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**FACULTY OF DESIGN**

**SYLLABUS AND COURSE STRUCTURE**

**B.DES in FASIONDESIGN**

**BATCH (2020 – 24)**

**Introduction**

Bachelor in Fashion Design is a four-year design undergraduate program, offered by the Faculty of Design at JECRC University. The program encourages students to explore their potential in designing multipurpose and multivariate fabrics. It also prepares graduates for the expertise required in self and industrial-related employment. The program, with its emphasis on broad based conceptual and technical aspects of design, is expected to facilitate future postgraduate studies in specialized Fashions related areas - i.e. art history ,Fashion marketing and merchandising ,Fashion technology, industrial design, fashion design, new media design and Fashion conservation. The curriculum encourages research into the rich Fashion tradition and its relevance to contemporary society.

The programme consists of various levels of practical studio courses supported by a range of theory electives in art and design history. Other strong feature of the programme includes an intensive course in marketing which makes them self sufficient as entrepreneurs and introduces them to marketing strategies and opportunities for internships in the Fashion design industry. The Contemporary Seminar provides an avenue for conceptual development and opening of new vistas, broadening the knowledge base. After completing a one-year foundation course, students wishing to specialize in Fashion design pursue their major for another three years. During this time students are exposed and enlightened with different aspects of design which includes intensive studies in colour theory, handcrafted and industrial printing, dyeing and weaving techniques. The fourth and final year consists of an independent study program and culminates in a degree-project show. Graduating students are expected to demonstrate proficiency in the technical, creative and professional skills they have attained during their time of study.

**VISSION STATEMENT**

The Faculty of Design at JECRC University is a platform for integrating contemporary design sensibilities with traditional aesthetic values. We provide a space for highly skilled crafts women/men, designers and new entrants who aspire to become professional advertising field and designers.

To become a renowned centre of higher learning, work towards academic, professional, cultural and social enrichment of the individuals and communities.

**MISSION STATEMENT**

The mission of the Faculty of Design is to build a successful career of its students. The school provides a prolific and dynamic program designed to meet individual needs of students with diverse aspirations, learning capacities, Scopic regimes, artistic sensibilities and innovations.

**Program Mission Statement (B. Des in Fashion Design)**

The Fashion design program is aimed at preparing designer-artists. It has a two-fold approach: it actively assists students to explore their potential as design professionals in designing multipurpose and multivariate fabrics for industrial products and solutions; and, prepares them as artists who can realize their creative ideas through fabric art. By expanding the parameters of its traditional identity beyond cloth, craft and fashion,

The program aims to fill the interstices between Fashions, fine art-sculpture, architecture and jewellery by connecting all these disciplines through fiber.

**Program Objectives: (PO’s)**

**1.** To enable the students to work systematically through a design brief to impart skills in research, conceptual development, design and fabrication for creative outcomes.

**2.** To give students a contextual reference in terms of design and how technological, environmental, economic, social and political issues influence the industry and the art and design world.

**3.** To develop linkages between academia, industry and the indigenous craft sector.

**4.** To train students to contribute to the community through design interventions within socio-cultural limitations.

**5.** Introduce students to the design process and in particular to the role research has to play in encouraging original and innovative thinking.

**6.** To encourage independent thinking through professional practice students are guided in the process of self-evaluation and criticism, placing their work in the broader contexts of society and with knowledge of current practitioners.

**7.** To gain an understanding of the basic financial aspects of entrepreneurial ventures plus marketing and sales.

**Strategic Plan**

The Faculty of Design at JECRC University is a platform for integrating contemporary design sensibilities with traditional aesthetic values. We provide a space for highly skilled crafts women/men, designers and new entrants who aspire to become professional Fashion designers.

**Program Objective’s Assessment**

The following table shows how each of the above program objectives is measured and the actions taken as a result of these measurements.

The three tools for assessments of program objectives are:

1. Employer Survey

2. Alumni Survey

3. Graduating Students Survey

4. Community interaction Survey

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Objectives** | **How Measured** | **When Measured** | **Improvement Identified** | **Improvement Made** |
| 1 | Graduating Students survey  Alumni Survey  Employer Survey | Conclusion of four year program  And every year after graduation | Pragmatic design solutions required | Shorter exercises for more exposure and better time management |
| 2 | a. Alumni Survey  b. Graduating Students Survey | Within one year of graduation | Better communication skills required | More frequent interaction between academia and the industry ensured |
| 3 | Employer Survey  Community interaction Survey | Within one year of graduation  After completion of community projects | Better technical and communication skills required | Close supervision of interaction and documents exchanged |
| 4 | Graduating Students Survey  Employer Survey  Community interaction Survey | Conclusion of four year program | Better analytical and research skills | Monitoring of final year projects with reference to the curriculum and global changes |
| 5 | a. Alumni Survey  b. Graduating Students Survey | Within one year of graduation | More adherence to professional values | Case based curriculum of professional elective course |

**Course Outcomes are:**

1. **Problem Solving**: Solve communication problems and carry projects from creation through to the production process; including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping, user testing, integration of feedback and the evaluation of outcomes.

2. **Communication**. Describe and respond to the audiences and contexts, which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.

**3. Demonstration**. Create and develop visual concepts in response to communication problems, including an understanding of the principles of visual organization, information hierarchy, symbolic representation, aesthetics, and the construction of original meaningful forms.

4. **Technique**. Understand tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools and technologies include drawing, designing, manufacturing, photography, and time-based project submission.

5. **Application.** Be able both to determine the mode(s) of production required to achieve a specific product and to demonstrate level-appropriate mastery of skills, manual and/or digital, necessary to achieve those products. Apply the principles of color, composition, design and manufacturing as they relate in the various media that exist in design.

6. **Aesthetic Fluency**. Recognize and apply aesthetic principles of design history, theory, and criticism from a variety of perspectives, including those of art history, linguistics, communication and information theory, technology, and the social and cultural use of design objects.

7. **Professionalism**. Understand the basic business practices and trade ethics related to graphic arts, including the ability to organize design projects and to work productively in client-designer and team relationships in the implementation and evaluation of projects.

8. **Portfolio.** Organize and present a portfolio of work that gives evidence of the skills, knowledge, and abilities to begin a Fashion design career or transfer to a four-year college for additional study.

**Program Specific Outcome:**

**PSO1:** Demonstrate fluency in the visual vocabulary and technical skills relevant to graphic design:

* Demonstrate excellence in typographic practice using text typography, display typography, and grid systems across analogue and digital media.
* Display image-making expertise and the development of visual narratives using photography, illustration, and type-as-image across analog and digital media.
* Convey Ideas, clearly and confidently, in their work, their speech and their writing.
* Apply the rigor of research and conceptualization to their work via prototypes and presentations.

**PSO2**: Imagine and articulate research, conceptualization and varied solutions to any problem:

* Evaluate and synthesize different points of view and determine appropriate solutions to serve specific outcomes.
* Apply critical thinking and flexibility to formulate appropriate, practical, and actionable responses to any question.
* Think broadly, be receptive to provocative ideas, and be prepared to generate novel and unexpected outcomes
* Articulate the diverse ethical components associated with any cultural production.
* Integrate life-long learning practices to constantly evolve career-relevant skills.
* Recognize, be curious and tolerant of cultural and social diversity regarding both client and audience.

**PSO3**: Leverage research, innovative processing and context to generate effective ideas:

* Constantly and prominently consider the cultural, social and economical environment in which their ideas, products, and strategies will live.
* Learn through our multicultural learning environment to become “visual translators”.
* Move confidently and creatively between inquiry, theory, and practice.
* Embrace the creative process as dynamic progression of research, speculation and experimentation, prototyping and refinement.
* Demonstrate knowledge of historical, current, and innovative events and ideas, and interpret those viewpoints through the framework of communication design.
* Assess the impact their actions have on other individuals, communities and the sustainability of our environment.

**B.DES IN FASHION DESIGN PROGRAME EDUCATIONAL OBJECTIVE(PEO’S)**

A graduate of the Fashion Design should:

**PEO-I**Students will develop themselves as effective professionals by real projects through the use of Fashion design knowledge and with attention to team work, effective communication, critical thinking and problem solving skills.

**PEO-II**Students will develop professional skills that prepare them for immediate employment and entrepreneurship for life-long learning in advanced areas of Fashion Design and related fields.

**PEO-III**Students will demonstrate their ability to adapt to a rapidly changing environment by having learned and applied new skills and new technologies.

**PEO-IV**  
Students will be provided with an educational foundation that prepares them for excellence, leadership roles along diverse career paths with encouragement to professional ethics and active participation needed for a successful career.

