II: Drafting and Draping:

Drafting: Preparation of paper patterns. Advantages of paper pattern, Pattern drafting with personal measurement, Principles for pattern drafting.

Draping: Definition, types of dress form, preparation of adhesive paper dress form, Draping technique

Unit III: Flat pattern Techniques:

Definition, Pivot method, Slash & spread method, measurement method, creating styles through dart manipulation and relocation of dart.

Unit IV: Commercial pattern and pattern grading:

Commercial pattern: Definition, merits and demerits, Development of commercial pattern. Pattern Grading: Definition, Grading terminology, Methods of pattern grading, grading techniques- (1)manual grading (2)computer grading, their advantages and disadvantages.

Selecting a grading system – (1)2D system (2)3D system

Unit V: Pattern alteration, Garment fitting and assembling.

Pattern alteration: Methods of identifying pattern alteration, principles for pattern alteration, Common pattern alteration in a fitted bodice pattern, solving fitting problems and remedies. Standards for a good fit, General, checking for good fit,

References:

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

- Amaden Gewford, Fairchild Fashion Draping, Connje publication, Inc 2005
- Hilary Campbell, Designing Patterns, Om Book services, New Delhi, 2003.

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
FASHION MERCHANDISING
(BFD-404)

Unit I: Fashion marketing for buyers

Definition- Merchandising, Fashion Merchandising. Origin of fashion merchandising

The fashion marketing mix, the fashion product life cycle, Customer profiles, marketing research methods-primary & secondary research method techniques, test marketing, Fashion product, Fashion consumer behavior.

Unit II: Fashion Retailers

Definition, development of fashion, Types of fashion retail outlets, career in fashion Retailing, Merchandising policies

Unit III: Trends in Fashion Retailing

Introduction, consumerism, organizational flexibility, increased competition, Growth of large-scale fashion retailing, emerging forms of Fashion retailing

Unit IV: Buying offices

Types of Resident buying offices, Fashion consultant, trade publications.

Unit V: The fashion office

Advertising, publicity, visual merchandising, developing a fashion image

Reference:

- ⌘ Suzanne G. Marshall, Hazel O. Jackson M. Sue Stanley, Mary Kefgen, Individuality in clothing Selection and Personal Appearance, Phyllis Touchie Specnt, New Jersey, 2000.
- ⌘ Kitty G. Dickerson, Inside the Fashion Business, Pearson Education, Singapore, 2003.
- ⌘ Kathryn Mokelvey, Janine Munslow, Fashion Design Process, Innovation and Practice, Black Well Science Ltd, U.K, 2005.

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

- ❧ Dudeja V.D., Professional Management of Fashion Industry, Gangandeeep Publications, New Delhi, 2005.

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

TEXTILE SCIENCE-II

(BFD-405)

UNIT-I

Classification of dyes, Stages of dyeing and methods of dyeing and machinery used for dyeing, Auxiliaries.

UNIT-II

- Color fastness, importance of color fastness
- Dyeing defects.

UNIT-III

Fabric finishing, classification of finishes diagram, Chemical and Mechanical Finishes

- Preparatory processes (singeing, desizing, scouring, bleaching, heat-setting).
- Routine finishes-beetling, calendaring, carbonization, permanent setting mercerization, sizing, softening, anti-shrink, weighting, milling
- Special purpose finishes-flame proof and retardant, water proof/ repellent, durable press, soil repellent, anti static.

UNIT-IV

- Techniques of decorative dyeing.
- Styles and methods of printing

References:

- Shenai, V A, "Technology of Textile Processing, Technology of printing (3rd edition), Sewak publications, Bombay 1998.
- Shenai VA "Technology of Textile Processing, Technology of dyeing (4th edition), Sewak publications, Bombay 1998.
- Corbman, PB "Textile Techniques (6th Edition)," McGraw Hill Book Co. 1983

PRACTICALS

**COMPUTER AIDED DESIGNING (CAD) LAB
(BFD-402P)**

1. Developing

- i) Motifs using coral draw and adobe Photoshop.
- ii) Weave patterns for dobby weave
- iii) Weave patterns for jacquard weave
- iv) Motifs for embroidery and cross stitch
- v) Motifs for screen printing
- vi) Patterns for pattern making and grading
- vii) Design library for garment details (Skirts, Sleeves, Cuffs, Collars, and Pockets)
- viii) Garment designs for children's garment with color combination
- ix) Garment designs for men's garment with color combination
- x) Garment designs for women's garment with color combination
- xi) Texture mapping using computers (Changing different textures of garment)
- xii) Bringing variation in face framing details using computers

