

MRSPTU B.Sc. FASHION DESIGN SYLLABUS 2016 BATCH ONWARDS

B.Sc. FASHION DESIGN

Total Contact Hours = 27

Total Marks = 900

Total Credits = 23

SEMESTER 1 st		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BFTE1-101	Elements of Fashion Lab.	0	0	4	60	40	100	2
BETE1-102	Pattern Making Lab.	0	0	4	60	40	100	2
BFTE1-103	Sewing Technology Lab.	0	0	4	60	40	100	2
BFTE1-104	Computer Applications-1	3	0	0	40	60	100	3
BFTE1-105	Communication and Soft Skills	3	0	0	40	60	100	3
BFTE1-106	Textile Studies-1	3	0	0	40	60	100	3
BFTE1-107	Historic Costumes	3	0	0	40	60	100	3
BFTE1-108	Yarn Craft	3	0	0	40	60	100	3
BFTE1-109	Sketching Lab.	0	0	4	60	40	100	2
Total		15	0	12	400	500	900	23

Total Contact Hours = 29

Total Marks = 1200

Total Credits = 19

SEMESTER 2 nd		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BFTE1-210	Fashion Model Drawing Lab.	0	0	4	60	40	100	2
BETE1-211	Fashion Art Lab.	0	0	2	60	40	100	1
BFTE1-212	Garment Construction Lab.	0	0	2	60	40	100	1
BFTE1-213	Pattern Making Lab.	0	0	2	60	40	100	1
BFTE1-214	Draping Lab.	0	0	2	60	40	100	1
BFTE1-215	Elements of Design Lab.	0	0	2	60	40	100	1
BFTE1-216	World Art Appreciation Lab.	0	0	2	60	40	100	1
BFTE1-217	Traditional Indian Textile & Embroideries	3	0	0	40	60	100	3
BFTE1-218	History of Western Costumes	3	0	0	40	60	100	3
BFTE1-219	Graphic Design & Applications Lab.	0	0	2	60	40	100	1
BFTE1-220	Dyeing & Printing	3	0	0	40	60	100	3
BFTE1-221	Photography Module Lab.	0	0	2	60	40	100	1
Total		9	0	19	660	540	1200	19

MRSPTU B.Sc. FASHION DESIGN SYLLABUS 2016 BATCH ONWARDS

Total Contact Hours = 30

Total Marks = 900

Total Credits = 23

3 rd SEMESTER		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BFTE1-322	Fashion Studies	3	1	0	40	60	100	4
BETE1-323	Textile Studies-II	3	1	0	40	60	100	4
BFTE1-324	Fabric Studies	3	1	0	40	60	100	4
Departmental Elective-I		3	1	0	40	60	100	4
BFTE1-356	Interior Design							
BFTE1-357	Home Fashion							
BFTE1-358	Fashion Forecasting for Indian Retail							
BFTE1-325	Pattern Making-III Lab.	0	0	4	60	40	100	2
BFTE1-326	Garment Construction-II Lab.	0	0	4	60	40	100	2
BFTE1-327	Fashion Illustration-I Lab.	0	0	2	60	40	100	1
BFTE1-328	CAD-I Lab.	0	0	2	60	40	100	1
BFTE1-329	Colour & Design-I Lab.	0	0	2	60	40	100	1
Total		12	4	14	460	440	900	23

Total Contact Hours = 29

Total Marks = 900

Total Credits = 22

4 th SEMESTER		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BFTE1-430	Knitting & Knitted Garment Technology	3	1	0	40	60	100	4
BETE1-431	Material Studies	3	1	0	40	60	100	4
BFTE1-432	Apparel Merchandising & Marketing	3	1	0	40	60	100	4
Open Elective-I		3	0	0	40	60	100	3
BFTE1-433	Pattern Making-IV Lab.	0	0	4	60	40	100	2
BFTE1-434	Garment Construction-III Lab.	0	0	4	60	40	100	2
BFTE1-435	Fashion Illustration-II Lab.	0	0	2	60	40	100	1
BFTE1-436	CAD-II Lab.	0	0	2	60	40	100	1
BFTE1-437	Craft & Documentation Lab.	0	0	2	60	40	100	1
Total		12	3	14	460	440	900	22

MRSPTU B.Sc. FASHION DESIGN SYLLABUS 2016 BATCH ONWARDS

Total Contact Hours = 29

Total Marks = 900

Total Credits = 22

5 th SEMESTER		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BFTE1-538	Design Process & Methodology	3	1	0	40	60	100	4
BETE1-539	Appreciation of Traditional Indian Fashion	3	1	0	40	60	100	4
BFTE1-540	Apparel Manufacturing Process	3	1	0	40	60	100	4
Open Elective-II		3	0	0	40	60	100	3
BFTE1-541	Industrial Pattern Making & Grading Lab.	0	0	2	40	60	100	1
BFTE1-542	Advance Garment Construction Lab.	0	0	4	60	40	100	2
BFTE1-543	Portfolio Design & Development Lab.	0	0	2	60	40	100	1
BFTE1-544	Prototype Development Lab.	0	0	2	60	40	100	1
BFTE1-545	Project Work	0	0	4	60	40	100	2
Total		12	3	14	440	460	900	22

Total Contact Hours = 21

Total Marks = 300

Total Credits = 26

6 th SEMESTER		Contact Hrs.			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
BFTE1-646	Fashion Trend Setting & Forecasting	3	1	0	40	60	100	4
Departmental Elective-II		3	1	0	40	60	100	4
BFTE1-659	Fashion Journalism							
BFTE1-660	Packaging Designing							
BFTE1-647	Research Project	0	0	15	60	40	100	18
Total		6	0	15	440	460	300	26

Overall

Semester	Marks	Credits
1 st	900	23
2 nd	1200	19
3 rd	900	23
4 th	900	22
5 th	900	22
6 th	300	26
Total	5100	135

ELEMENTS OF FASHION LAB.

Subject Code: BFTE1-101

L T P C

0 0 4 2

UNIT-I

- Color wheel-primary color, secondary color, tertiary color.
- Draw design using Color Aspects in designs -warm, cool, hot, cold, dark, pale and bright.
- Make design of all color schemes.
- Different textures – thread pulling; thread crumple, thread rolling, blade effects, jute, thumb, comb, ink blow, sponge effect.
- Create designs using color schemes.
- Rendering techniques.

UNIT-II

- Elements of design (Line, shape, texture, color value)
- Principles of Design (unity, emphasis, proportion, rhythm, balance)

UNIT-III

- Face analysis.
- Figure analysis.
- Draw features eyes, nose, ear, lips, face, hands, arms, feet, legs and hairstyles.
- Sketching of Stick figures in different poses.

UNIT-IV

- Make geometric figures- - 8½, 10 and 12 heads, front, back and ¾ profile and Fleshing on geometric figures.
- Body line reading through different poses.
- Draw a fashion figure in poses-front, 3/4, side view.
- Design presentations sheets -mood board, theme board, client board, swatch board, Illustration sheet, Measurement sheet, Fabric and color sheet.
- Motif Background/foreground
- Negative/Positive

PATTERN MAKING LAB.

Subject Code: BFTE1-102

L T P C

0 0 4 2

UNIT-I

- Basic principles of flat pattern making
- Tools and Equipment used in drafting and pattern making.
- Anthropometric measurements, landmarks, taking body measurements.
- Selection of right size pattern, fitting problems, principles of a good fit, Alterations of paper pattern.
- Creation of a bodice block and a sleeve block for a child.

UNIT-II (10 Hrs.)

- Sleeves – Plain, puff, cap, bell, umbrella, flared, leg-o-mutton, magyar and raglan.
- Basic skirt block & its adaptation.
- Collars, Peter pan, raised peter pan, cape, sailor, mandarin, wing, flat and roll.

UNIT-III

Garment Construction:

- Introduction to sewing, sewing tools, equipment and supplies.
- Introduction and handling of sewing machines, its parts, their working.
- Sewing problems and their solutions.
- All types of Basic Hand stitches

UNIT-IV

- Creation of Adult bodice block
- Mini and major Paper Pattern of bodice
- Pattern of kid's casual Wear-Slip, panty and romper
- Paper pattern of Trouser.

SEWING TECHNOLOGY

Subject Code – BFTE1-103

L T P C

0 0 4 2

UNIT-I

- Introduction to sewing, sewing equipment and supplies.
- Introduction and handling of sewing machines, its parts, their working and maintenance.
- Different types of sewing machines.
- Threading and bobbin winding.
- Sewing problems and their solutions.
- Introduction to threads and needles, their numbers and sizes in relation to different types of fabrics.

UNIT-II

Terminology and Classification used in:

- Collars
- Sleeves
- Pockets
- Yokes

UNIT-III

- Stitching samples:
- collars,
- sleeves and
- Necklines.

UNIT-IV

- Tucks – Plain, cross, shell, released, group.
- Pleats - knife, box, inverted box, cartridge and kick.
- Gathers.
- Necklines-Round, square, V shape etc.
- Patch pocket.
- Construction of a baby frock stitching of child slip, panty and romper.

COMPUTER APPLICATIONS-1

Subject Code: BFTE1-104

L T P C
3 0 0 3

Duration: 31 Hrs.

UNIT-I (10 Hrs.)

Introduction to Computer: Definition, Characteristics of computer, Generation of Computers, Capabilities and Limitations. Introduction to Operating System. Booting. Basic Components of a Computer System-Control Unit, ALU, Input/output functions and characteristics.

UNIT-II (7 Hrs.)

Hardware: CPU, Primary and Secondary storage, I/O devices, Bus structure, Computer.
Programming Languages: Machine Language, Assembly Language, High Level Language, Object Oriented Language

UNIT-III (7 Hrs.)

Tools of PowerPoint, word, excel.
Spreadsheet programs and their uses.
Types of network-LAN, WAN, MAN

UNIT-IV (7 Hrs.)

What is internet. Internet concepts common software used on internet (browser, e-mail, web server, domain name server, browser plug-in). WWW, web page, websites. General types of sites, simple profile websites, web portal, search engine google, yahoo, Lycos, Rediff search. What is network different structure of network, network topologies.

Recommended Books

1. E. Balagurusamy, 'Fundamentals of Computers'.
2. Peter Norton, 'Introduction to Computers'.

COMMUNICATION AND SOFT SKILLS

Subject Code: BFTE1-105

L T P C
3 0 0 3

Duration: 31 Hrs.

UNIT-I (10 Hrs.)

- Communication its meaning and importance.
- One way and two-way communication.
- Essentials of Good communications.
- Methods of communication, Oral, Written and Non-verbal.
- Barriers of communication, Techniques of overcoming Barriers.
- Concept of effective communication.