**PROGRAME OUTCOME (PO’S)**

A graduate of the Fashion Design Program will demonstrate:

**PO1**: The ability to give comprehensive knowledge of design methodology, production and its management in the field of design.

**PO2**: The ability to design and perform manufacturing, as well as to analyze the forecast and trends of design industry (Problem analysis)

**PO3**: The ability to design a system, component, or process to meet desired needs within realistic projects related to economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.( Design/development of solutions )

**PO4**: The ability to function effectively as an individual, and as a member or leader in diverse teams on multidisciplinary environments (Individual and team work)

**PO5**: The ability to identify, formulate, and solve engineering problems (Problem Solving)

**PO6**: The understanding of professional and ethical responsibility (Ethics)

**PO7**: The ability to communicate effectively (Communication Skills)

**PROGRAME SPECIFIC OUTCOME**

**PSO1**: The ability to understand, analyze and develop new designs in the areas related to Fashion design, manufacturing, cad design and networking for efficient design of Fashion of varying complexity. (Professional Skills)

**PSO2**: The ability to apply standard practices and strategies in Fashion design project development by using quality product for business success. (Problem-Solving Skills)

**PSO3**: The ability to employ modern platforms in creating innovative career paths to be an entrepreneur, and a zest for higher studies.( Successful Career and Entrepreneurship)

**Title of Degree Program**

**Bachelor of Design- Fashion Design**

**Definition of credit hour:**

One credit is 1 hour of theory lecture and one credit is 2 hours of practical work.

**Degree plan**

Following is the list of courses from

**Bachelor of Design- Fashion Design**

**SEMESTER- I**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BMC128A | Business Communication & Personality Development | 3 | - | - | 3 | 3 |
| 2 | BMC051A | Environmental Science | 4 | - | - | 4 | 4 |
| 3 | BFD101A | Design Foundation |  |  | 12 | 12 | 6 |
| 4 | BFD102A | Basic Art & Design |  |  | 4 | 4 | 4 |
| 5 | BFD103A | Introduction of Fashion Industry |  |  | 6 | 6 | 3 |
| 6 | BFD104A | Fundamentals of Computer | 3 |  | - | 3 | 3 |
|  |  | **Total** | 10 |  | 22 | 32 | 23 |

**SEMESTER – II**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BFD201A | Fashion Studies | 3 |  |  | 3 | 3 |
| 2 | BFD202A | Textile Studies-I | 3 |  |  | 3 | 3 |
| 3 | BFD203A | Material Exploration & Sourcing |  |  | 6 | 6 | 3 |
| 4 | BFD204A | Fashion Illustration-I |  |  | 6 | 6 | 3 |
| 5 | BFD205A | Pattern Making & Garment Construction-I(Women’s wear + Basic Draping) |  |  | 6 | 6 | 3 |
| 6 | BFD206A | Computer Application – I(Basic - Computer, Coral Draw, Photoshop) |  |  | 6 | 6 | 3 |
| 7 | BFD207A | Design Project –I (Women Wear white cotton base) |  |  | 6 | 6 | 3 |
|  |  | **Total** | 6 |  | 30 | 36 | 21 |

**SEMESTER – III**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BFD301A | History of Fashion Design & Contextual | 3 |  |  | 3 | 3 |
| 2 | BFD302A | Textile Studies-II | 3 |  |  | 3 | 3 |
| 3 | BFD303A | Apparel Manufacturing Technology | 3 |  |  | 3 | 3 |
| 4 | BFD304A | Fashion Illustration-II |  |  | 6 | 6 | 3 |
| 5 | BFD305A | Pattern Making & Garment Construction-II (Indian wear +Ad Draping) |  |  | 6 | 6 | 3 |
| 6 | BFD306A | Computer Application – II (Draping) |  |  | 6 | 6 | 3 |
| 7 | BFD307A | Design Project –II (Women’s wear draping project ) |  |  | 6 | 6 | 3 |
|  |  | **Total** | 9 |  | 24 | 33 | 21 |

**SEMESTER – IV**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BFD401A | Budgeting & Costing | 3 |  |  | 3 | 3 |
| 2 | BFD402A | Trend Forecast and Analysis | 3 |  |  | 3 | 3 |
| 3 | BFD403A | Surface Design |  |  | 6 | 6 | 3 |
| 4 | BFD404A  BFD404B | Elective (Choose any 1 )   1. Photography 2. Fashion Accessories |  |  | 4 | 4 | 2 |
| 5 | BFD405A | Pattern Making & Garment Construction-III (Men’s & Kids wear) |  |  | 6 | 6 | 3 |
| 6 | BFD406A | Computer Application – III (Advance Photoshop and illustrator) |  |  | 6 | 6 | 3 |
| 7 | BFD407A | Design Project –III (Indian Wear craft based project) |  |  | 6 | 6 | 3 |
|  |  | **Total** | 6 |  | 28 | 34 | 20 |

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**SEMESTER – V**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BFD501A | Marketing & Merchandising | 3 |  |  | 3 | 3 |
| 2 | BFD502A | Supply Chain Management | 3 |  |  | 3 | 3 |
| 3 | BFD503A | Professional Practice & Management | 3 |  |  | 3 | 3 |
| 4 | BFD504A  BFD504B | **Elective (Choose any 1 )**  A. Visual Merchandising  B. E-Commerce |  |  | 4 | 4 | 2 |
| 5 | BFD506A | Computer Application – IV (Portfolio and Digital PMC) |  |  | 6 | 6 | 3 |
| 6 | BFD507A | Design Project (Men’s Wear) |  |  | 6 | 6 | 3 |
| 7 | BFD508A | Educational Trip |  |  | 2 |  | 2 |
|  |  | **Total** | 9 |  | 16 | 25 | 19 |

**SEMESTER – VI**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BFD601A | Office Training (Internship) |  |  |  |  | 18 |
| 2 | BFD602A | Portfolio Submission |  |  |  |  | 6 |
|  |  | **Total** |  |  |  |  | 24 |

**SEMESTER – VII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BFD701A | Research Project & Dissertation |  |  | 6 | 6 | 3 |
| 2 | BFD702A | Brand Design Management | 3 |  |  | 3 | 3 |
| 3 | BFD703A | Project Management & Entrepreneurship | 3 |  |  | 3 | 3 |
| 4 | BFD704A | Production Method and Quality Control | 3 |  |  | 3 | 3 |
| 5 | BFD705A | Fashion Retail and Export | 3 |  |  | 3 | 3 |
| 6 | BFD506A | Fashion Styling |  |  | 2 | 2 | 2 |
| 7 | BFD707A | Final Project I |  |  | 12 | 12 | 6 |
|  |  | **Total** | 12 |  | 20 | 32 | 23 |

**SEMESTER – VIII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BFD801A | Final Project II |  |  | 18 | 18 | 9 |
| 2 | BFD802A | Portfolio |  |  | 12 | 12 | 6 |
|  |  | **Total** |  |  | 30 | 30 | 15 |

**Title of Degree Program**

B.DES in Fashion Design

**Definition of credit hour:**

One credit is 1 hour of theory lecture and one credit is 2 hours of practical work

**Degree plan**

Following is the list of courses from

1. **Total Credit for Batch 2018-2021= 126**
2. **Total Relaxation= nil**

**Semester Wise Credit Distribution**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **1st** | **2nd** | **3rd** | **4th** | **5th** | **6th** | **Total** | **Minimum credit Required** |
| **21** | **22** | **18** | **19** | **21** | **24** | **125** | **125** |

**SEMESTER I**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **L** | **T** | **P** | **Contact Hrs** | **Credit** | **Type** |
| BMC128A | Business Communication & Personality Development | 3 | - | - | 3 | 3 |  |
| BMC051A | Environmental Science | 4 | - | - | 4 | 4 |  |
| BFD101A | Design Foundation | - | - | 12 | 12 | 6 |  |
| BFD102A | Basic Art And Design | - | - | 4 | 4 | 4 |  |
| BFD103A | Introduction of Fashion Industry | - | - | 6 | 6 | 3 |  |
| BFD104A | Fundamentals of Computer | 3 | - | - | 3 | 3 |  |
|  | **TOTAL** | **10** | **-** | **22** | **32** | **21** |  |
|  | | | | | | | |

|  |  |  |
| --- | --- | --- |
| **BMC128A** | **BUSINESS COMMUNICATION & PERSONALITY DEVELOPMENT** | **3-0-0 [3]** |

**OBJECTIVE**

* To enhance Professional competence in reading, writing, listening and speaking.
* Switch the approach from providing information about the language to use the language.
* Minimize the Grammar Translation Method of ELT while trying to replace it with Direct Method.
* Introduce Communicative Method of ELT and focusing the teaching pedagogy on the student-centered learning rather than on the teacher-centered learning.
* Ability to master three major forms of communications which are vital in academic and professional settings namely professional presentations, interviews and group communications respectively.
* Providing a deep insight into the techniques for delivering effective presentations, winning job interviews, and actively participating in various forms of group communication.