Reference:

- ⌘ CAD for Fashion Design. By Rene Weiss Chase., Prentice Hall, upper saddle River, London.
- ⌘ Instrumental Colour measurements and Computer aided colour matching for textiles by H.S. Shah and R.S. Gandhi, Mahaj

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
PATTERN MAKING AND GRADING LAB
(BFD-403P)

1. Preparing bodice blocks for the standard measurement.
2. Preparation of
 - I) Dress form, Demonstration of draping method.
 - II) Commercial Pattern
 - III) Patterns for Children's Garments.
 - IV) Patterns for Grown-ups
 - V) Samples for relocation of darts, introducing fullness using pivot, slash & spread method
 - VI) Layout for different Garments
3. Surface enrichment (Painting, zardozi, bead work, stone work etc.)

References:

- ☪ Mary Mathews, Practical Clothing Construction, Part- II. Designing, Drafting and
- ☪ Tailoring- Bhattarams Reprographics (P) Ltd., Chennai, 2001.
- ☪ Zarapkar K.R, System of Cutting, Navneet Publications, India, 2005.

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
TEXTILE SCIENCE-II LAB
(BFD-405P)

1. Dyeing of cellulosic with different classes of dyes-direct, reactive and azoic
2. Dyeing of wool and silk with acid and basic dyes
3. Printing (using pigment binder) block printing, screen printing and stencil printing
4. Preparation of articles using these techniques

References:

- Shenai, V A, "Technology of Textile Processing, Technology of Printing (3rd edition), Sewak publications, Bombay 1998
- Shenai VA "Technology of Textile Processing, Technology of dyeing (4th edition), Sewak publications, Bombay 1998.
- Corbman, PB "Textile Techniques (6th Edition)," McGraw Hill Book Co. 1983

SYLLABUS FOR BACHELOR IN FASHION DESIGNING
SEMESTER – V

HISTORY OF COSTUMES
(BFD-501)

PART-A

Brief Introduction, History of the different civilizations, Textile used in that era, Garments worn by men & women. Make-Up, Headgears, Headdresses, Footwear's etc worn in different periods.

- Egyptian ancient dresses and its influence in clothing
- Introduction, History of ancient Rome, Roman ancient costumes worn by men & women-toga, and its influence
- Greek ancient costumes –chitons, types of chitons and its influence
- Ancient Asiatic costumes
- French costumes of middle ages and renaissance.

PART-B

- Modern French Fashions-the designers, the fashion shows, the fashion institutes, the publications, the fashion fairs, and their influences on world fashion
- Modern American Fashions-the designers, the fashion shows, the fashion institutes, the publications, the fashion fairs, and their influences on world fashion
- Italian Fashion- the designers, the fashion shows, the fashion institutes, the publications, the fashion fairs

PART-C

- Fashion Capitals – France and Milan - the designers, the design houses, the shows, the Fashion markets, the labels, the institutes, the events, etc.
- Fashion Capital –London - the designers, the design houses, the shows, the fashion markets, the labels, the institutes, the events, etc.
- Fashion Capital–Mumbai- the designers, the design houses, the shows, and the fashion markets, the labels, the institutes, the events, etc.

Books Reference:

History of Fashion by Manmeet Sodhia Kalyani Publishers

PRODUCT PROMOTION & DEVELOPMENT (T)
(BFD-502)

PART-A

DIFFERENT PROMOTION TOOLS

1. Advertising
2. Branding-
 - What is brand?
 - Role of brands.
 - Advantages of brand
 - Name branding strategies.

PART-B

3. What is merchandising? Who is a merchandiser?
4. List the type of merchandisers.
5. Visual Merchandising- Importance of visual merchandiser, Principles of visual merchandiser.
6. Tools of sales promotion- Exhibitions & fairs, fashion show(Point of promotions (POP), publicity campaigns)
 7. Fashion calendar
 8. The planning cycle
 9. Buying calendar
 10. Buying strategy

PART-C

11. Sales promotion Techniques: using ecommerce
12. Retailing-department stores, apparel specialty stores, discount retailing, franchise retailing, malls, direct selling, internet selling, etc.