UNIT-II (8 Hrs.)

- Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and Conjunction.
- Active & passive voice, paragraph writing, précis, translation (from vernacular to English & English to vernacular).

UNIT-III (8 Hrs.)

- Correct word usage – Homonyms, Antonyms and Synonyms.
- Importance of non-verbal communication – Positive gestures, symbols and signs.

UNIT-IV (5 Hrs.)

- All forms of written communication including – Drafting reports, notices, agenda notes, business correspondence, preparation of summaries and précis, circulars, representations, press release and advertisements.
- Writing applications –For business (e.g. applying for a loan, salary advance, refund etc), Job application.

Recommended Books

1. Nitin Bhatnagar, 'Effective Communication and Soft Skills'.
2. P.K. Sinha, 'Computer Fundamentals'.

TEXTILE STUDIES-1

Subject Code: BFTE1-106

**L T P C
3 0 0 3**

Duration: 31 Hrs.

UNIT-1 (10 Hrs.)

Fabric Cover Factor and Its Significance, Engineering Approach for Fabric Formation, Pierce's Cloth Geometry, Practical Aspect of Cloth Geometry, Graphical Relationship in Cloth Geometry for Plain, Twill and Sateen Weaves

UNIT-II (8 Hrs.)

Concept of Jammed Structure, Analysis of Racetrack Section of Yarn in Cloth Geometry, Theoretical Investigation of Weavability Limit of Yarns, Elastic Thread Model for Fabric

UNIT-III (7 Hrs.)

Concept of Fabric Relaxation for Knitted Fabrics, Geometry and Properties of Weft Knitted Fabrics – Importance of Doyle's and Munden's Research, K-Values and Pierce's Geometry of Knitted Fabrics

UNIT-IV (6 Hrs.)

Tensile and tearing Behaviour of Fabric, Bending Deformation of Fabric, Bending Hysteresis of Woven Fabric, Buckling, Shear and Drape Behaviour of Woven Fabric, Mechanical Properties of Nonwoven Needle Punch and Stitch Bonded Fabric, Brief Study of Formability, Tailorability and Hand of Apparel Fabric.

Recommended Books

1. Bernard Corbman, 'Textiles-Fiber to Fabric', McGraw Hill.
2. Sara Kadolph, 'Textiles,' Prentice Hall.

HISTORIC COSTUMES

Subject Code: BFTE1-107

**L T P C
3 0 0 3**

Duration: 35 Hrs.

UNIT-I

- Traditional costumes of Indian states (Eastern, Western, Northern & Southern), Accessories & ornaments used in India.
- Costumes of folk dances of India.

UNIT-II

Study of Ancient Indian Dresses during the following periods:

- | | |
|------------------|-----------------------------|
| (a) Indus Valley | (b) Mouran and Sunga Period |
| (c) Aryans | (d) Satvahana Period |

- (e) Kushan Period
- (f) Gupta Period
- (g) Mughal Period
- (h) British Period.

UNIT-III

- Asian Costumes - Persian Costumes, Babylonian Costumes, Assyrian Costumes, Creton Costumes.
- Costumes of Europe - Greece, Italy, France, Byzantine.
- Costumes of Africa - Egyptian Costumes, Coptic.

UNIT-IV

- Influence of fashion in Indian dresses from ancient times to date.
- Influences of Italian and French fashion on global fashion.

Recommended Books

1. Francois Boucher, '20,000 Years of Fashion- The History of Costume and Personal Adornment'.
2. Manmeet Sodhia, 'History of Fashion '.

YARN CRAFT

Subject Code: BFTE1-108

**L T P C
3 0 0 3**

Duration: 35 Hrs.

UNIT-I (9 Hrs.)

- Macrame
- Knotting
- Braiding
- Twining
- Tasselling

UNIT-II (9 Hrs.)

- Basic Knitting
- Crocheting
- Tatting.

UNIT-III (9 Hrs.)

- Carpet-making
- Tufting
- Hook Weaving
- Ribbon Weaving
- Other explorations

Exploration, Improvisation and adaptation of the above techniques towards innovative surfaces and forms while using a variety of material of like different kinds of yarns, vegetable fibres, thread and ropes ribbons, braids, trimmings, paper, wires, fabric, acrylics, polythene, self-reflecting foils etc.

UNIT-IV (8 Hrs.)

- Prepare project.
- This semester, the Yarn Craft course will be focused towards producing 2 or 3 products from bags, soft accessories or value addition to garments. Emphasis may be given to two or three techniques while other techniques may be demonstrated within the given time limitation.

SKETCHING LAB.

Subject Code: BFTE1-109

L T P C
0 0 4 2

Duration: 35 Hrs.

UNIT-I (9 Hrs.)

- Introduction to basics of Sketching & Drawing.
- Face analysis.
- Figure analysis.
- Draw features eyes, nose, ear, lips, face, hands, arms, feet, legs and hairstyles.
- Fashion figure - 8½, 10 and 12 heads, front, back and ¾ profiles.

UNIT-II (9 Hrs.)

- Body line reading through different poses.
- Make stick figures in different poses.
- Make geometric figure.
- Fleshing on block figures.
- Illustrate a figure using texture in the garment.

UNIT-III (9 Hrs.)

- Drawing and practice of sketching of outdoor surroundings comprising of flora and fauna. • Introduction to perspective.
- Practicing perspective by drawing buildings etc along with trees etc. Practice perspective in colour.

UNIT-IV (8 Hrs.)

- Students will design garments through a project using the inspirational objects as the theme for Line Development of the clients & for the fashion shows-
- Concept selection
- Market research
- Creating Mood boards
- Theme boards
- Client boards
- Swatch boards
- Design Development

FASHION MODEL DRAWING LAB.

Subject Code: BFTE1-210

L T P C
0 0 4 2

COURSE OBJECTIVES:

The focus of the course is on fashion communication and illustration of fashion design ideas.

Development of a personal illustration style, an ability to communicate visually a variety of fabrics, silhouettes and colours of garments draped on the body.

Familiarity with various colours media- oil pastels, colours pencils, water colors, poster colors, dried pastels and mixed media.

Effective use of these media introduced and applied in the various given exercises suitable for themes and different kind of given exercise

- Introduction to the human anatomy, bone structure and musculature with stylized interpretation of the live model.
- Rendering of different garments on the model with emphasis on the fabric texture, color and style details. Reference from life or magazine or good photographs could be used.
- Drapability of various garment styles in a variety of fabrics stitched and draped, are observed and illustrated.
- Express oneself through the theme of a given project. Inspiration is taken from art and the artists of any period.
- Eventual accomplishment in a particular medium suited to the designer's personal illustration style for the final project.

Recommended Books:

1. Anatomy & Drawing by Victor Perard.

FASHION ART LAB.

Subject Code: BFTE1-211

L T P C

0 0 2 1

COURSE OBJECTIVES:

The inputs refine the student's illustration skill with special emphasis on developing a signature style of sketching, learning to keep fabric texture and drapability in mind while doing colour rendering in different media. Inputs in clothing details and terminology as a universal vocabulary for communication about garments are also given.

- Introduction to garment details: Necklines, Collars, Sleeves, Cuffs, Silhouettes, Skirts, Pants, Coats, Pockets, Gathers, frills, pleats etc.
- Style-lines
- Principles of Draping of all kinds of garments on croquis.
- Stylisation of croqui (different kinds of paper and media used for different assignments) Each student is encourage to explore his/her own individual style of illustration.
- The aim of the following exercises is to explain the characteristics of the fabric for example drapability, weight, stretch, transparency/ opacity etc. Color rendering of the following are introduced.
 - Denim – Jeans
 - Ikat –Pants/Jump suit
 - Cotton – Solid and print
 - Lycra Spandex (Active sport-wear)
 - Chiffon and lace evening wear)

GARMENT CONSTRUCTION LAB.

Subject Code: BFTE1-212

L T P C

0 0 2 1

COURSE OBJECTIVES:

1. To understand and appreciate different types of necklines, collars, sleeves, cuffs and pockets.
2. To obtain fabricating skills for the same.

UNIT-1

AREAS OF STUDY

1. Types of Necklines:

- a) Round and jewel
- b) Square and glass
- c) V shaped, straight and curved
- d) Scalloped
- e) Sweet heart

2. Neckline finishing by using facings and interfacings:

- a) Shaped facing
- b) Bias facing
- c) Single layer binding
- d) Double layer binding

UNIT-2

TYPES OF COLLARS

Finishing collars using interfacing

1. Flat collar
2. One piece rolled collar
3. Two piece rolled collar
4. Shirt collar

TYPES OF SLEEVES AND SLEEVE FINISHES

1. Basic sleeve types
Half sleeve, full sleeve and 3/4 sleeve
2. Sleeves finish
3. Set in sleeves
 - a) Plain
 - b) Puff sleeve
 - c) Flare sleeve
 - d) Leg 'O' mutton
 - e) Shirt sleeve
 - f) Kurta sleeve

OTHER MODIFIED SLEEVES

1. Raglan
2. Kimono
3. Dolman

Note: Insertion of gusset to be explained sleeve finishes

- a) Self-hem
- b) Shaped facing
- c) Bias facing/double fold bias binding
- d) Casings

UNIT-3

POCKET MAKING AND APPLICATION

1. Patch pockets- different types
 - a) Unlined patch pockets
 - b) Lined patch pockets
 - c) Patch pockets with flap

PATCH POCKET WITH SELF FLAP INSIDE POCKETS

1. Reinforcing in-seam pockets
2. Extension in-seam-pocket-front hip pocket
3. Slashed pockets-bound pockets
4. Fabricating bound pockets
5. Flap and separate welt pocket
6. Welt pocket with flap

UNIT-4

FASTENERS

Inserting a zip fastener:

1. Centred standard
2. A lapped standard zip
3. Concealed zip
4. Open end zip
5. Finishing off in a slot

BUTTONS- TYPES ATTACHING

1. Positioning and buttons
2. Hook and eye
3. Press-studs
4. Touch and close

Recommended Books

1. Dorothy Wood, 'The Practical Encyclopedia of Sewing', Lorenz Books.
2. Dorling Kindersley, 'The Complete Book of Sewing'.
3. 'Sewing and Knitting: A Reader's Digest step –by-step Guide'.
4. Comparative Construction Techniques
5. Sherie Doonga, 'Clothing Construction'.
6. Sewing Manual: Singer
7. Stitch World
8. Apparel views

PATTERN MAKING LAB.

Subject Code: BFTE1-213

**L T P C
0 0 2 1**

This is an introductory course where the relationship between draping of a three-dimensional form and flat pattern making is introduced. Students draft basic slopers according to dress form requirements. The basic sloper is used to develop creative designs. The final project is the development of an original design through the flat pattern method.