|  |  |
| --- | --- |
| **UNIT 1** | **Basic Writing Skills:**  Tenses, Voice, Narration |
| **UNIT 2** | **Vocabulary Building:** Word Formation, Affixes, Synonyms, Antonyms, One Word Substitution |
| **UNIT 3** | **Composition:** Composing a CV/Resume, Letter Writing, Email Writing, Précis Writing |
| **UNIT 4** | **Communication Skills:** What is Communication**,** Process, features of communication, Types**,** Flows of Communication and Barriers to communication. |
| **UNIT 5** | **Prose and Poetry:** The Gift of Magi (O’ Henry), How Much Land Does a Man Need (Leo Tolstoy), Where the Mind is Without Fear (Rabindra Nath Tagore), If (Rudyard Kipling) |

**COURSE OUTCOME (CO)**

**At the end of this course students will have:**

CO1: Ability to design a language component or process to meet desired need within realistic, Constraints such as economic, environmental, social, political, ethical, scenario

CO2: Ability to analyze the usage of English words in different contexts

CO3: An understanding of technical and academic articles’ comprehension.

CO4: The ability to present oneself at multinational levels knowing the type of different standards of English.

CO5: The ability to use the target language in real context of their aspired workplace with accuracy.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Outcome** | **Program Outcome** | | | | | | | **Program Specific Outcome** | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  | H |  | L |  |  |  | L |  |
| CO2 |  |  | L |  | M |  |  |  | H |  |
| CO3 |  | M |  |  |  |  |  |  |  | M |
| CO4 |  |  |  |  | H |  |  | H |  |  |
| CO5 | M | H |  |  | H |  |  | H |  | M |

H = Highly Related; M = Medium L = Low

**Text Books**

|  |
| --- |
| * Communication Skills for Engineers and Scientists, Sangeeta Sharma and Binod Mishra, PHI Learning Pvt. Ltd. (New Delhi) |
| * English Grammar and Composition, Gurudas Mukherjee, Ane Books Pvt. Ltd.(New Delhi) |
| * Current English Grammar and Usage with Composition, R.P. Sinha, Oxford University Press (New Delhi) |
| * Effective Technical Communication, M Ashraf Rizvi, Tata McGraw Hill (New Delhi) |
| * Business Communication, Meenakshi Raman & Prakash Singh, Oxford University Press (New Delhi) |

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| --- | --- | --- | --- |
|  | | | |
| **BMC051A** | **ENVIRONMENTAL STUDIES** | **4-0-0 [4]** | |

**OBJECTIVE**

* Understanding and Application of Basic Ecology and Ecological Systems with reference to built environment.
* To Understand the Multidisciplinary nature of environmental studies.
* To Understand the Ecosystems, Concepts, Structure, Functions and their Types.
* To Understand theSocial issues, Environment, Laws and Sustainability.

|  |  |
| --- | --- |
| **UNIT 1** | Introduction and Natural Resources: Multidisciplinary nature and public awareness, Renewable and nonrenewal resources and associated problems, Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources, Conservation of natural resources and human role. |
| **UNIT 2** | Ecosystems: Concept, Structure and function, Producers composers and decomposers, Energy flow, Ecological succession, Food chains webs and ecological pyramids, Characteristics structures and functions of ecosystems such as Forest, Grassland, Desert, Aquatic ecosystems. |
| **UNIT 3** | Biodiversity and Conservation: Definition, Genetic, Species, and Ecosystem diversity, Bio-geographical classification of India, Value of biodiversity at global, national, local levels, India as a mega diversity nation, Hot sports of biodiversity, Threats to biodiversity, Endangered and endemic species of India, In-situ and ex-situ conservation of biodiversity. |
| **UNIT 4** | Environmental Pollution- Definition, Causes, effects and control of air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards, human role in prevention of pollution, Solid waste management, Disaster management, floods, earthquake, cyclone and landslides. |
| **UNIT 5** | Social issues and Environment- Unsustainable to sustainable development, Urban problems related to energy, Water conservation and watershed management, Resettlement and re-habitation, Ethics, Climate change, Global warming, Acid rain, Ozone layer depletion, Nuclear accidents, holocaust, Waste land reclamation, Consumerism and waste products, Environment protection act, Wildlife protection act, Forest conservation act, Environmental issues in legislation, population explosion and family welfare program, Environment and human health, HIV, Women and child welfare, Role of information technology in environment and human health. |

**COURSE OUTCOME (CO)**

**At the end of this course students will have:**

CO1: An ability to understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.

CO2: An ability to understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

CO3: An ability to apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.

CO4: An ability to understand the Environmental awareness, Environmental education in present day context.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Outcome** | **Program Outcome** | | | | | | | **Program Specific Outcome** | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  | H |  | L |  |  |  | L |  |
| CO2 |  |  | L |  | M |  |  |  | H |  |
| CO3 |  | M |  |  |  |  |  |  |  | M |
| CO4 | L |  | H |  |  | M | M |  | H |  |

**TEXT BOOKS**

1. Agarwal, K.C., Environmental Biology, Nidi Publication Ltd., Bikaner, 2001.
2. BharuchaErach, Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmadabad, 2002.
3. Clark, R.S., Marine Pollution, Clanderson Press, Oxford, 2002.
4. Cunningham, W.P., et al., Environmental Encyclopaedia, Jaico Publishing House, Mumbai, 2003

|  |  |  |
| --- | --- | --- |
| **BFD101A** | **DESIGN FOUNDATION** | **0-12-0[6]** |

**AIM**

To make students see, make and appreciate the basic design concepts. The first level includes the vocabulary of design and principles of composition. This level includes 3D composition and study of Volumes. The aim of this course is to understand the method of visualizing and drawing from nature, cast and product drawing. Learners will be introduced to a brief history and introduction to 3D materials, tools and processes and made aware of the range of possibilities of different materials in their 2D and 3D application to design. This may be done through lectures / ppt presentations / swatches/ samples. The aim of this unit is to enable learners to develop knowledge and understanding of the issues that have informed debate on the purposes and processes of design. This unit aims to give learners opportunities to develop skills and knowledge in the development of new products or services in design pathways.

**OBJECTIVE**

* Know the phases of the design development cycle
* Skill in color mixing and fine color-discernment.
* Know in principle the physics of color (light), the chemistry of color (pigment), and the impact of color (psychology).
* Practice and develop rendering and presentation techniques in design presentations.
* Recognize the relationship between lighting, surface and perception.
* Student will be able to understand design & principles of composition & 3D compositions
* Student will be able to understand the methods & techniques of visualization & drawing.
* The student would be exposed to appreciation of drawing different products.
* Student will be able to understand basics of design concepts

|  |  |
| --- | --- |
| **UNIT 1** | **THEORY**- Elements of Design- Point, Line, Characteristic of Line, Types of Line, Shapes, Categories of Shape, Space, Categories .  **PRACTICA**L- Elements of design- Types of Lines, Line Compositions,Different types of Shapes- Geometric, Organic, Free-form, Natural, and Shape, composition, Positive & Negative. Textures- Physical & Visual, Texture Composition, Form Space-Positive & Negative. |
| **UNIT 2** | **THEORY**- Principle of Design- Balance, Types of Balance, Emphasis, Unity, Repetition, Rhythm, Pattern, Harmony, Proportion, Contrast, Functionality. Gestalt and his Concepts- Closures, Continuance, Similarity, Proximity, Alignment.  **PRACTICAL**- Principle of design- Balance, types of balance emphasis, unity, repetition (rhythm, pattern), harmony, proportion (scale), variety (alteration), contrast, functionality. |
| **UNIT 3** | **THEORY**- Color- Introduction to Color, Color Theory, Color Harmonies, Color Schemes, Color Wheel, Tint, Tone, Shades. Different Mediums in Art.  **PRACTICAL**- Color- Color Wheel and color chart, Color Exploration, Color Interaction. Primary colors- Color Wheel, Color Composition, Secondary colors- Color Wheel, Color Composition, Tertiary colors- Color Wheel, Color Composition Color schemes- Monochromatic, Achromatic, Complimentary, Split Complimentary, Double-Split Complimentary Polychromatic. Tint, tone &shades- Application of Gray Scale and Black & White. Mediums in art- Pencil, Charcoal, Pastels, Water & Poster. |
| **UNIT 4** | **THEORY**- What is Design, Philosophies and Studies of Design, Approaches to Design, Philosophies for Methods of Designing, Philosophies for the Purpose of Design, Design as a Process, Defining a Design Process, Typical Steps or Stages of the Design Process, Design and Art, Design and Engineering, Design and Production, Process Design?  **PRACTICAL** –Drawing, Nature-drawing Composition, Free-Hand Sketching. Object drawing-2D & 3D,Human drawing- Outline Sketches, Shades & Shadow Composition, Light- Dark Tone Composition, positive and negative spaces, Product drawings; method of representing |
| **UNIT 5** | **THEORY**- Composition, Principle of Organization, View Point Compositional Techniques, Rules of Thirds, Odds, Space, Simplification, Limiting Focus, Geometry and Symmetry  **PRACTICAL** –View- Perspective, Isometric, Geometry- Lines & Angle bisecting, Constructing Regular & Semi Regular Tessellation, Constructing 3D Tessellation |

**COURSE OUTCOME (CO)**

**At the end of this course students will have:**

CO1: An ability to color mixing and fine color-discernment.