Book recommended:

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

Inside Fashion Business by Dickerson Pearson

Fashion from concept to consumer by Gini Stephens Fringes

Fashion Buying by Helen Gowerk Blackwell series

FASHION MARKETING **(BFD-503)**

UNIT-1

- Introduction to Marketing
- Fashion Marketing
- Marketing Plan and Processes
- Marketing terminology- Target customer, Vendor, Supplier, Franchise.
- Factors influencing fashion

UNIT-2

- Fashion market and marketing environment
- 1) Introduction to Micro environment:- Market, suppliers, designer/fashion predictors, intermediaries, consumers.
- 2) Introduction to Macro environment and its contents.
- Fashion marketing planning
 - Market research

Retail Mix, retail strategies, 4 P's of marketing-price, promotions, place, product.

UNIT-3

- User's buying behavior
- Marketing communication.
- Fashion cycles- 5 stages of fashion cycle
- Forecasting fashion

Book Recommended:

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

Fashion Marketing and merchandising by Pooja Chatley Kalyani Publishers

Fashion Marketing by Mike Essay Blackwell

Fashion Buying by Helen Gowerk Blackwell

PRACTICALS

FASHION PRESENTATION LAB **(BFD-551P)**

PART-A

- Creating Survey Boards/ Market Research.
- Creating Mood boards- its application in designing costumes
- Inspiration Board, Color Board
- Theme boards- its direct relation in creating designs converted to costumes.
- Client boards - the study of peculiar characteristics of a client to design special costumes for him/her considering demographic, psychological attributes.
- Swatch boards- Use of swatches in surface texture of the designed costumes.
- Creating Lines- lines with similar themes, similar fabrics, and similar surface ornamentation.
- Range Development- creating a range of designs selecting a one or few into further construction. Collage on the dress, collage on the background, and use of collage in fashion.
- Final Illustrations- themes could be picked up from nature, surroundings, objects, events, celebrities, sports, jewellery, toys, etc.

PART-B

- Fashion Accessory Designing
- Designing and illustrating Jewellery- using various mediums like pearls, beads, gold and silver, diamonds, wires, flowers, net, etc.
- Designing and illustrating head gears- using various mediums like leather, cane, pearls, beads, wood, wires, velvet, flowers, net, etc
- Designing and illustrating Belts using various mediums like leather, cane, pearls, beads, gold and silver, diamonds, wires, net, macramé etc.
- Designing and illustrating Footwear of all types using different mediums
- Designing and illustrating Bows and ties on different dresses.

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

- Illustrating different Hairstyles

PART-C

- Design Studio- designing dresses based on different themes for a fashion show
- Study of the basic aspects of a fashion show- the background, the lights, the ramp, the accessories, the make-up, the fabric, surface ornamentation, etc.
- Designing and illustrating lines for a fashion show.

Book recommended:

Illustrating Fashion by Kathryn Mckelvey Blackwell Series

PORTFOLIO DEVELOPMENT-V **(BFD-005)**

The fashion portfolio is an expression of creativity, design/ability, technical expertise and illustration and presentation skills. It should consist at least 30-35 sheets keeping the following points in mind.

UNIT-1

- Uniform format
- Bio-data
- The portfolio contents in the following order-

Front Page including name of the collection with subtle, creative background in synchronization with the theme.

1. Design Brief
2. Concept Note
3. Mood Board
4. Inspiration Board
5. Color Board (incorporated from mood with pantone no's. / Story Board.
6. Fabric/Swatch Board
7. Client/Market profile

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8. Research Work (Directional, Market exploration, Trend Analysis & Forecast
9. Design Exploration (Drawings/doodling, samples, silhouette, detailing, colors & fabrics
10. Design Development
11. Range Sheet (With detailed labeling)
12. Final design on croquet
13. Spec Sheet (front & back)
14. Cost Sheet
15. Photo shoot
16. Referencing

UNIT-2

- Stylized illustration may be included as a separate segment.
- There should be inclusion of designs for men, women and children.
- 2 sheets each on your craft documentation and internship project is absolutely mandatory. It is very important to show your designs applicability for the craft.

UNIT-3

- In addition to this photographs and /or slides of other creative design activities should be included.
- The expression of computer application is very important.

NOTE:

The assessment of the portfolio will be done by an Internal and External Jury.

Internal Jury. The internal Jury will judge all the steps of the design process as shown below: -

Marks for: -

□ = Mood board; theme 10 marks

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

- ≡ Philosophy; Story board, Concept board; work sheets; spec sheets 20 marks
 - ≡ Sourcing 05 marks
 - ≡ Fabric Development 05 marks
 - ≡ Illustrations 20 marks
 - ≡ Proto type 20 marks
 - ≡ Collection 20 marks
-
- External Jury:- Students will present their creations on their models. The jury members will judge the presentation.
 - A fashion show may be held for the audience later. This will not carry any marks.