Methodology:

The exercises are variations of basic slopers and their common variations. The students are given demonstrations for each and are required to make paper patterns along with muslin test fits. Design possibilities/variations of each should be explored and towards the end of the semester a complete term garment in suitable fabric is made.

COURSE OBJECTIVES:

This area of instruction should enable the students to:

1. Develop accurate slopers for Skirts.

2. Become familiar with tools of pattern making.
3. Understand the language of pattern making.
4. Develop the ability to create designs through the flat pattern method.

1. Introduction to PM.
2. How to take body measurements?
3. Developing the first bodice block (dartless).
4. Making a prototype for e.g. A 'tank top' with the help of basic block.
5. Developing the 2nd bodice block (with darts).
6. Test fit the garment on the dress form.
7. Dart manipulation.
 - a) Single dart series.
 - b) Double dart series
 - c) Multiple dart series.
 - d) Darts away from bust point.
 - e) Darts in the form of gathers.
 - f) Stylised darts.

Recommended Books:

1. Helen Joseph Armstrong, 'Pattern making for Fashion Design', Harper Collins, LA.
2. Winfred Aldrich, 'Metric Pattern Cutting for Menswear', BSP Professional Book Oxford.
3. Marten Shoben and Janet P. Ward, 'Pattern making and making up-the professional approach', Butterworth Heinman, Oxford.
4. P. Kunick, 'Modern sizing for Womens and Children', Philip Kunik Publication, London.
5. Natalie Bray, 'Dress Fitting', Black Well Science Ltd., London.
6. Natalie Bray, 'Dress Patten Designing', Black Well Science Ltd. London.

DRAPING LAB.

Subject Code: BFTE1-214

L T P C

0 0 2 1

COURSE OBJECTIVES:

Students are expected to learn the basic principles of draping. Once the principles of draping have been mastered the designer is free to translate an endless variety of ideas.

Draping is a method of Pattern Making for Fashion Design that permits free and accurate expression of ideas as designer works. It is a three dimensional process of designing. The designer working from a sketch or a mental picture give the three dimensional form to an idea for a garment with a help of a dress form.

1. Introduction to Draping
2. Basic Bodice
3. Basic Sleeve
4. Basic skirt
5. Dart manipulation
6. Short sleeve
7. Flared skirt
8. Princess bodice
9. Dirndl skirt

10. Gored skirt
11. Collars
 - Mandarin
 - Convertible
 - Peter Pan
12. Yokes:
 - Shoulder
 - Midriff
 - Hip
13. Princess Bodice
14. Princess Bodice Variation
15. Term Garment

ELEMENTS OF DESIGN LAB.

Subject Code: BFTE1-215

L T P C

0 0 2 1

COURSE OBJECTIVES:

Introduction to Design Process/Material Exploration/Research Methodology/Presentation Techniques/Visual Communication/Visual Merchandising.

Project - A

Identify and select many visuals of any product except a garment (furniture or any other utility object, art forms or art effects, accessories, architecture or architectural details etc.).

1. The evolution and development of the product through time
2. Product manifestation as found in different environments/lifestyles
3. Product adaptation in different materials
4. The physiology of the product
5. Marketing and merchandising of the product
6. Any other

Project-B

Design the identified product utilising the above inputs (one to seven).

Methodology

Let the students:

- Visualize certain activities they enjoy (sleeping, eating and cycling...)
- Identify the effect of these activities (comfort, entertainment, inspiration etc.)
- Identify associated objects with the activity.
- Discuss with respect to the objectives given above. you may adopt your own methodology and invite related experts in various areas.

We are involving experts from the area of:

- a) Architecture for physiology and psychology of products
- b) Cultural studies and material exploration
- c) Marketing/advertising/communication

WORLD ART APPRECIATION LAB.

Subject Code: BFTE1-216

**L T P C
0 0 2 1**

COURSE OBJECTIVES:

The objective of the course is to give an insight and input about the various aspects of the History of World Art right from the origin. The students learn about the historic importance and relevance of the various aspects and phases of the World Art and take inspiration and influence for their own creations.

- Introduction to Pre Historic Art
- Egyptian Art
- Greek and Roman Art
- Medieval Europe: the birth of two major Religions-Christianity and Islam
- The Renaissance and its masters
- Mannerism and Baroque and Realism
- Impressionism and Post Impressionism
- Cubism
- Fauvism
- Surrealism
- Discussions/presentations

Instruction to the Examiner:

1. Pls add Fill in the blanks for at least 20 marks.
2. Presentations on topics in groups should be given.

Recommended Books:

1. Herbert Read, 'A Concise History of Modern Painting'.
2. H.H. Arnason, 'A History of Modern Art'.
3. H.W. Janson, 'History of Art'.
4. Edith Tomory, 'A History of Fine Arts'.

TRADITIONAL INDIAN TEXTILES & EMBROIDERIES

Subject Code: BFTE1-217

**L T P C
3 0 0 3**

Duration: 36 Hrs.

COURSE OBJECTIVES:

Study of different traditional textiles of various regions in terms of their origin

- Socio-cultural background
- Techniques/material
- Colour/motifs
- Evolution or changes over time
- Present scenario
- Contemporary usage

Woven Fabrics

- Carpets
- Shawls

- Sarees-Chanderi, Maheshwari, Kanjeevaram, Paithani etc.
- Brocades
- Textiles of North Eastern Region

Embroidered (Briefly as also covered under surface ornamentation)

- Kantha
- Phulkari
- Chikankari
- Kasuti
- Kashida
- Embroidery of Gujrat & Rajasthan.

Resist Dyed

- Bandhani
- Ikat
- Patola

Printed and Painted

- Block printed textiles from Gujarat
- Block printed textiles from Rajasthan
- Ajrakh
- Kalamkari

HISTORY OF WESTERN COSTUMES

Subject Code: BFTE1-218

L T P C
3 0 0 3

Duration: 36 Hrs.

COURSE OBJECTIVES:

The objective of the course is give an insight and input about the various aspects of the History of the costumes of the western world right from the origin. The students learn about the historic importance and relevance of the costumes and take inspiration and influence for their own creations.

- Introduction
- Egyptian
- Assyrian
- Babylonian
- Greek
- Etruscan
- Roman
- Byzantine
- 13-14th century
- 15,16 and 17th centuries
- 18th -19th centuries
- 19th century onwards

Instruction to the Examiner:

1. Pls add Fill in the blanks for at least 20 marks.
2. Presentations on topics in groups should be given.

Recommended Books:

1. Douglas Gorsline, 'A History of Fashion'.
2. Phyliss G. Tortora & Keith Eubank, 'Survey of Historic Costume'.

GRAPHIC DESIGN AND APPLICATIONS LAB.

Subject Code: BFTE1-219

L T P C

0 0 2 1

COURSE OBJECTIVES:

This course is aimed at students and design professionals who are interested in learning how to design, print using Photoshop. To create, capture and enhance the images in accordance with the final objective. It is a bitmap based graphic designing program that designers use to create professional artwork or advertisements. In this course, students will explore the advanced features available with Photoshop including advanced text, color, layout and layers styles.

- Learn how to manipulate, edit, and adjust images by using, the different tools in Photoshop. Students will learn how to apply layer effects and filters to create special effects, including lighting and texture effects.
- To show advanced skills in using painting tools and blending modes to create special effects and quality artworks.
- Perform good skill in color correction and restoration of photographs and images.
- To learn how to optimize images for use on the Web, and the advantages of using image slicing techniques.
- Demonstrate basic skills in developing a time-based production

Duration-6 months

One class per week of 3 Hrs.

Teaching Techniques

1. Classroom lectures, demonstrations, & discussions.
2. Individual and small group work.
3. Hands-on lab classes/Assignments

Pre-requisite

Students should have basic knowledge in using Windows operating system and to access and work with the files and programs using Windows OS. It will be more preferable, if you have color sense and some photography or artistic skills.

Note: All topics are covered in extreme detail with practical examples for all.

Examination /Evaluation scheme

Practical Examination: One Practical examination of 3 hours' duration will be conducted on the modules described in the curriculum. The maximum marks will be 100.

Unit-I

Introduction To Adobe Photoshop, Opening new files, Opening existing files, exploring the Toolbox, Exploring Panels & Menus, Creating & Viewing a New Document, About Photoshop, Navigating Photoshop, Working with Images and Basic Selections, Working with Multiple Images, Rulers, Guides & Grids, Adjusting Color with the New Adjustments Panel, Getting Started With Layers And Painting Commands, Understanding the Background Layer, Creating, Selecting, Linking & Deleting Layers, Introduction to Blending Modes

Unit-II

Photo Draping in Adobe Photoshop, Photo Draping Basics, using a Wrap tool to Photo, Photo Draping a garment/dress with Blending modes, Photo Draping a Bed, painting in Photoshop Using the Brush Tool, working with Colors & Swatches, Creating & Using Gradients, Creating & Working with Brushes.

Unit-III

Photo Retouching and Color Correction, The Red Eye Tool, The Clone Stamp Tool, The Patch Tool & the Healing Brush Tool, The Spot Healing Brush Tool, The Color Replacement Tool, Adjusting Levels, Adjust Curves, Non-Destructively, with Adjustment Layers

Unit-IV

Using Quick Mask Mode and the Pen Tool, working with Colors and Color Settings, working with the Color palette, Using the Color palette, Editing Foreground color and Background color, Using the Color ramp, Setting the CMYK Color gamut, Creating Special Effects, Getting Started with Photoshop Filters, Smart Filters, Creating Text Effects, Applying Gradients to Text.

DYEING AND PRINTING

Subject Code: BFTE1-220

L T P C

Duration: 36 Hrs.

3 0 0 3

COURSE OBJECTIVES:

To introduce the students to the basics of dyeing and printing.

Contents:

Unit-I

1. Introduction to the Grey fabric
2. Characteristics and classification of impurities
3. Introduction to the preparatory processes of dyeing for cotton – Singeing, desizing, scouring, bleaching, mercerization.

Unit-II

1. Definition of color, dyes, pigment
2. Classification of dyes
3. Application of dyes on textiles
4. Stages of dyeing – Fiber, yarn, fabric and garment
5. Introduction to dyeing of blends

Unit-III

1. Methods of printing
2. Styles of printing
3. Environmental Concerns

Instructions to the teacher: Field trip to a dyeing & printing unit will be taken.

Instructions to the examiner:

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 30 marks.
2. There will be six questions of 10 marks each, out of which three questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit.