CO2: An ability to know in principle the physics of color (light), the chemistry of color (pigment), and the impact of color (psychology).

CO3: An ability to rendering and presentation techniques in design presentations.

CO4: An ability to recognize the relationship between lighting, surface and perception.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Outcome** | **Program Outcome** | | | | | | | | **Program Specific Outcome** | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
| CO1 | H |  | M | H | M | L |  |  | M | L |  |
| CO2 | H |  |  | H |  | H |  |  | M |  | M |
| CO3 | H |  | H | H | H | L | H |  | L |  | M |
| CO4 | H |  |  | M | M |  |  |  | H | H | H |

H = Highly Related; M = Medium L = Low

**TEXT BOOKS**

1. Broomer, Gerald F., (1974), Elements of Design: Space, Davis Publications Inc. Worcester, Massachusetts.
2. Bruce D. Kurty, (1987), Visual imagination- An introduction of Art, Prentice Hall, New Jers.

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| --- | --- | --- |
| **BFD102A** | **BASIC ART & DESIGN** | **0-0-3(3)** |

**AIM**

Art and design stimulates creativity and imagination. It provides visual, tactile and sensory  
experiences and a special way of understanding and responding to the world. It enables  
students to communicate what they see, feel and think through the use of color, texture,  
form, pattern and different materials and processes. Students become involved in shaping  
their environments through art and design activities. They learn to make informed  
judgments and aesthetic and practical decisions. They explore ideas and meanings through  
the work of artists and designers. Through learning about the roles and functions of art,  
they can explore the impact it has had on contemporary life and that of different times and  
cultures. The appreciation and enjoyment of the visual arts enriches all our lives

**OBJECTIVE**

* To understand of the social, psychological, cultural, historical and commercial factors.
* Development of Graphic Skills, Ability and Comprehension. Establishing Significance of Art.
* To understand the influences on art and design activities.

|  |  |
| --- | --- |
| **UNIT 1** | Introduction to History of Art, Design and Architecture – Pre History To Ancient Civilization, Mesopotamia, Egypt, Indus Valley, China. |
| **UNIT 2** | Architecture, Interior And Furniture Of The Ancient World. |
| **UNIT 3** | Fashion And Materials Used In Ancient World. |
| **UNIT 4** | Signs And Symbols In The Ancient World. |
| **UNIT 5** | Introduction to IndianfolkArt- Worli, Fadd, Madhubani, Modern Art, Blue Pottery, Fresco, Meenakari , glass mosaic, Miniature Art, Kalamkari, Inlay-Work. |

**COURSE OUTCOME (CO)**

**At the end of this course students will have:**

CO1: An ability to understand influences on art and design activities and outcomes through the interpretation and analysis of information.

CO2: An ability to be able to assess, interpret and evaluate information.

CO3: An ability to be able to evaluate and present conclusions.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Outcome** | **Program Outcome** | | | | | | | **Program Specific Outcome** | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  | H |  | L |  |  |  | L |  |
| CO2 |  |  | L |  | M |  |  |  | H |  |
| CO3 |  | M |  |  |  |  |  |  |  | M |

H = Highly Related; M = Medium L = Low

**TEXT BOOKS**

1. Broomer F. Gerald, (1974), Elements of Design, Space, Davis Publications Inc., Worcester, Masschusetts.
2. Dodson B., (1990), Keys to Drawing, North Light Publications, Cincinnati.
3. Mark W., Mary W. (1999), Drawing for Absolute Beginner, F&W Publications, Cincinnati.
4. Davis M.L. (1996), Visual Design in Dress, Prentice Hall, Canada.

Graves M., (1951). The Art of Colour and Design, McGraw-Hill Book Company

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| --- | --- | --- |
| **BFD103A** | **INTRODUCTION OF FASHION INDUSTRY** | **0-6-0 [3]** |

**AIM**

In this unit student would learn introduction of Fashion industry through understanding of fashion and Career Opportunities and working process in Fashion Industry with the role of Fashion Designer and merchandiser. Students will also get the exposure of different Fashion Categories with their Components of a Garment.

**OBJECTIVE**

* To understand the basic of fashion, Market and Fashion Industry.
* To understand the Career Opportunities and job profile and working methodology in Fashion Industry to create awareness about overall understanding of fashion industry.
* To acquire the knowledge regarding Fashion Categories with their Components, brands and designers of a Garmentfor design the garment for fashion industry.

|  |  |
| --- | --- |
| **UNIT 1** | **Introduction of Fashion**   * Definition of Fashion * Evolution of Fashion * Theory of Clothing Origin |
| **UNIT 2** | **Basic overview of different fashion markets**   * Market * Material, Trims and Fasteners, Vendor * Tool and Equipment in the industry.   Fashion Styles silhouette. |
| **UNIT 3** | **Career Opportunities in Fashion Industry**   * How to choose a career in fashion industry? * Area of interest. * Research on different job roles. * Qualification needed for particular job role.   **Job Profile: -**   * Role of the merchandiser, role of the designer, role of the garment producers. * Product development process   Scope of Fashion Designing. |
| **UNIT 4** | **Basic overview of working methodology of fashion industry**   * Design Brief * Ideation * Research * Manufacturing * Quality Check * Packaging * Logistics * Promotion * Pricing and Costing |
| **UNIT 5** | **Popular Fashion Exhibitions/Show**   * National fashion Exhibitions/Shows * International fashion Exhibition/Shows |
| **UNIT 6** | **Fashion Categories**   * Men’s wear * Women’s Wear * Kid’s wear |
| **UNIT 7** | **Components of a Garment (Basic design and design ideas)**   * Flat drawings of cut components of a garment. |

**COURSE OUTCOME (CO)**

**At the end of this course students will have:**

CO1: This unit has introduced to students with the basic information about the Fashion and the industry

CO2: To understand about the different fashion markets

CO3: To understand about the Career Opportunities and job profile in Fashion Industry.

CO4: To understand the basic overview of working methodology of fashion industry.

CO5: To understand about different Popular Fashion Exhibitions/Show

CO6: After going through this unit, student will have learned about Fashion Categories.

CO7: To understand about the components of a Garmentfor design the garment for fashion industry.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES**

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| **Course Outcome** | **Program Outcome** | | | | | | | | **Program Specific Outcome** | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  | M | H | M | H |  |  | M | L |  |
| CO2 |  |  |  | H |  | H | L |  | M |  | M |
| CO3 |  | L | H | H | H | M |  |  | L |  | M |
| CO4 |  |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |  |
| CO6 |  |  |  |  |  |  |  |  |  |  |  |
| CO7 |  |  |  |  |  |  |  |  |  |  |  |

H = Highly Related; M = Medium L = Low

**TEXT BOOKS/ WEBSITES**

* Aldrich Winifred; Fabric, Form and Flat Pattern Cutting, Om Book Service, New Delhi
* Elaine Stone-The Dynamic of Fashion, Fairchild Publications,New York
* Bhargav R. 2005. Design Ideas & Accessories. Jain Publ.
* Carr Harold & John Pomeroy 1996. Fashion Design & Product Development. Blackwell Science.
* Taylor P. 1990. Computers in Fashion Industry. Heinemann
* <http://www.thefashionillustrator.com/>,
* <http://www.mastersoffashionillustration.com/>,
* <http://www.fashion-accent.com/>
* <http://www.designersnexus.com/>
* <https://www.youtube.com/watch?v=ebo07f4g9x>0
* <http://www.ehow.com/about_4565815_fashion-illustrators.html>
* <https://www.udemy.com/blog/how-to-make-a-dress-pattern/?tc=blog.howtodrawfashionfigures>