INNOVATIVE GARMENT CONSTRUCTION LAB **(BFD-552P)**

PART-A

- Construction of Innovative upper and lower Garments for kids and ladies
- Use of dart manipulations- dart control, multiple dart control, multiple dart and tuck method, pivot method in making patterns of clothes.
- Each student must construct at least ten different garments in this semester.

PART-B

- The garments will be designed on different themes (e.g. office wear, night wear, party wear, or based on elements like tucks, embroidery, ribbons and frills, etc. or based on concepts like fusion wear, traditional wear etc.) The themes will work parallel to the one chosen for portfolio development.

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- Each garment will be tailored after making a design, working details, specification sheet, and paper pattern.

PART-C

- Grading will also be done for bigger and smaller sizes.
- After the cutting and sewing of the garment, student will also be taught quality control check, finishing and packaging of the garment.

Book Reference:

Garment Technology for Fashion designers by Gerry Cooklin Blackwell Science

The technology of clothing manufacture by Harold Carr Blackwell Science

FASHION (CAD) – II LAB **(BFD-553P)**

UNIT-1

1. Technical Illustration (right measurement /proportions) meant for the production/manufacturing of the garment. This illustration should include basic

a. Silhouette

b. Stitch Lines

c. Trims

d. Other Fashion Details like Plackets, Pockets, Collars, and Cuffs etc...

e. Fashion accessories like hand bags, footwear's jewelry etc.

The student must learn to export the graphics into different file formats of different dimensions and dpi (resolution) for use in digital/print portfolios / specification sheets

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/ websites / emails etc. The student should also know to export each layer individually and combined.

UNIT-2

2. Fashion Illustration meant for the presentation/demonstration/display of the garment before production. The student must learn to use Corel Draw to create the Fashion illustration of the garment taken above (As done on paper in previous semesters).

UNIT-3

3. Creating a Computerized Specification Sheet (in Microsoft excel)

The Specification Sheet must include:-

- a. The necessary details like dress description, material to be used, color, trims etc.
- b. Fashion Illustration of the selected garment
- c. Technical Sketch of the selected garment
- d. Swatches

Books Recommended:

Corel draw by Ramesh Bangia

SEMESTER – VI

INDUSTRIAL TRAINING

(BFD-651)

*Practical Training in Textile Industry/Export House/Fashion House or in any relevance to the field for practical knowledge.

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*Training comprising of 2 months.

* The report should also include the work done by the student during his/ her training, specifying what all new was learned during this period.

*Working on Designing and Finally Forming a survey report on the industry, its type, its working, its departments and personnel, jobs undertaken, references, Observations, Precautions, etc.

*The report should be accompanied by the training certificate from the industry.

* It should be signed by the student.

SURVEY & PROJECT

(BFD-652)

PART-A

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

- Students work on a Project Studying the Traditional aspects, culture, people, monuments, handicrafts etc of an Indian state and form a Report of their findings in the form of a thesis
- Garments are designed using the inspirational objects as the theme of the garment.

PART-B

- These garments are illustrated and filed along the report
- The student selects one of the garments, makes its working details, specification sheet, layout, and pattern and constructs that garment to be showcased along with the final thesis.

PART-C

- The report/ thesis should consist of: Objective of the report Acknowledgements
Introduction of the report Detailed description of the traditional aspect Illustrations of the garments designed Specification sheet of the final garment

Sketch/ Picture of the final garment

Summary of the report

Bibliography

FINAL PORTFOLIO

(BFD-653)

SYLLABUS FOR BACHELOR IN FASHION DESIGNING

The art portfolio is an expression of creativity, design/ability, technical expertise and illustration and presentation skills. It should consist 30-35 sheets keeping the following points in mind.

PART-A

- Uniform format
- Bio-data
- The portfolio must include.-Page of contents-Client profile.-Design development sheets/design journal to show the creative process and /or commercial feasibility.

PART-B

- Stylized illustration may be included as a separate segment.
- There should be inclusion of designs for men, women and children.
- 2 sheets each on your craft documentation and internship project is absolutely mandatory. It is very important to show your design applicability for the craft.

PART-C

- In addition to this photographs and /or slides of other creative design activities should be included.
- The expression of computer application is very important.