Recommended Books:

1. Joseph J. Puzuto, 'Fabric Science'.
2. V.A. Shenai, 'Technology of Dyeing, Printing and Bleaching'.

FASHION STUDIES

Subject Code: BFTE1-322

L T P C

Duration: 46 Hrs.

3 1 0 4

COURSE OBJECTIVES: To familiarize the students about Fashion and fashion related terms and activities

NOTE: Examiner will set 9 questions in total, with two questions from each unit and one question covering all sections which will be Q.1. This Q.1 is compulsory and of short answers type. Each question carries equal mark (12 marks). Students have to attempt 5 questions in total at least one question from each unit

UNIT-I

Terms related to the fashion industry –fashion, style, fad, classic, and collection, chic Custom made, mannequin, fashion, show, trend, forecasting, high fashion, fashion cycle, haute couture, couture, couturier, fashion director, fashion editor, line, knock-off avant garde, bridge, buying house, apparel, fashion merchandising, pre –a –porter, sample.

UNIT-II

Elements of design –line, shape or form, colour, size and texture. Application of structural and decorative design in a dress, selection and application of trimmings and decorations. Principles of design -balance –formal and informal, rhythm-through repetition, radiation and gradation, emphasis, harmony and proportion. Application of principles of design in a dress. Design-definition and types–structural and decorative design, requirements of a good structural and decorative design. Colour-definition, colour theories-prang colour chart and munsell colour system, Dimensions of colour-hue, value, and intensity. Standard colour harmonies-application in dress design.

UNIT-III

Wardrobe planning for different age groups, factors influencing wardrobe selection, Fashion and season, Designing dresses for different occasions –business meetings, parties/ dinners, evenings/leisure hours, marriage functions, sports, uniforms for civil service, airhostess, hoteliers, schools –girls and boys (school, high school).

UNIT-IV

Study of Indian designers – Tamil Nadu, Maharashtra, Rajasthan, Karnataka and Uttar Pradesh and World designers – France, Germany, U.S, United Kingdom and Italy (any one popular designer)

Recommended Books:

1. Bina Abling, 'Fashion Sketch Book', Fair Child Publications, New York Wardrobe.
2. Judith Rasband, 'Strategies for Women', Delmar Publishers, London.
3. Bennett, 'Inside the Fashion Business', Coleman & Co, Mumbai, 1998.
4. T. Harriet, Mc Jimsey, 'Art and Fashion in Clothing Selection', The Iowa University Press, Ames, Iowa, 1973.
5. Gini Stephens Frings, 'Fashion – from Concept to Consumer', 6th Edn., Prentice Hall, 1999.

TEXTILE STUDIES-II

Subject Code: BFTE1-323

L T P C
3 1 0 4

Duration: 46 Hrs.

COURSE OBJECTIVES: To introduce various terms and techniques related to Textile material. The subject aims to make the students differentiate types of fabrics and yarns and the use of it in clothing. To Gain complete knowledge about the fabric and yarn structure, weaving.

NOTE: Examiner will set 9 questions in total, with two questions from each unit and one question covering all sections which will be Q.1. This Q.1 is compulsory and of short answers type. Each question carries equal mark (12 marks). Students have to attempt 5 questions in total at least one question from each unit.

UNIT – I

FABRIC: Flow chart from fiber to finished fabric -Fiber Classification Different methods of fiber identification – physical examination, burning test, chemical test. Properties of natural fibers (vegetables and animal) i.e. cotton, linen, wool, silk, etc. - Properties of Synthetic fibers i.e. Polyester, nylon, acrylic, etc.

UNIT – II

YARN: Different yarn formation process i.e. cotton yarn, woollen / worsted yarn, synthetic or blended yarn – blending, opening, cleaning, doubling, carding, combing, drawing, roving, spinning, yarn twist – S and Z. Different types of yarns -Fiber quality requirements for different types of yarn and fabrics. -Different methods of fabric formation i.e. Weaving, Knitting, non- woven. -Comparative study of woven, knitted and non- woven fabrics.

UNIT – III

WEAVING: Different types of weaves – plain, satin, sateen, twill, bird's eye, jacquard, basket, ribbed, crepe, pile, dobby, triaxial, lappet. -Properties and uses of different weaves. -Construction of different weaves – their EPI and PPI. Different types of Weaving machinery, i.e. dobby, jacquard. Common defects in weaving.

UNIT – IV

NON WOVEN FABRIC: Non – wovens -Classification of non- wovens -Properties and end users of non wovens -Different methods of production – Web formation, bonding, finishing. -Industrial visits.

Recommended Books:

1. Bernard P. Corbman, 'Textiles – Fiber to Fabric', McGraw Hill.
2. K.V.P. Singh, 'Introduction to Textiles', Kalyani Publishers.
3. Bernard P. Corbman, 'Textiles – Fiber to Fabric', McGraw Hill.
4. K.V.P. Singh, 'Fabric Studies', Kalyani Publishers.

FABRIC STUDIES

Subject Code: BFTE1-324

L T P C
3 1 0 4

Duration: 46 Hrs.

COURSE OBJECTIVES: To impart knowledge of fabric designing by understanding the concepts of fabric structure comprising basic weaves, their modification as well as decorative weaves, etc.

NOTE: Examiner will set 9 questions in total, with two questions from each unit and one question covering all sections which will be Q.1. This Q.1 is compulsory and of short answers type. Each

question carries equal mark (12 marks). Students have to attempt 5 questions in total at least one question from each unit.

UNIT – I

Woven design fundamentals; Classification of woven structures, Importance of fabric structure, Concept of fabric designing through fabric structure, methods of weave representation, Basic elements of a woven design; Design, Drafting plan, Peg plan and Denting, Types of draft plans. Plain weaves; external characteristics, properties, uses, ornamentation, rib and cord effect. derivatives/modifications; warp rib, weft rib, hopsack, their classification, design, draft and peg-plan for all.

UNIT – II

Twill weaves; external characteristics, properties, factors influencing prominence of twill weaves, influence of twist, classification; balanced and unbalanced: ordinary, zig-zag, herringbone, curved, broken, transposed, elongated, combination twills, design, draft and peg-plan for all weaves.

UNIT – III

Sateen and Satin weaves; external characteristics, properties, uses, regular and irregular sateen, Cork screw weaves; warp faced, weft faced, uses, Diamond weave, Honey Comb weaves; ordinary and brighton, characteristics and uses, Huck a back weaves; characteristics and uses, Crepe weaves; methods of constructions, characteristics and uses, Draft and Peg-plan for all decorative weave.

UNIT-IV

Bed Ford Cords; plain faced, twill faced, Mock Leno weaves; perforated fabrics, distorted thread effects, end uses, Welt and Pique Fabrics. Extra warp and weft figured fabrics, Introduction to Backed cloth, Terry pile fabrics and pile formation and velveteen. Constructional particulars of various fabrics used for apparels.

Recommended Books:

1. Navneet Kaur, 'Comdex Fashion Design; Fashion Concepts', Vol. I, Dreamtech Press, 2010.
2. N. Gokarneshan, 'Fabric Structure and Design', New Age Publishers.
3. Z.J. Groszicki, 'Watson Textile Design and Colour', Newnes Butterworth.
4. H. Nisbet, 'Grammer of Textile Design', D.B. Tarapore Wala Sons and Co.

INTERIOR DESIGN

Subject Code: BFTE1-356

L T P C
3 1 0 4

Duration: 46 Hrs.

COURSE OBJECTIVES: To make students understand the various aspects such as spatial quality, design vocabulary, design principles, and design process related to the design of interiors. Understanding various aspects such as form, scale, light, dimension, height, transitional elements etc affecting interior space.

UNIT – I

INTERIOR SPACE:

Space – definition; Interior space – spatial qualities: form, scale, outlook; structuring space with interior design elements; spatial form; spatial dimension – square, rectangle, curvilinear spaces; height of space; spatial transitions – openings within wall planes, doorways, windows, stairways.

UNIT – II

DESIGN PRINCIPLES:

Form – point, line, volume, shape, texture & colour – in relation to light, pattern etc. and application of the same in designing interiors.

Ratio; proportions – golden section; relationships; scale; Balance – symmetrical, radial, occult; harmony; unity; variety; rhythm; emphasis.

UNIT III

ANTHROPOMETRICS:

Definition, theory of standard dimension based on human figures for activities, functions, circulation, furniture design, spatial requirements etc. Study of Ergonomics Design of Furniture for Living, Dining, Kitchen, Office etc.

UNIT – IV

DESIGN CONTROL:

Design process – Analysis, synthesis, design evaluation; Design criteria – function and purpose, utility and economy, form and style; human factors - human dimensions, distance zones, activity relationships; fitting the space – plan arrangements, function, aesthetics.

Recommended Books

1. D.K. Francis, Ching, 'Interior design Illustrated', Van Nostrand Reinhold.
2. John. F. Pile, 'Interior Design', Harry Abrams Inc.
3. Sam. F. Miller, 'Design Process – A Primer for Architectural and Interior Design', Van Nostrand Reinhold.
4. Gary Gordon, 'Interior Lighting for Designers', John Wiley & Sons Inc.
5. Harold Linton, 'Colour in Architecture', McGraw Hill.
6. Jonathan Poore, 'Interior Colour by Design', Rock Port Publishers.
7. Sherrill Winton, 'Interior Design and Decoration', Prentice Hall.
8. Johanness Itten, 'The Art of Colour', John Wiley and Son.

HOME FASHION

Subject Code: BFTE1-357

**L T P C
3 1 0 4**

Duration: 46 Hrs.

COURSE OBJECTIVES: To impart knowledge on various Home Fashion, their product range, properties, design aspects and applications, etc.

NOTE: Examiner will set 9 questions in total, with two questions from each unit and one question covering all sections which will be Q.1. This Q.1 is compulsory and of short answers type. Each question carries equal mark (2 marks). Students have to attempt 5 questions in total at least one question from each unit.

Unit-1

Introduction to Home Fashion, Product Classifications; Widely used Home fashion materials, Decorative fabrics; home textile fabrics, Soft floor coverings, designers.

Decorative weaves/Advanced fabric structures for Home Fashion; Jacquard weave, crepe weave, pile w, Slack tension weave, Double weave fabrics.

Unit-2

Upholstery fabrics; their properties, standard performance specifications for woven upholstery fabrics, upholstery fabrics in use- application terms, upholstery fabric on furniture.

Flame resistance of upholstered fabrics, filling and padding of upholstered furniture, care and maintenance.

Unit-3

Carpets; manufacturing methods, Woven Vs tufted carpet, types of carpet pile, carpet construction terms, fibres, yarns, dyeing, printing, and finishing for carpets, carpet underlay, carpet flammability,

Traffic classification, carpet soiling, carpet maintenance, methods of cleaning, factor evaluating carpet quality.