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| **BFD104A** | **FUNDAMENTAL OF COMPUTERS** | **3-0-0 [3]** |

**OBJECTIVE**

* Student will be able to analyze a problem and identify and define the computing requirements to solution.
* Ability to design, implement and evaluate a computer-based system, process, component or program to meet desired needs.
* Ability to know the uses of computer.
* Ability to Students will exhibit proficiency with software applications and demonstrate knowledge of computer technology and components to aide in their understanding of data and information.
* This course examines the interaction between information and methods of communication technology.

|  |  |
| --- | --- |
| **UNIT 1** | Explain to students why information systems are so important today for business and management; Evaluate the role of the major types of information systems in a business environment and their relationship to each other; Assess the impact of the Internet and Internet technology on business-electronic commerce and electronic business; Identify the major management challenges to building and using information systems and learn how to find appropriate solutions to those challenges |
| **UNIT 2** | Introduction: Generation of Computer, Functional components of ComputerNumber Systems: Number systems, fixed and floating point representation, addition, subtraction, multiplication and division of fixed point numbers. |
| **UNIT 3** | Computer Architecture**:**  Logic Gates, Boolean algebra, Circuits, Decoders, Multiplexers, Registers, Bus System, Instruction cycle, Instruction Format, Addressing Modes |
| **UNIT 4** | Devices**:** Input and Output Devices. Memory: Primary Memory, Secondary Memory and Cache Memory. |
| **UNIT 5** | MS- Office Tools**:** Introduction to Word Processor, Electronic Spreadsheet, and Presentation tool |

**COURSE OUTCOME (CO):**

**At the end of this course students will have:**

CO1: Explain and identify different computing machines during the evolution of computer system, gain knowledge about five generations of computer system, explain the functions of a computer,

CO2 :Identify and discuss the functional units of a computer system, identify the various inputs and output units and explain their purposes and concept and need of primary and secondary memory.

CO3: Define and distinguish Hardware and Software components of computer system, discuss the advantages, limitations and applications of computers,

CO4: Understand the Software's, its types with operating system basics .Understand the basic logic gates, its use and explain how to make different -2 circuits with them, with general computer architecture. Use systems development, word-processing, spreadsheet, and presentation software to solve basic information systems problems.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Outcome** | **Program Outcome** | | | | | | | **Program Specific Outcome** | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  | H | M |  |  |  |  |  | M |  |
| CO2 |  | M |  | H |  |  |  |  | H |  |
| CO3 | H |  |  |  |  |  |  |  |  | M |
| CO4 |  |  | H | M |  |  |  | H |  |  |

H = Highly Related; M = Medium L = Low

**TEXT BOOKS**

* M. M. Mano, Computer System Architecture, 3rd Edition, Prentice Hall of India, 2008.
* V Rajaraman, Fundamentals of Computers, Fifth Edition, PHI, 2010.
* W. Stallings, Computer Organization and Architecture-Designing for Performance, 8th Edition, Pearson Education/PHI, Inc., 2010.
* J. P. Hayes, Computer Architecture and Organization, 3rd Edition, Tata McGraw-Hill, 2012.
* P.K. Sinha, PritiSihna , Computers Fundamental, 6th Edition BPB Publication,2011.

**SEMESTER – II**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** | **Type** |
| 1 | BFD201A | Fashion Studies | 3 |  |  | 3 | 3 |  |
| 2 | BFD202A | Textile Studies-I | 3 |  |  | 3 | 3 |  |
| 3 | BFD203A | Material Exploration & Sourcing |  |  | 6 | 6 | 3 |  |
| 4 | BFD204A | Fashion Illustration-I |  |  | 6 | 6 | 3 |  |
| 5 | BFD205A | Pattern Making & Garment Construction-I |  |  | 6 | 6 | 3 |  |
| 6 | BFD206A | Computer Application – I |  |  | 6 | 6 | 3 |  |
| 7 | BFD207A | Design Project –I (Women Wear) |  |  | 6 | 6 | 3 |  |
|  |  | **Total** | 6 |  | 30 | 36 | 21 |  |

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| BFD201A | Fashion Studies | 3-0-3 [3] |

**Learning Objective:**

The aim of this unit is to develop learners’ understanding and skills in fashion and design, throughfashionterminology, principle and the theoriesand develop the understanding of Wardrobe Planning and Exploring resources.

Learners will be expected to develop an awareness of the work of designers and brandsthrough the personal investigation and recording of media and methods.

|  |  |
| --- | --- |
| **UNIT 1** | **Introduction to Fashion Studies**   * Fashion terminology. * Principle of fashion. * Fashion components - silhouette, details, color, fabric, texture, * Fashion cycle. * Fashion adoption theories – Trickle down, Trickle across, Trickle up. * Sources of fashion information. |
| **UNIT 2** | **General overview** **about renowned fashion Brands and Designers**   * Domestic – Anokhi, Fabindia, Anita Dongre, Flying Machine, Allen Solly, Global Desi. * International-Chanel, Burberry, Hermes, Prada, Gucci, Dior- Chanel, Burberry, Alexander McQueen, Prada, Gucci, Dior, Dolce and Gabbana, Versace.   \**Students can also study renowned fashion brands and designers other than mentioned above* |
| **UNIT 3** | **Clothing**   * Why do we were clothes * Selection of garment for infant, toddler, school going student, teenagers, adolescents and people with special needs |
| **UNIT 4** | Wardrobe Planning and Exploring resources |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: Be able to understand thefashionterminology, principle and the theories.
* CO2: Be able to understand about renowned fashion Brands and Designers working process and their styles.
* CO3: Be able to understand the clothing style of all the age group.
* CO4: Be able to understand about wardrobe planning.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |

**Reference:**

* Gini Stephens Frings, Fashion from Concept to Consumers, Prentice Hall, New Jersey
* Elaine Stone-The Dynamic of Fashion, Fairchild Publications,New York
* Bhargav R. 2005. Design Ideas & Accessories. Jain Publ.
* Carr Harold & John Pomeroy 1996. Fashion Design & Product Development. Blackwell Science.
* Baugh, G. (2018). The fashion designers textile directory: The creative use of fabrics in design. London: Thames & Hudson.
* Elaine Stone,” Fashion Merchandising”, Blackwell Science Ltd., 2000.
* Eundeok Kim, Ann Marie Fiore, Hyejeong Kim, “Fashion Trends Analysis and Forecasting”, Berg Publishers, 2011.
* Dickerson, Kitty “Inside the Fashion Business” Pearson Education,2003
* Koda, H., Bolton, A., &Garelick, R. K. (2005). Chanel. New York: Metropolitan Museum of Art.
* Glock, R. E., & Kunz, G. I. (2005). Apparel manufacturing: Sewn product analysis. Upper Saddle River, NJ: Pearson/Prentice Hall.
* Frings, G. S. (2014). Fashion: From concept to consumer. Harlow, United Kingdom: Pearson.
* Fischel, A. (2012). Fashion: The ultimate book of costume and style. London: DK.
* Seeling, C. (2014). Fashion: 150 Years: Couturiers, Designers, Labels. Germany: H.f.ullmann Publishing.

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| **BFD202A** | **Textile Studies-I** | **3-0-3 [3]** |

**Learning Objective:**

In this unit students will be introduced to Textile Science and will learn about the different kind of Yarns, fabrics (Natural, Synthetic) and their properties.