Unit-4

Window fabrics, how fibre properties, yarn and fabric construction, dyes and prints affect window fabrics, fabric finishing for window fabrics, Wall and Ceiling coverings, manufactured products, Bedding products; sheets, pillowcases, blankets, bedspread, quilts and comforters, mattresses, Textile Table top products and Hospitality Industry.

Recommended Books

1. Billie J. Collier, Martin Bide & Phyllis G. Tortora, 'Understanding Textiles', Pearson, Prentice Hall Publication Ltd., 7th Edn., Cambridge, 2000.
2. Navneet Kaur, 'Comdex Fashion Design; Fashion Concepts', Vol. I, Dreamtech Press, 2010.
3. N. Gokarneshan, 'Fabric Structure and Design', New Age Publishers.
4. Z.J. Groszicki, 'Watson Textile Design and Colour', Newnes Buttersworth.
5. Diamond Ellen and Diamond Jay, 'Fashion Apparel & Accessories and Home Furnishing', Pearsons Prentice Hall, NJ, 2007.

FASHION FORECASTING FOR INDIAN RETAIL

Subject Code: BFTE1-358

L T P C

Duration: 46 Hrs.

3 1 0 4

COURSE OBJECTIVES: To familiarize students with Indian Retail Industries, Fashion forecasting, etc.

Unit-I

Introduction to Fashion forecasting, Prediction of mood, behaviour and buying habits of the consumer, identifying customer by age, geography or income. Understanding the forecast of fashion – what kind of silhouettes, colour, trims, fabric, accessories, jewellery is predicted for upcoming season.

Unit-II

Trend Forecast: Study of various magazines, book, websites, etc. to study the fashion trends. Understandings of upcoming season. Study different organisation of forecast, Study four last season and upcoming season. PPT presentation of Forecast.

Unit-III

Introduction to Retailing, types of Retailers and Ownerships. Elements of Retail Mix. Store Organizations. Retailing market strategy and benefits of Retail marketing. Analysis of area and site selection. Departmentalization, Layout planning and space allocation. Basic Profit Factors- the relationship of Markup to Profit. Retail Pricing & re-pricing. Inventory control.

Unit-IV

Planning and Direction of Fashion advertising and different kinds of Advertising, Scheduling and planning (Public Media, Newspaper, Magazine, radio, Television, Direct mailing, etc.) Retailing and fashion promotion, Co-operative advertising, the advertising department in a retail store, Advertising agencies, Publicity, Special events, Visual presentation (Window, Interior). The buyer's role in promotion.

Recommended Books:

1. Levy and Weitz, 'Introduction to the World of Retailing', Berman and Evans.
2. Levy and Weitz, 'Retail Institutions and Multi-channel', Berman and Evans.

3. 'Strategic Planning in Retailing', Berman and Evans.
4. Levy and Weitz, 'Retail Market Strategy'.
5. 'Identifying and Understanding Consumers', Berman and Evans.
6. Levy and Weitz, 'Customer Buying Behavior'.
7. Levy and Weitz, 'Store Layout, Design and Visual Merchandising'.
8. Berman and Evans, 'Retail Image and Promotional Strategy'.
9. 'Pricing Levy and Weitz', Berman and Evans.
10. 'Fashion Trends', The Forecast Book.
11. 'Fashion Forecasting', Evelyn L. Brannon.
12. Rita Perna, 'Fashion Forecasting'.
13. Sandra Keiser & Myrna B. Garner, 'Beyond Design'.
14. Web sites preferred – www.style.com, www.wgsn.com, www.fashion.about.com, www.firstview.com.
15. Magazines preferred – Vogue, View point, Bazar, Elle, Lofciel, Promostyl, Marie Claire, Femina, Cosmopolitan.

PATTERN MAKING-III LAB.

Subject Code: BFTE1-325

L T P C

0 0 4 2

COURSE OBJECTIVES: To familiarize students with advanced pattern making of skirts, shirts, trousers. Pattern making of two, one piece dresses on full scale, using flat form and draping method of drafting. The pattern to be marked properly. Grading should be done for bigger and smaller dresses.

Layout and marker making of five different skirts. Pattern making and Grading should be done for bigger and smaller sizes.

Practice of pattern making of shirts, pants/trousers, Jeans and Jackets/Coats.

NOTE: At least ten experiments have to be performed in the semester out of which seven experiments should be performed from above list. Remaining three experiments may either be performed from the above list or designed & set by teacher as per the scope of the syllabus.

Recommended Books:

1. H.J. Armstrong, 'Pattern Making for Fashion Design', Pearson.
2. Manmeet Sodhia, 'Advanced Drafting and Draping', Kalyani Publishers.
3. 'The Art of Fashion Draping', Connie Amaden Crawford Fairchild.
4. Natalie Bray 'Dress Fitting', Blackwell Science.

GARMENT CONSTRUCTION-II LAB.

Subject Code: BFTE1-326

L T P C

0 0 4 2

COURSE OBJECTIVES: The course aims to make the students design specific dress, pattern, ornaments and dresses for occasion. The students will be well prepared about the different designing of the ornaments and skirt designs.

DIFFERENT SKIRTS DESIGN: Designing of fifteen different skirts using fabrics, mediums, silhouettes, surface ornamentation of various types.

ORNAMENTS: Designing of atleast ten, one pc. Dresses using fabrics, mediums, silhouettes, surface ornamentation of various types. Layout and marker making of any two of these dresses on smaller scale.

DESIGNING OF ANY TWO GARMENTS: Designing and construction of any two garments for a fashion show.

Recommended Books:

1. H.C. Carr, 'The Clothing Factory', The Clothing Institute, London, 1972.
2. Jacob Solinger, 'Apparel Manufacturing Handbook', Van Nostrand Reinhold Company, 1980.
3. Irland, 'Encyclopedia of Fashion Details', Batsford.

NOTE: At least ten experiments have to be performed in the semester out of which seven experiments should be performed from above list. Remaining three experiments may either be performed from the above list or designed & set by teacher as per the scope of the syllabus.

FASHION ILLUSTRATION-I LAB.

Subject Code: BFTE1-327

L T P C

0 0 2 1

COURSE OBJECTIVES: To familiarize students with the sketching ideas, basics and illustration tools used in fashion sketching.

1. Usage of different dry and wet colour mediums in sketching e.g. shading, filling etc. Normal figure proportions, grid theory for formation of fashion figure.
2. Fashion Figure proportions, Fashion figure in different views, as front view, 3/4th view, back view, side view.
3. Flashing of the fashion figure in different views. Movement figures-principles to form a movement figure, sketching of the movement figures in various postures/body positions. Variations of body parts - Arms, Hands, legs, Feet. Facial figure proportions- features, hairstyles.
4. Developing silhouettes—draping, fold lines, prints, etc. Photo analysis, fabric rendering, simple illustration on fashion figures.
5. Designing and sketching of the following fashion essentials: types of necklines, type of sleeves, type of collars, type of pockets, type of yokes, types of skirts, type of waistlines, type of pleats, tucks, types of plackets, etc.
6. Designing of various garments from the following categories: Children wear, Ladies' wear, Men's wear, Nightwear, Apron, etc.
7. Practice on editing of Fashion Illustration work on computer.

Recommended Books:

1. Maite Lafuente, 'Fashion Illustration Techniques', Om Publication.
2. Fernandez, 'Illustration for Fashion Design 12 Steps to the Fashion Figure', Pearson.
3. Perpard, Prakashan, B. Abling, 'Antomy and Drawing', Fairchild.
4. Ireland, 'Fashion Design Drawing and Presentation', Batsford.
5. Anne Allen, 'Fashion Drawing: The Basic Principle', Om Publication.
6. Mckelvey, 'Fashion Design', Blackwell.
7. Irland, 'Fashion Design Illustration: Children', Batsford.
8. Irland, 'Fashion Design & Drawing & Presentation', Batsford.

NOTE: At least ten experiments have to be performed in the semester; out of which at least seven experiments should be performed from above list. Remaining three experiments may either be performed from the above list or designed and set as per the scope of syllabus.

CAD-I LAB.

Subject Code: BFTE1-328

**L T P C
0 0 2 1**

COURSE OBJECTIVES: To give hands on training to students on various CAD software.

- Introduction to graphical representations – live graphics, pixel graphics. Graphic systems and peripherals.
- Graphic standards/formats, file conversion initiatives, drawing simple geometric figures.
- Implementation of various aspects and commands of Corel Draw including 2D and 3D graphic design, other design software (textile and garments) and drawing objects such as line, circle, arc, ellipse, elliptical arcs, xlines, rays, multiline, polylines, rectangles, polygons, donuts and spline etc. Practical exposure on Adobe Illustrator and Adobe Photoshop.

Recommended Books:

1. Beazley & Bond, 'Computer Aided Pattern Design & Product Development', Blackwell.
2. Mikele P. Groover, Emory W. Zimmers Jr., 'Computer Aided Design & Manufacturing'.
3. Andeies Van Da Shvan K. Feiner and John F. Hughes, 'Computer Graphics Principles & Practices', 2nd Edn., James D. Foley.
4. George Omura, 'Mastering AUTOCAD 2004 & AUTOCAD LT 2004'.
5. Donald Mea, 'Computer Graphics', M & M Pauline Baker.

NOTE: At least ten experiments have to be performed in the semester out of which seven experiments should be performed from above list. Remaining three experiments may either be performed from the above list or designed & set by teacher as per the scope of the syllabus.

COLOUR AND DESIGN-I LAB.

Subject Code: BFTE1-329

**L T P C
0 0 2 1**

COURSE OBJECTIVES: To familiarize students with construction of motif or design and further application of water colours to fill them. To specify the colour with hue, value and chroma.

1. To show colour combinations according to pigment theory of colour.
2. To draw the Oswald's colour circle.
3. To show the arrangement of the primary, secondary and intermediate colours in the Brewster's theory.
4. To show the warm and cool colour effects.
5. To modify pigment colour with formation of tint, shades & coloured greys, etc.
6. Colour and grey intensity charts.
7. To show the various colour combination tech in fabric.
8. Types of lines and their effects.
9. To produce floral, geometrical, abstract and border designs.
10. Enlargement and reduction of designs.
11. Simple Weave and colour effects.
12. Compound colour and weave effects – stripe colour and weave effect, check colour and weave effect, Special colour and weave effect, figured colour and weave effect.
13. Placement of figures and motifs – half drop, double ½ drop, diamond base, ogee base, rectangular, horizontal, vertical etc.

Recommended Books:

1. Z.J. Groscicki, 'Watsons Textile Design and Colour', Newnes Buttersworth, **1988**.
2. E.P.G. Gohl and L.D. Vilensky, 'Textile Science', CBS Publishers, Delhi, **1983**.
3. Hideaki Chijiwa, 'Color Harmony - A guide to Creative color Combinations', **1994**.
4. Davis, L. Marian, 'Visual Design in Dress', Prentice Hall Inc., **1996**.
5. Elizabeth Rouse, 'Understanding Fashion', BSP Professional Books, **1989**.
6. Harold Carr and John Pomeroy, 'Fashion Design and Product Development', Blackwell Scientific Publications, **1992**.
7. G. Howell, 'In Vogue', Conde Nast Books, **1991**.
8. Penny Storm, 'Functions of Dress - Tool of Culture and The Individual', Prentice Hall, **1987**.

NOTE: At least ten experiments have to be performed in the semester out of which seven experiments should be performed from above list. Remaining three experiments may either be performed from the above list or designed & set by teacher as per the scope of the syllabus.

KNITTING AND KNITTED GARMENT TECHNOLOGY

Subject Code: BFTE1-430

L T P C
3 1 0 4

Duration: 45 Hrs.

COURSE OBJECTIVES: To impart knowledge of knitted fabrics, their properties, manufacturing techniques as well as ornamentation.

NOTE: Examiner will set 9 questions in total, with two questions from each unit and one question covering all sections which will be Q.1. This Q.1 is compulsory and of short answers type. Each question carries equal mark (12 marks). Students have to attempt 5 questions in total at least one question from each unit.

Unit-1

Definition of knitting, comparison of knitting and weaving, Classification of knitting- warp and weft knitting. Classification of weft knitting machines. Difference between woven and knitted fabric properties., Characteristics of warp knit and weft knit structure. Fundamental Stitches: Knit, Tuck and float stitches and their uses. Ornamentation of knitted fabrics. Concept of loop length, production calculation, fabric fault in weft knitting.

Unit-2

Weft Knitting Elements: Knitting needles, sinkers, cam systems, etc. Knitting cycles of Latch, Beard and Compound Needles. Weft knitting: properties and uses of basic weft knitted structures- Plain, Rib, Interlock and Purl.

Unit-3

Warp Knitting: Classification of warp knitting machine. Brief introduction of Raschal and Tricot machines. Characteristics of Raschal and Tricot structures and their uses. Calculations for Tightness factor, fabric cover, stitch density, areal density and knitting machine production. Characteristics of knitting yarns. Major Knitted fabric faults and their remedies.

Unit-4

Fully 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 -Machinery used for knitted garments Flat bed, two-bar wrap knitting machine, circular jacquard knitting machine, circular pile knitting machine.

Recommended Books

1. Azgaonkar, 'Knitting Technology', Universal Publishing Corporation, **1998**.

2. Spencer, 'Knitting Technology', Pergamon Press.
3. H. Wignall, 'Hosiery Technology', Textile Book Service, Plainfield, N.J., 1968.
4. Irfan Ahmed Sheikh, 'Pocket Knitting Expert', Irfan Publisher.
5. Terry, 'Knitted Clothing Technology', Blackwell.
6. K.V.P. Singh, 'Knitting Technology', Kalyani Publishers.

MATERIAL STUDIES

Subject Code: BFTE1-431

L T P C
3 1 0 4

Duration: 45 Hrs.

COURSE OBJECTIVES: To impart knowledge and importance of different types of raw materials relevant to fibres, yarn, fabrics and apparel with brief description of relevant leather, metal, narrow fabrics like laces, braids, ribbons, fancy yarns and fabrics for apparels.

NOTE: Examiner will set 9 questions in total, with two questions from each unit and one question covering all sections which will be Q.1. This Q.1 is compulsory and of short answers type. Each question carries equal mark (12 marks). Students have to attempt 5 questions in total at least one question from each unit.

Unit-1

Introduction to important high performance fibres and their application in fashion design and speciality garments, fancy yarns, Types of fancy yarns and their application in fashion design.

Unit-2

Fabrics: Characteristics of Apparel fabrics; properties and end uses of fabrics like poplin, muslin, Madras Check, Seersucker, Georgettes, Crepe, Voile, denim, Drill, Chino, Satin, Brocade, Tussar, Organdie, Bedford cord, Pique, Velvet/Velveten, Gauze and Leno, Gaberdine, Organdie, Organza, Jean, etc.

Unit-3

Narrow Fabrics: Types of Narrow fabrics, like Tapes, Ropes, Braids, Laces, Ribbons, Elastics, Belts and their applications in garments and fashion accessories, Lining & Interlining fabrics: Different types and their structure and end uses.

Nonwoven fabrics: Manufacturing techniques and applications in the apparel and accessories.

Unit-4

Introduction to nature of miscellaneous materials like metals, glass, shells, plastic and their applications in fashion design.

Leathers: Different types of leathers, their properties and end uses.

Furs: Different types, their properties and end uses.

Recommended Books:

1. R. Chattopadhyay, 'Textile Ropes and Cordages'.
2. Watson, 'Textile Design'.
3. Preston & Lewin, 'High Performance Fibres'.
4. N.N. Banerjee, 'Nonwoven Fabrics'.
5. Carr & Latham, 'The Technology of Clothing'.
6. 'Know your Accessories'.

APPAREL MERCHANDISING & MARKETING

Subject Code: BFTE1-432

**L T P C
3 1 0 4**

Duration: 45 Hrs.

COURSE OBJECTIVES: To impart knowledge of Apparel marketing, domestic and export, terms of payment, fashion marketing, etc.

NOTE: Examiner will set 9 questions in total, with two questions from each unit and one question covering all sections which will be Q.1. This Q.1 is compulsory and of short answers type. Each question carries equal mark (12 marks). Students have to attempt 5 questions in total at least one question from each unit.

Unit-1

Exploration of Fashion Industry, Marketing ad Careers within the industry, Core components, Primary markets, Producers of material, Secondary markets, Design and Production, Present scenario of Textile and Apparel industry in India. Fashion Marketing concept, Marketing environment.

Unit-2

Domestic Vs International Marketing, Challenges for International Marketing, International Marketing environment, Identifying foreign apparel markets, International marketing mix – PLC model, Pricing decision, Channels of distribution, Promotion mix in International context, Modes of entering foreign market for apparel exports, Merits and demerits of each method, Terms of payment.

Unit-3

Exports- Export procedure and documentation, Export assistance – various schemes, sources of information, export promotion council etc., export finance.

Unit-4

Export houses- working of export houses, categories- star trading export houses, etc. Outsourcing merchandising, visual merchandising, Business process off shoring/outsourcing. Concept of supply chain management. India's leading export houses, Trends in apparel industry, Foreign trade agreements related to the garment industry.

Recommended Books:

1. Varshney and Bhattacharya, 'International Marketing Management'.
2. Nabhi's Publication on Export Govt. Handbook.
3. Onkvisit and Shaw, 'International Marketing'.
4. Cateora, 'International Marketing'.

PATTERN MAKING-IV LAB.

Subject Code: BFTE1-433

**L T P C
0 0 4 2**

COURSE OBJECTIVES: To familiarize students with Industrial pattern making of menswear, womenswear and kids wear, etc.

Concept of Industrial Pattern making, Preparation of master pattern of individual components of each type of garments.

Uses of CAD software like LECTRA, GERBER, REACH, TUKACAD for pattern making and grading. Marker planning concept.

NOTE: At least ten experiments have to be performed in the semester out of which seven

experiments should be performed from above list. Remaining three experiments may either be performed from the above list or designed & set by teacher as per the scope of the syllabus.

Recommended Books:

1. H.J. Armstrong, 'Pattern Making for Fashion Design', Pearson.
2. Manmeet Sodhia, 'Advanced Drafting and Draping', Kalyani Publishers.
3. 'The Art of Fashion Draping', Connie Amaden Crawford Fairchild.
4. Natalie Bray, 'Dress Fitting', Blackwell Science.

GARMENT CONSTRUCTION-III LAB.

Subject Code: BFTE1-434

L T P C

0 0 4 2

COURSE OBJECTIVES: To make the design and construction of dress, pattern and handling and analysis of different garments.

Flat pattern technique- drafting, developing pattern, designing and construction of garments of children, men and women using different construction and decorative features. Handling of different types of fabrics in the above garments.

Analysis of different garments- Men's wear, women's wear, kid's wear.

Different parts of a garment, different operational stitch of a garment, Line balancing system, SAM calculation, Layout setting procedure.

Recommended Books:

1. H.C. Carr, 'The Clothing Factory', The Clothing Institute, London, 1972.
2. Jacob Solinger, 'Apparel Manufacturing Handbook', Van Nostrand Reinhold Company, 1980.
3. Irland, 'Encyclopedia of Fashion Details', Batsford.

NOTE: At least ten experiments have to be performed in the semester out of which seven experiments should be performed from above list. Remaining three experiments may either be performed from the above list or designed & set by teacher as per the scope of the syllabus.

FASHION ILLUSTRATION-II LAB.

Subject Code: BFTE1-435

L T P C

0 0 2 1

COURSE OBJECTIVES: To familiarize students with the design ideas, and illustrations used in fashion.

Designing and sketching of different types of fashion details: necklines, sleeves, collars, pockets, yokes, skirts, waistlines, pleats, tucks, plackets etc.

Developing fabric textures like velvet, tie and dye, batik, denim, fur, leather, net, satin, organdie, etc.

Illusion in garments: line, print, colour and silhouette.

Designing of various garments from the following categories: Children wear, Ladies' wear, Men's wear, Evening wear, Nightwear, Kitchen wear, summer wear, winter wear and party wear, etc.

Advanced designing of the garments based upon innovative/motivational designing e.g. electronics, sports, jewellery, modules, camouflage, etc.

Recommended Books:

1. Maite Lafuente, 'Fashion Illustration Techniques', Om Publication.

2. Fernandez, 'Illustration for Fashion Design 12 Steps to the Fashion Figure', Pearson.
3. Perpard, Prakashan, B. Abling, 'Antomy and Drawing', Fairchild.
4. Ireland, 'Fashion Design Drawing and Presentation', Batsford.
5. Anne Allen, 'Fashion Drawing: The Basic Principle', Om Publication.
6. Mckelvey, 'Fashion Design', Blackwell.
7. Irland, 'Fashion Design Illustration: Children', Batsford.
8. Irland, 'Fashion Design & Drawing & Presentation', Batsford.

NOTE: At least ten experiments have to be performed in the semester; out of which at least seven experiments should be performed from above list. Remaining three experiments may either be performed from the above list or designed and set as per the scope of syllabus.