Students will have all the research study and collected samples in a file compiled together for their reference and will make the flow charts as per their properties.

|  |  |
| --- | --- |
| **UNIT 1** | **Fiber Morphology**   * Flow chart from fiber to finished fabric. * Fiber / spinning/dyeing / weaving / printing / value addition finishes / embroidery. * Fiber classification – natural / man-made. |
| **UNIT 2** | **Properties and Fiber Identification**   * Properties of natural fibers (vegetable and animal) - water absorption / elasticity / conductivity / melting point / boiling point / abrasion resistance, etc. * Different methods of fiber identification - physical examination / burning test / chemical test. * Properties of Synthetic fibers - water absorption / elasticity / conductivity / melting point / boiling point/ abrasion resistance, etc. |
| **UNIT 3** | **Fabric Studies**   * Different kinds of basic fabrics – voile, cambric, poplin, chiffon, georgette, tissue, crepe, organza, canvas, corduroy, velvet, satin, etc. * Their basic properties, weaves and construction details. |
| **UNIT 4** | **Yarn and Yarn Formation Process**   * Different types of yarns- worsted / carded / blended / novelty yarns. * Yarn formation process (cotton yarn, woolen / worsted yarn, synthetic or blended yarn) - opening, cleaning, carding, doubling, combing, drawing, roving, spinning. |
| **UNIT 5** | **Properties of Yarns**   * Yarn twist- S and Z - properties and uses. * Count and denier systems – yarn count / significance / formulae, conversion / uses / numerical. |
| **UNIT 6** | **Surface Manipulation**   * Tucks, Pleats, Gathering. * Ruffles, Smocking, etc. * Industry visits. |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To identify the difference between different kind of fibers, yarns and fabrics as per their properties.
* CO2: To understand about the different kinds of basic fabrics.
* CO3: To understand about the yarn formation process.
* CO4:To develop a range of flow charts as per different kind of fibers/yarns or fabrics.
* CO5:To analyze the yarns as per their yarn count, twist type and fiber content.
* CO6:To understand how to develop the surface manipulation through the fabric.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |
| CO6 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Fabric studies by KVP Singh Kalyani Publishers
* Textiles-Fiber to Fabric by Bernard P. Corbman McGraw Hill

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| --- | --- | --- |
| BFD203A | Material Exploration & Sourcing | 0-0-6 [3] |

**Learning Objective:**

The main objective is to develop understanding of skills in the application of materials for different end uses. Student will develop a visual and tactile understanding of textile raw materials and fabrics enabling to evaluate performance characteristics in fibers and fabrics in relation to commodity and processing costs. Student will be required to do data collection & sourcing of samples like knitwear, performance sportswear, natural fibers or technologically led fabrics from a variety of fiber manufacturers, wholesalers and retailers in and around Jaipur.

|  |  |
| --- | --- |
| **UNIT 1** | **Introduction to Material Sourcing & Data Collection**   * Introduction to basic material required for fashion and textile design. * Identifying customers’ requirements. * Pricing, lead time and trade rules. * Risk assessment of raw materials. |
| **UNIT 2** | **Understanding Markets for basic fabrics & weaves**   * Market survey to find out basic fabric shops in and around Jaipur. * Market survey to find out weaving centers in & around Jaipur. * Create a swatch book of above mention fabrics with their market price. |
| **UNIT 3** | **Understanding Markets for Decorative, Complex fabrics, & weaves**   * Market survey to find out complex and decorative fabric Shops in and around Jaipur. * Market survey to find out weaving artisans and handicraft stores in and around Jaipur. * List out all the fabric shops and handicraft centers in detail. * Create a swatch book of above mention fabrics with their market price. |
| **UNIT 4** | **Understanding markets for Laces, Buttons, and others Fasteners**   * Market visit to find out various shops of laces, buttons and others detailing in and around Jaipur. * List out all the names of the shops along with their address and complete details. * Small collection book of above mention detailing items with price. |
| **UNIT 5** | **Understanding markets for Fashion and textile Accessories**   * Market survey to find out small to large fashion accessory shops in and around Jaipur. * Prepare the list with name of the shop along with address. * Small swatch book of accessories along with their price. |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To understand the raw materials for various textile uses
* CO2: To differentiate various materials
* CO3:To surf the market according to the material
* CO4: To apply various materials according to the product
* CO5: To know famous markets and shops for material sourcing & data collection in and around Jaipur.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* FABRIC STUDIES by KVP Singh Kalyani Publishers,
* Textiles-Fiber to Fabric by Bernard P. Corbman McGraw Hill
* Advanced Textile Design by William Watsons *published by crafts and hobbies (2010)*
* The students handbook of practical fabric structure by H.Neville*published by Crafts and hobbies (2010)*
* Designing with thread: from fiber to fabric by Irene Waller *Published by crafts and hobbies (1973)*
* Fiber & Fabric: A Record of American Textile Industries in the Cotton and Woolen Trade, Volume 49*Published1909*
* <http://books.google.co.in>
* [http://www.wgsn-edu.com](http://www.wgsn-edu.com/)

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| BFD204A | Fashion Illustration-I | 0-0-6 [3] |

**Learning Objective:**

A thorough foundation in fashion illustration is established in this course which covers the fashion figure and garment interpretation. Students study and develop the basic structure unique to the fashion figure. Students will learn to interpret draping and surface texture of the fabric together with technical drawings.

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| --- | --- |
| **UNIT 1** | **Basic Human Anatomy**   * Basics of human anatomy, drawing of legs, feet, hands, arm etc. * Practice of hands and feet, hair style and face analysis |
| **UNIT 2** | **Eight Head Theory and Stick Figure**   * Eight-head human figure, elongated eight-head human figures – 8 ½, 10 ½, and 11 ½ head. * Stick figure and fleshing of the stick figure. * Stylization of stick figure. |
| **UNIT 3** | **Medium Exploration and Fabric Rendering**   * Medium explorations –Color pencil shading, Charcoal, Watercolour, India Ink, Pastels, Marker. * Fabric rendering – Cotton, Leather, Silk, Satin, Denim, Corduroy, wool, net, chiffon, organza and velvet. * Embellishment and Prints. |
| **UNIT 4** | **Fashion Poses and Flat Drawing**   * Fashion poses, fashion figure in relation to fashion pose, drawing profile and ¾ figures. * Background for the figures. * Drawing flat sketches * Developing range of women’s wear for a concept |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: Understand human figures proportion, movements and postures.
* CO2: To understand about the eight Head Theory and Stick Figure.
* CO3: To understand how to illustrate the idea of design with the skill of fashion illustration technique with different materials: charcoal, colour pencil, water colour, ink and pastels.
* CO4: Present a fashion Illustration Portfolio, identifying areas for further development and best practice.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Abling, Bina, (2007), *Fashion Sketchbook*, Fairchild Publications, New York.
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* Barnes, Colin, (1994), *Fashion Illustration*: *The Techniques of Fashion Drawing,*MacdonaldOrbis, UK.
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| --- | --- | --- |
| BFD205A | Pattern Making & Garment Construction-I | 0-0-6 [3] |

**Learning Objective:**

The main objective of this module is to develop: (I) understanding of pattern making, based on body measurements, using industry standard signs and symbols. (II) To develop the understanding in the skills of garment construction techniques, creating toiles, demonstrating the safe use of equipment and relevant health and safety regulations.

|  |  |
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| **UNIT 1** | **Pattern Drafting**   * Introduction of Pattern Making * Method of measuring body and dress form * Tools of pattern making * Common terms used in pattern development * Method for drafting the basic pattern set (women/Kids) * Torso Pattern * Test fitting of patterns * Dart manipulation - elementary and advanced dart manipulation. * Variations of Sleeve, collar and skirt |
| **UNIT 2** | **Draping**   * Introduction to Basics of draping * Grain line , preparation of muslin for draping * Dress form , Key to abbreviations used in draping * Basic Bodice Block – Front & Back * Basic Skirt Block – Front & Back * Skirt Variation * Collar variation * Yokes |
| **UNIT 3** | **Garments Construction Techniques**   * Sewing machine and parts * Stitch practice. * Types of stitches. * Types of seams & seam finishes. * Plackets, Pocket, Collar. * Fitting a sleeve, Bodice Blocks. * Darts & neckline finishes. |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To create and use a set of basic blocks and apply skills in dart and seam manipulation.
* CO2: To produce a full-scale pattern from creative designs and working drawings through Pattern making and draping technique.
* CO3: To make them familiar with sewing machine and to work proficiently on the sewing machine with the rectify simple problems of the machine and to understand the special skills and techniques used in the garment making with the understanding of various parts of the garment and constructionof complete garment.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* H. G. Armstrong (2009) Pattern Making for Fashion Design, Prentice Hall, New York.
* D. McCunn, r. Lew, (1977) How to make sewing patterns, Blue feathers.
* K.R. Zarapkar, (2005) Zarapkar, System of Cutting Navneet Publications, India.
* N.R. Hollen, C.J. Kundel, (1999) Pattern Making by Flat Pattern Method, Prentice Hall Publication.
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* W. Aldrich, (20080 Metric Pattern Cutting for Menswear Willey Blackwell Publication.
* D. McCunn, R. Lew, (1977) How to make sewing patterns, blue feathers.
* Connie Amaden- Crawford (2010) A guide to Fashion Sewing, Fairchild Publication
* Lynda Maynard, (2010) The Dressmaker’s Handbook of couture Sewing Techniques: Essential step-by-step Techniques for professional Results, Interweave press.
* Claire Shaeffer, (2008) Claire Shaeffer’s Fabric Sewing Guide, Krause Publications.
* Claire Shaeffer, (2001) High Fashion Sewing Secrets from the World’s Best Designers. A Step-by-Step Guide to Sewing Stylish Seams Buttonholes, Pockets, collars, Hems and more, Rodale Books Publishers.
* Injoo Kim. Mykyung Uh. (2008) Apparel Making in Fashion Design, Breg Publications.
* P. Counch, (2011) Illustrated Guide to Sewing: Garment Construction: A Complete Course on Making Clothing for Fit and Fashion, Fox Chapel Publishing.
* (2011) Threads Sewing Guide A complete Reference from America’s Best-Loved Sewign Magazine. Taunton Pr

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| BFD206A | Computer Application - I | 0-0-6 [3] |

**Learning Objective:**

The main objective of this unit is to learn how to Use Computer with User friendly. Student will learn documentation, spreadsheet, presentation and web surfing with security.