CAD-II LAB.

Subject Code: BFTE1-436

L T P C
0 0 2 1

COURSE OBJECTIVES: To give hands on training to students on various CAD software for pattern making, grading, marker planning, etc.

Development of Design of Men's tailored clothing. Making of Flat sketches, Moodboard, Storyboard and Portfolio.

Computerized Apparel Design: Introduction to "Basics of Computer Aided Design for Apparel Design". Usage of different drawing and measuring tools. Basic Block construction and digitization of patterns. Pattern making of different garments, e.g. skirts, jackets through assembly of lines, points, derived pieces, fold etc.

Introduction to Grading techniques. Application of grading system to basic blocks and adaptations.

Introduction to Marker planning and marker making for different garments for maximum fabric utilization. Introduction to the plotting methods and techniques.

Recommended Books:

1. Beazley & Bond, 'Computer Aided Pattern Design & Product Development', Blackwell.
2. Mikcle P. Groover, Emory W. Zimmers Jr., 'Computer Aided Design & Manufacturing'.
3. Andeies Van Da Shvan K. Feiner and John F. Hughes, 'Computer Graphics Principles & Practices', 2nd Edn., James D. Foley.
4. George Omura, 'Mastering AUTOCAD 2004 & AUTOCAD LT 2004'.
5. Donald Mea, 'Computer Graphics', M & M Pauline Baker.

NOTE: At least ten experiments have to be performed in the semester out of which seven experiments should be performed from above list. Remaining three experiments may either be performed from the above list or designed & set by teacher as per the scope of the syllabus.

CRAFT AND DOCUMENTATION

Subject Code: BFTE1-437

L T P C
0 0 2 1

COURSE OBJECTIVES: To familiarize students with the artisans, to bridge the gap lay between a designer and artisan and achieve a potential positive work relationship. To understand the craft of India, their sensibilities and traditional practices in the given geographical location.

This interaction will help the students to document the work of artisans in terms of colour, motif placement, finishing techniques.

The subject teaches the methodology of literature search & secondary data search for a diagnostic study in the context of the unorganized sector. The process of Collection & Presentation of the data in a documented format as well as the following stages of product ideation, design process and prototype development for subsequent design dissemination would be addressed

This subject attempts to create an awareness and appreciation of the traditional methodology of a particular craft through the entire process of survey, conceptualization of design, interaction with facilitators, prototype development, manufacturing, marketing and management procedures.

The subject gives practical exposure by working in cluster environment and further culminates in collation and presentation of the data in the document format. Other stages related to design dissemination are also addressed.

The students are required to visit craft clusters and document the process of making of the craft.

Understand the tradition in which a particular craft is embedded, techniques and tools. The students are also required to visit various museums and emporiums related to the craft identified.

NOTE: After doing craft survey, students will have to document the work of the artisans and present before the Jury comprise of faculty members, designers/industrialists/exporters, etc.

Submission of document in soft and hard copy. Presentation of the research.

DESIGN PROCESS AND METHODOLOGY

Subject Code: BFTE1-538

**L T P C
3 1 0 4**

Duration: 45 Hrs.

COURSE OBJECTIVES: To impart knowledge of Design philosophy, design process and methodology. To understand design and its relevance from prehistory to present era.

NOTE: Examiner will set 9 questions in total, with two questions from each unit and one question covering all sections which will be Q.1. This Q.1 is compulsory and of short answers type. Each question carries equal mark (12 marks). Students have to attempt 5 questions in total at least one question from each unit.

UNIT-I

Evolution of design during cave art period, Pre-history design, Greek Roman design, Renaissance design, Introduction to Isms and their relevance to in design, Industrial revolution and change in design field, Learning's from design school, Design in context to contemporary times. Presentation on different fields/era via design History.

UNIT-II

Understanding the process of design development and methodology. Understanding the process from inspiration to final prototype. Inspiration, Ideation, conceptualisation, modelling, prototyping, marketing. Documentation, Presentation, Design concepts.

UNIT-III

Introduction to surfaces, understanding surfaces in nature, understanding repeats & patterns, creating surfaces from inspirations, understanding the applications of surfaces on products. understanding design concepts and concerns.

UNIT-IV

Understanding a design problem, Conceptualising the rationale and drafting a model for the solution. Metaphor, Design Plan, Documentation and Presentation.

Creating Survey boards. -Creating Mood boards- its application in designing costumes. -Theme boards- its direct relation to creating designs of costumes. -Client boards- the study of peculiar characteristics of a client to design special costumes for him/ her. -Swatch boards- Use of swatches in surface texture of the designed costumes.

Recommended Books:

1. Janson, 'World History of Art'.
2. Watkinson, 'Bahaus Twenty -21'.
3. 'World Art: The Essential Illustrated History', Flame Tree Publishing.
4. Stephen Bayley, Terrence Conran, 'Design: Intelligence made visible'.
5. Grace lees, 'The Design History Reader', Maffei and Rebecca Houze.
6. Kjetil Fallan, 'Design History: Understanding Theory and Method'.
7. 'Design Way – How to Understand Customer Behaviour, Principles of Management', Heinz Wehrich.
8. 'Design Magazines and Architecture Magazines'.
9. Simon Clarke, 'Textile Design'.
10. Henry Wilson, 'Pattern & Ornament in the Arts of India'.
11. 'Chintz', Rosemary Crill.
12. 'Patterns', Drusilla Cole.
13. Bowie Style, 'Print & Pattern 2'.

APPRECIATION OF TRADITIONAL INDIAN FASHION

Subject Code: BFTE1-539

**L T P C
3 1 0 4**

Duration: 45 Hrs.

COURSE OBJECTIVES: To familiarize students with traditional Indian embroideries. Illustration and application of various techniques and stitches in ornamentations of textiles or garments.

NOTE: Examiner will set 9 questions in total, with two questions from each unit and one question covering all sections which will be Q.1. This Q.1 is compulsory and of short answers type. Each question carries equal mark (12 marks). Students have to attempt 5 questions in total at least one question from each unit.

UNIT-I

Various types of embroidery stitches such as stem stitch, chain stitch, herringbone stitch, cross stitch, etc.

UNIT-II

Study of Indian traditional textiles and embroideries of different States with special reference to material, thread, colours, stitches, motifs and production processes used such as Chikankari and Brocades of UP. Phulkari of Punjab. Chamba Rumal of Himachal Pradesh.

UNIT-III

Functional changes and value addition due to embroidery. Study of Indian traditional textiles and embroideries such as Kanthas, Baluchar and Jamdani of Bengal. Kashida, Shawls and Carpets of Kashmir, Ikat of Orissa. Patola, Bandhani, Sindh and Kutch of Gujrat.

UNIT-IV

Kalamkari and Pochampali of Andhra Pradesh. Kasuti of Karnataka.

Patch work, appliqué, quilting-introduction, tools material and techniques.

Advancements in embroidery techniques, new embroidery machines with advanced features.

Recommended Books

1. Usha Shrikant, 'Ethnic Embroidery of India', Honesty Publications.
2. B.K. Behra, 'Traditional Textile Designs of India'.
3. Barnden Betty, 'Embroidery Basics', Barson's Educational Series Incorp.
4. Gillow, 'Traditional India Textile', Thames & Hudson, 1998.

APPAREL MANUFACTURING PROCESS

Subject Code: BFTE1-540

L T P C
3 1 0 4

Duration: 45 Hrs.

COURSE OBJECTIVES: To impart knowledge towards various cutting tools, sewing and other apparel manufacturing processes, their planning and method in apparel manufacturing.

NOTE: Examiner will set 9 questions in total, with two questions from each unit and one question covering all sections which will be Q.1. This Q.1 is compulsory and of short answers type. Each question carries equal mark (12 marks). Students have to attempt 5 questions in total at least one question from each unit.

UNIT-I

Operation of apparel manufacturing unit, its various departments and their functionality.

The planning, drawing, reproduction of the marker, requirement of marker planning, marker plan efficiency, methods of marker planning and use. Tracing and marking Terminology- Chalked marking, chalked thread, colour coding, pin marking, tailor's tacks, thread tracing.

Types of pattern— Commercial pattern, Drafted pattern, draped pattern, Graded pattern, Production pattern, Trade back pattern.

UNIT-II

Cutting: Objectives and methods of cutting. Understanding of various fabrics, its effect on spreading and cutting techniques in relation to quality. The spreading of fabric to form a lay, requirement of spreading and different spreading method. Problems caused by improper cutting and spreading methods. Aids and Tool equipment for cutting- Band knife, clamp, click press, electrical cloth notcher, Straight knife cutter, Circular knife, portable rotary knife cutter, Cutting Board, Cutting Table, Drill, Pattern perforator, razor blade, Scissors, Shears, Face to face spreader, Manual spreader, one-way spreader, Tubular knit spreader.

UNIT-III

Classification and applications of different types of seams and stitches. Seam finishes: book seam finishes, net bound seam finish, self-bound seam finish, single ply bound seam finish, double stitched seam finish, pinked seam finish, etc.

Sewing Threads: fibre types, and thread composition, thread finishes, thread sizing, thread package, thread cost, thread properties & seam performance.

UNIT-IV

Introduction to various Sewing machine parts, their functions and applications.

Needles: types of needles. Understanding the structure and specifications of sewing machine needles and their importance in sewing processes. Introduction to various parts of needle- shank, butt, shoulder, reinforced shoulder, blade, point (set, cut, ball), eye, groove, scarf. Needle sizing: needle numbers, singer and metric system. Needle size and its relation to fabric and sewing quality requirements

Recommended Books:

1. Tyler, 'Carr and Latham's Technology of Clothing Manufacturing', Blackwell, Scientific Publications, 1988.
2. Ann Gioello, 'Fashion Product Terms', 2nd Edn., Fairchild.
3. Jacob Solinger, 'Apparel Manufacturing Handbook', Wiley, John & Sons, 1980.
4. Jones, M. Richard, 'Apparel Industry', 2nd Edn., Blackwell.
5. Chuter, 'Introduction to Clothing Production Management', Blackwell.

INDUSTRIAL PATTERN MAKING AND GRADING LAB.

Subject Code: BFTE1-541

L T P C

0 0 2 1

COURSE OBJECTIVES: To familiarize students with Industrial pattern making of menswear, womenswear and kids wear, etc.

Concept of Industrial Pattern making, Preparation of master pattern of individual components of each type of garments. Uses of CAD software like LECTRA, GERBER, REACH, TUKACAD for pattern making and grading. Marker planning concept.

NOTE: At least ten experiments have to be performed in the semester out of which seven experiments should be performed from above list. Remaining three experiments may either be performed from the above list or designed & set by teacher as per the scope of the syllabus.

Recommended Books:

1. H.J. Armstrong, 'Pattern Making for Fashion Design', Pearson.
2. Manmeet Sodhia, 'Advanced Drafting and Draping', Kalyani Publishers.
3. 'The Art of Fashion Draping', Connie Amaden Crawford Fairchild.
4. Natalie Bray 'Dress Fitting', Blackwell Science.

ADVANCE GARMENT CONSTRUCTION LAB.

Subject Code: BFTE1-542

L T P C

0 0 4 2

COURSE OBJECTIVES: To make the design and construction of dress, pattern and handling and analysis of different garments.

Flat pattern technique- drafting, developing pattern, designing and construction of garments of children, men and women using different construction and decorative features. Handling of different types of fabrics in the above garments.

Analysis of different garments- Men's wear, women's wear, kid's wear.

Different parts of a garment, different operational stitch of a garment, Line balancing system, SAM calculation, Layout setting procedure.

NOTE: At least ten experiments have to be performed in the semester out of which seven experiments should be performed from above list. Remaining three experiments may either be performed from the above list or designed & set by teacher as per the scope of the syllabus.

Recommended Books:

1. H.C. Carr, 'The Clothing Factory', The Clothing Institute, London, 1972.
2. Jacob Solinger, 'Apparel Manufacturing Handbook', Van Nostrand Reinhold Company, 1980.
3. Irland, 'Encyclopedia of Fashion Details', Batsford.

PORTFOLIO DESIGN & DEVELOPMENT LAB.

Subject Code: BFTE1-543

L T P C

0 0 2 1

COURSE OBJECTIVES:

To make students understand the importance of portfolios and presentations.

To impart practical skills for portfolio presentation.

Portfolio – Definition, different revolution, types. Fashion forecasting and its importance

Theme Based portfolio presentation – collections of ensembles of each based on themes

Presentation of designs inspired by any designer of your choice.

Preparation of Portfolio of one collection – 5 garments

Mood board, Story board, colour board, texture board, client board, logo, flat patterns.

Development of Costing & Spec with style, colour, design details, fabric, trims etc.

Preparation of Folio on Fashion Photography. Indoor Location, Outdoor Location.

Based on Location, time, Lighting.

PROTOTYPE DEVELOPMENT LAB.

Subject Code: BFTE1-544

L T P C

0 0 2 1

COURSE OBJECTIVES: To give hands on training to students on various prototype development based on themes.

Prototype Development and Presentation Technique:

1. To be planned for a season or occasion Mood board, Story board, Fabric board, colour board– to be presented separately or in a combined form.
2. Fabric development chart
3. Dyeing development chart
4. Textile Design development chart
5. Fashion illustration presentation
6. Garments in a collection – 4-6 garments (children's, women & men)

PROJECT WORK

Subject Code: BFTE1-545

L T P C

0 0 4 2

COURSE OBJECTIVES: To understand the requirement of domestic brands through research and to develop a range suitable to the selected domestic brand.

Developing the skill to choose an appropriate themes and implementation of the same. To develop the final sketches, fabric swatches, trimmings, ornamentation, textures, to create a story board, To develop the toils in order to bring out perfection in final garments.

Documentation of full design collection, Illustration of 8 final garments on paper, 6 toils and 2 final garments.

FASHION TREND SETTING AND FORECASTING

Subject Code: BFTE1-646

**L T P C
3 1 0 4**

Duration: 45 Hrs.

COURSE OBJECTIVES: To familiarize students with Fashion Trends and Fashion forecasting, etc.

Unit-I

Trend Forecast: Study of various magazines, book, websites, etc. to study the fashion trends. Understandings of upcoming season. Study different organisation of forecast, Study four last season and upcoming season. PPT presentation of Forecast.

Unit-II

Introduction to Fashion forecasting, Prediction of mood, behaviour and buying habits of the consumer, identifying customer by age, geography or income. Understanding the forecast of fashion – what kind of silhouettes, colour, trims, fabric, accessories, jewellery is predicted for upcoming season.

Unit-III

Design criteria of developing Textile, fabrics, Home Fashion, garments
Presentation techniques – Flat sketches, Mood board, Storyboard, Portfolio

Unit-IV

Understanding of interpretation of Fashion Forecast and develops an understanding of application of Fashion Forecast in further development of the product. Various methods of fashion forecasting used in the fashion industry. Process of fashion research & forecasting used in the fashion industry.

Recommended Books:

1. 'Fashion Trends', The Forecast Book.
2. Evelyn L. Brannon, 'Fashion Forecasting'.
3. Rita Perna, 'Fashion Forecasting'.
4. Sandra Keiser & Myrna B. Garner, 'Beyond Design'.
5. Web sites preferred – www.style.com, www.wgsn.com, www.fashion.about.com, www.firstview.com.
6. Magazines preferred – Vogue, View point, Bazar, Elle, Lofciel, Promostyl, Marie Claire, Femina, Cosmopolitan

FASHION JOURNALISM

Subject Code: BFTE1-659

**L T P C
3 1 0 4**

Duration: 45 Hrs.

COURSE OBJECTIVES: To give overview and brief knowledge on the fashion journalism. Training for fashion journalism as a specialism within general journalism in the context of the converged media and including the core journalism tasks and activities for delivery in print, online and for broadcast.

Unit-I

Basics of Communication: Concept, Definition, Elements. Functions and History of Human Communication; Verbal Communication & Non Verbal Communication; Interpersonal, Intrapersonal, Group & Mass Communication – Feedback and Evaluation of Communication Effects – Traditional forms of Oral & Visual Communication. Basic concept of Journalism, The Essential Skills of Journalism, Introduction to Fashion Communication.

Unit-II

The Objective of Fashion, Language of Fashion, Design Skills, Fashion Cultures, Presenting Skills, Fashion Business and Ethics of Fashion, Introduction to Indian Cultural and Historical Studies, Western Cultural and Historical Studies.

Unit-III

The skills of Fashion Writer, Fashion Journalism in Indian Context, Fashion Photography, Feature Writing, Fashion stories, Reviews, Fashion Book, Fashion Cinema, Fashion Exhibitions, Fashion Shows, Interviews, Concept of Photo Journalism, Caption writing
Editing: Knowledge of Typography, Headlines, Dummy Page Make Up, Proof – reading, layout, Photo Display, Graphics, Magazine editing, symbols, tools, Lead, Body and Paragraphing.

Unit-IV

Changing pattern of Fashion news coverage, style and approach, writing intro asking six basic questions- who, what, when, where, why and how. Social media and Internet: concepts, application and potential of Social media and Internet.

Trends in Digital, Magazine Production for Print and Digital, The Fashion Film Production, Intermediation and Consumption, Industry Focus, Professional Development, The Online Package, Research Methods for Media, Creating Concepts in Fashion Journalism.

Recommended Books:

1. Denis McQuail, 'McQuail's Mass Communication Theory', 4th and 5th Edn.
2. Srinivas Melkote and H. Leslie Steeves, 'Communication for Development in the Third World'.
3. Arvind Singhal and Everett Rogers, 'India's Communication Revolution'.
4. Joseph Klapper, 'Mass Communication Effects'.
5. John Hohenberg, 'Professional Journalists'.
6. Leonard Ray, 'Into The Newsroom'.
7. M.V. Kamath, 'Professional Journalism'.
8. Sourin Banerjee, 'Reporting Manual'.
9. K.M. Srivastava, 'News Reporting and Editing'.
10. Julie Bradford, 'Fashion Journalism'.
11. Peter McNeil, Sanda Miller 'Fashion Journalism: History, Theory and Practice'.
12. 'The Handbook of Journalism Studies', Edited by Karin Wahl-Jorgensen Thomas Hanitzsch, Routledge, Taylor & Francis.
13. 'Media & Journalism: New Approaches to Theory & Practice'.

PACKAGING DESIGN

Subject Code: BFTE1-660

L T P C

Duration: 45 Hrs.

3 1 0 4

COURSE OBJECTIVES: To make students understand the various aspects of packaging, material used, printing in packaging.

Unit-I

History and evolution of packaging. Basics of Packaging: Introduction, Classification of Packaging, Functions & roles of a packaging, Factors influencing design of a package. Packaging Cycle, Product-Package Relationship, Product life cycle curve, Elements of Package Design, types of Packaging - Flexible package, Rigid package & semi-rigid package. Markings on package – Handling marks, routing marks, information marks.

Unit-II

Cushioning materials – Functions, properties. Classification – space fillers, resilient cushioning materials, non-resilient cushioning materials. Introduction to Packaging Media. Carton Production: Carton styles. Folding cartons – Production steps, types. Corrugated containers – classifications, components in a corrugated board, flutes & stages in preparation in corrugated boards. Plastic corrugated boards- features & advantages. Introduction to Innovative Packaging Techniques/ Processes

Unit-III

Introduction to ‘Graphic Design’: What is design, Graphic design, Printer’s design. Fundamentals of design: line, tone, value, weight, texture, shape, size, space, etc. Principles of design- balances, proportion, rhythm, unity, contrast, simplicity, fitness. Colour theory: dimension of colour, colour schemes, colour symbolism, and emotional effects of colour. Methods of type arrangement, classification of typeface of font designing.

Unit-IV

Printing planning: rough layout, comprehensive, artwork, type of originals, sizing, masking and cropping, perspective, scale, sense of proportion. Design management: Definitions in advertising art, modern art abstract art, applied art, advertising, publicity, public relations, role of design in sale promotion.

Design with D.T.P: Various software’s used for designing. House style, Good and bad copy, proofing stager; concept of impositions method of costing off

Recommended Books:

1. Steven DuPuis and John Silva, ‘Package Design Workbook: The Art and Science of Successful Packaging’.
2. Julius Wiedemann and Pentawards, ‘The Package Design Book’.
3. Pentawards, ‘The Package Design Book 2’.
4. Julius Wiedemann and Pentawards, ‘The Package Design Book 3’.
5. Julius Wiedemann and Pentawards, ‘The Package Design Book 4’.
6. Paul Jackson, ‘Structural Packaging: Design your own Boxes and 3D Forms’.
7. Peplin Press, ‘Complex Packaging (Structural Package Design)’.

RESEARCH PROJECT

Subject Code: BFTE1-647

COURSE OBJECTIVES: To develop creative as well as technical skill to formulate or develop some product.

Students have to carry out literature survey, compile text material and pursue project on any specific topic assigned to him. It is expected from the students that they will utilised allotted hours/week in library, laboratory or industry as per the requirement of the project. In case of industrial project, student may spend required time in industry in consultation with faculty/ supervisor. Students have to give their presentation in front of board of panel.