They will learn the technique of Creating Mood Board, Color Board, Picture placement and Picture blending by Photoshop and Corel Draw.

They will also understand how to create Flat drawing and specification sheet.

|  |  |
| --- | --- |
| **UNIT 1** | **Basic Computer**   * Features of windows. * Word processing. * Spreadsheet. * Presentation Graphics. * Securing Computer Data. |
| **UNIT 2** | **Basic Corel**   * Introduction to Corel Draw * Concept vector based drawing. * Used corel Draw in garments. * Flat Drawing through Corel. * Specification Sheet Formation. * Measurement of garments & stitch line. * Draw single stitch / Overlock stitch / Flat lock stitch. |
| **UNIT 3** | **Basic Photoshop**   * Introduction to photoshop/ pixed based vs vector. * Tool Box * Drop downs functions. * Image sizing/ Resolution/ Page Size |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: Student will be able to work with windows utility, documentation with creating spreadsheet and make presentation and web surfing.
* CO2:Students will be able to convert Manual Design in Digital Form through Corel with Exact measurement with creating design variations.
* CO3: Students will be able to understand photoshop/ pixed based vs vector and functions.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Gary David Bouton,Corel DRAW X7: The Official Guide.
* Corel Corporation, CorelDraw X7 User Guide

http://product.corel.com/help/CorelDRAW/540229932/Main/EN/User-Guide/CorelDRAW-X7.pdf

* Video Tutorials on CorelDraw, www.lynda.com
* Adode (2018), Adobe Photoshop CC Help

https://helpx.adobe.com/pdf/photoshop\_reference.pdf

* Perkins, C. (2009) How to do everything: Adobe Photoshop CS4. McGraw-Hill Companies
* Adobe Photoshop CS6 Tutorials.

http://www.marquette.edu/ctl/e-learning/documents/PhotoshopPDF.pdf

* Dayle, B. &Dayley, D. (2012) Adobe Photoshop CS6 Bible*.* Wiley.
* [Andrew Faulkner](http://www.amazon.in/Andrew-Faulkner/e/B00MJJZBRW/ref=dp_byline_cont_book_1), [Conrad Chavez](http://www.amazon.in/Conrad-Chavez/e/B001HMYXMG/ref=dp_byline_cont_book_2) (2015) Adobe Photoshop CC Classroom in a Book, the official creator of video training for CorelDraw X4, X5, and X6.

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| BFD207A | Design Project –I (Women Wear – White cotton based) | 0-0-6 [3] |

**Learning Objective:**

The main objective of this module is to develop a design intellect and basic design system. Hands-on experiences in the interpretation of image of fashion product/customer specifications, apparel design concept development, illustrations and technical drawings, design for prototyping, and manufacturing will be utilized in the instruction of the design process. Students will accurately document their fashion product design experience through design process in a notebook.

The course would require the students to carry out research on the major women wear designers and their brands along with the recognition of different women wear segments and their growth rate.

|  |  |
| --- | --- |
| **UNIT 1** | **Design Development Process**   * Research * Inspiration board * Creating Mood boards- its application in designing apparels. * Theme boards- its direct relation to creating designs of apparels. * Client boards - the study of peculiar characteristics of a client to design special apparels for him/ her. |
| **UNIT 2** | **Design Development Process**   * Illustration board - Fashion Illustrations according to themes. * Accessory board * Trim &Swatch (Fabric) boards- Use of Trims and swatches in surface texture of the designed apparels. * Technical drawing - Flat sketch board / tech pack |
| **UNIT 3** | **Process of Fittings**   * Muslin fits (toile) * Actualising the garment * Costing * Presentation |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1:To develop the design process through experimental ideas and applications and present research analysis to client groups.
* CO2: To extend and apply skills in developing creative visual language.
* CO3: To synthesize and critically evaluate experimentation in personal creative practice.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Encyclopedia of Fashion accessories by Phyllis Tortora Fairchild
* Fashion Sketchbook by Abling Fairchild
* How Fashion Works by Gavin Waddell Blackwell
* Jones, J.C: Design methods: Seeds of human futures, Wiley inter science, London, 1992.
* Gail Greet Hannah, Elements of Design, Princeton Architectural Press, 2002
* Itten, Johannes; The Art of Color: The Subjective Experience and Objective Rationale of Color, Wiley Publications,1997

**SEMESTER – III**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BFD301A | History of Fashion Design & Contextual | 3 |  |  | 3 | 3 |
| 2 | BFD302A | Textile Studies-II | 3 |  |  | 3 | 3 |
| 3 | BFD303A | Apparel Manufacturing Technology | 3 |  |  | 3 | 3 |
| 4 | BFD304A | Fashion Illustration-II |  |  | 6 | 6 | 3 |
| 5 | BFD305A | Pattern Making & Garment Construction-II (Indian wear +Ad. Draping) |  |  | 6 | 6 | 3 |
| 6 | BFD306A | Computer Application – II (Draping) |  |  | 6 | 6 | 3 |
| 7 | BFD307A | Design Project –II (Women’s wear draping project ) |  |  | 6 | 6 | 3 |
|  |  | **Total** | 9 |  | 24 | 33 | 21 |

|  |  |  |
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| BFD301A | History of Fashion Design & Contextual | 3-0-0 [3] |

**Learning Objective:**

This course provides an overview of costume history in Western culture from ancient civilizations to the present. Students examine cultural, social, and historical events and analyze their effect on the history of costume and apparel, including the influence of historical costume on fashion today. Students develop a broad fashion Vocabulary and become familiar with period costume terminology.

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| --- | --- |
| **UNIT 1** | **Influences of Art and Design Movements**   * Cubism * Dadaism * Surrealism * Minimalism * Pop Art * Bauhaus |
| **UNIT 2** | **Ancient civilizations**   * Egypt * Greece * Rome * Assyrian * Babylonian * Byzantine |
| **UNIT 3** | **Indian Periods**   * Mauryan * Kushan * Gupta * Mughal |
| **UNIT 4** | **Design Developments**   * Arts and Crafts * Gothic * Historical Art and Design Developments. |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To understand influences on art and design activities and outcomes through the interpretation and analysis of information
* CO2: To assess, interpret and evaluate information.
* CO3: To evaluate and present conclusions.
* CO4: To understand design developments of Historical Art and Design.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* R. Nath, (1976) History of Decorative Art in Mughal Architecture, Motilal Banarasidas, Delhi.
* Urevbee, O.Andrew, (1997) Culture and Technology, UNESCO, Paris
* Bayer, Patricia, (1990) Art Deco Interiors, Thames and Hudson, Delhi
* Hartt, Frederiak, (1989) Art: History of Painting, Sculpture, and Architecture, Prentice Hall, NJ
* Sivaramamurthy, (1997), Art of India, Marry N Abrams, NY
* Nath R, (1980), Art of Khajuraho, Abinav Publications, Delhi.
* Bhatnagar Parul, Traditional Indian Costumes &Textile, Abhishek Publication Chandigarh.
* Jamila Brij Bhushan, The Costume and Textiles of India, Taraporevala Sons& Co. Pvt. Ltd, Mumbai
* Horn.M.JGurel L.M. The Second Skin, Houghton MiffinCo.Boston
* Suvasas The Beautiful Costumes, Abhishek Publication Chandigarh. J.Anderson Black, A History of Fashion ,Orbis Publishing Ltd. London

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| --- | --- | --- |
| BFD302A | Textile Studies-II | 3-0-0 [3] |

**Learning Objective:**

In this unit students will be introduced to Textile Science and will learn about the different kind of techniques of fabrics manufacturing and their properties. Students will learn to describe and state the characteristics and properties of various fabric structures and finishes used in the fashion industry.

Students will have all the research study and collected samples in a file compiled together for their reference and will make the flow charts as per their properties.

|  |  |
| --- | --- |
| **UNIT 1** | **Fabric Formation Techniques**   * Different methods of fabric formation i.e. weaving, knitting, non-woven. * Comparative study of woven, knitted and non-woven fabrics. |
| **UNIT 2** | **Weave Study**   * Different types of weaves- plain, satin, sateen, twill, bird’s eye, jacquard, basket, ribbed crepe, pile, dobby, triaxial, lappet. * Properties and usage of different weaves. * Construction of different weaves- their EPI & PPI |
| **UNIT 3** | **Weaving Machinery**   * Different types of weaving machinery i.e. dobby, jacquard, leno, Swivel & Lappet. * Common defects in weaving. |
| **UNIT 4** | **Introduction to Non-Woven**   * What is Non- woven. * Classification of non-woven. * Properties and end usage of non-woven. |
| **UNIT 5** | **Production Methods**   * Different methods of production- web formation, bonding, and finishing * Industrial visits. |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To understand the fabric formation techniques and to compare the woven and Non-woven and knitted fabrics.
* CO2: to understand about the different types of weaves, properties and construction.
* CO3: To understand about the different types of weaving machinery.
* CO4: To understand about the introduction of non-woven,classification and the properties of non-woven.
* CO5: To understand about different production methods of fabric manufacturing.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* FABRIC STUDIES by KVP Singh Kalyani Publishers
* Textiles-Fiber to Fabric by Bernard P. Corbman McGraw Hill

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| --- | --- | --- |
| BFD303A | Apparel Manufacturing Technology | 3-0-0 [3] |

**Learning Objective:**

The aim of this unit is to provide learners with the knowledge and understanding of the complete Apparel Production & management process. The student will understand the production manager position with apparel manufacturing Company which will benefit from intimate knowledge of apparel industry, Apparel production & management department units, Process flow & management in apparel manufacturing units for men’s & women’s wear.

|  |  |
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| **UNIT 1** | **Introduction to Apparel industry**   * Apparel industry in India. * Domestic industry. * Size of industry. *  Nature of the industry, its developments in recent years |
| **UNIT 2** | **Process flow & management in apparel manufacturing units**   * Buyers-suppliers meeting, Production order placement. * Sampling, BOM generation for PO. * Pre –production sample. * Fabric washing. * Raw material inspection, raw material procurement. * Production shipment sample. * Finishing * Packing –shipment |
| **UNIT 3** | **Machineries in apparel production**   * Spreading machines. * Cutting machines. |
| **UNIT 4** | **Sewing machine parts and performance measures**   * Major sewing machines * parts of the sewing machines * BS for stitches and seams |
| **UNIT 5** | **Pre & Post treatments of fabrics**   * Washing, Pressing, finishing,Packaging |
| **UNIT 6** | **Apparel production & management department units**   * Merchandising. * Sampling. * Fabric, trims and accessories. * Quality assurance. |

**Course Outcome (CO):**

* At the end of this course students will have:
* CO1: To understand that how the industry works.
* CO2: To understand the whole production process/system in the industry.
* CO3: To understand the different spreading and cutting machines of the industry.
* CO4: To understand the different parts of the machineries and performance measures in the industry.
* CO5:To understand the different parts of the industry like washing, pressing and Finishing & Packaging Department etc.
* CO6:To understand the different parts of the industry like Design & Sampling Department, Cutting & Stitching Department, Merchandising, Fabric, trims and accessories department and the Quality assurance.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |
| CO6 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

Peyton B. Hudson (1989), Guide to Apparel Manufacturing, MEDI Apparel Inc.

● H.Carr. B. Latham, (1988), the Technology of Clothing Manufacture, Blackwell Scientific Publications.

● The Apparel Design and Production Handbook: A Technical Reference, Fashiondex Incorporation.

● Richard Jones, (2006), the Apparel Industry, John Willey & Sons.

● Grace I, Kunz, (2004), Apparel Manufacturing: Sewn Product Analysis, Prentice Hall Publications.

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| --- | --- | --- |
| BFD304A | Fashion Illustration-II | 0-0-6 [3] |

**Learning Objective:**

Introducing students to illustrate figures with reference to eight-head figure and elongated eight-head figures. This subject is an extension of fashion illustration-I, where the students would be encouraged to sketch fashion figures, render the fabrics and work on fashion figures with reference to design aesthetics.

The course is a study of illustration of different garments for Women, Kids and Men.

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| **UNIT 1** | Illustration of men’s/kids garments, different poses, importance of he background.  Men’s features- Face, hair, hands and feet.  Illustrating men’s figures in different mediums. |
| **UNIT 2** | Individual style in illustration for different looks. |
| **UNIT 3** | **Accessory designing and illustration**   * Illustration of Jewellery using various mediums like pearls, beads, gold and silver, diamonds, wood, wires, velvet, net, etc, * Designing and illustration of head gears * Designing and illustration of bags and belts using various mediums like leather, cane, pearls, beads, wires, velvet, net, etc. * Designing and illustrating footwear of all types * Designing and illustrating bows and ties on varied dresses. * Illustrating hairstyles |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To understand how to illustrate the idea of design with the skill of fashion illustration technique.
* CO2: Understand human figures proportion, movements and postures.
* CO3: To understand the garment interpretation with accessory from a sketch.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Abling, Bina, (2007), *Fashion Sketchbook*, Fairchild Publications, New York.
* Allen, Anne & Seaman Julian,(2003),*Fashion Drawing: The Basic Principles,* Batsford Fashion Books, Londan.
* Barnes, Colin, (1994), *Fashion Illustration*: *The Techniques of Fashion Drawing,*MacdonaldOrbis, UK.
* M.W. Bryant,(2011), *Fashion Drawing –Illustration Techniques for Fashion Designers,* Laurence King Publisher
* Ireland, P.J. (1993). *Fashion Design Illustration: Womenswear,* Oxford, Batsford.
* Ireland, P.J. (1993). *Figure Templates for Fashion Illustration,* Oxford, Batsford.
* Mc Kelvey, K. and Munslow, J. (2007). *Illustrating Fashion,*New Delhi, John Wiley & Sons.
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* Borrelli, L. (2000). *Fashion Illustration Now,* London, Thames & Hudson.
* Abling, B. (2003). *Model Drawing,*New York, Fairchild Books.
* Drudi, E. (2011). *Figure Drawing for Fashion Design*, Amsterdam, Pepin Press.
* Riegelman, N. (2006). *9 Heads: A Guide to Drawing Fashion*, London, Thames and Hudson.
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* Tate, S. L. (1995). *The Complete Book of Fashion Illustration,*New York, Prentice Hall Publication.
* Beer, R. (1995). *Designer Guide to Girls’ and Junior Apparel,*New York, Fairchild Books.
* Armstrong, W., et al. (2005). *From Pencil to Pen Tool: Understanding and Creating the Digital Fashion Image,* New York, Fairchild Books.
* Drudi, E. (2003). *Wrap and Drape Fashion: History, Design and Drawing,* Amsterdam, Pepin Press.

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| BFD305A | Pattern Making & Garment Construction-II | 0-0-6 [3] |

**Learning Objective:**

The purpose of this module is to provide learners with the opportunity to develop skills in the principles of Indian wear pattern drafting and construction.

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| **UNIT 1** | **Pattern Drafting**   * Standardize concept of pattern making Direct Method * Things to keep in mind while taking measurement * Paper pattern of Salwar, Churidar, Plain kurta, Kalidar kurta * Paper pattern of SareeBlouse, Choli blouse * Marka-Making & Layouts * Spec-Sheets of one designed garment   **Documentation and Presentation of Work**   * In portfolio - All full-size patterns & 1/4 file document |
| **UNIT 2** | **Garments Construction**   * Construction of Salwar /Churidar * Construction of plain kurta * Construction of kalidar kurta * Construction of plain blouse * Construction of choli blouse   **Documentation and Presentation of Work**   * In portfolio -- All women’s wear garment construction with proper finish |
| **UNIT 3** | **Advance Draping**  **Hands on:**   * Handling of new fabrics – georgette, chiffon, satin, knits, etc * Asymmetric drapes * Cowls – underarm, hip, etc. * Draping of accents & emphasis – peplum, frills, flounces, etc. * Conversion of Drapes in to flat patterns (developing of patterns from drapes) * Conversion of drapes in to actual fabrics.   **Garment Construction**   * Construction of mock-up garment from a chosen design. * Construction of final garment from a chosen design   **Documentation and Presentation of Work**   * In portfolio - Draping techniques, Pattern Making and Garment Construction |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: In this module student will learn to take bodice measurement related to the Indian wear garment with different variation and produce them on drafting paperandcreatea full-scale pattern from creative designs and working drawings.
* CO2: To understand and appreciate the concept of fit and balance of garments
* CO3: Understanding of identify and differentiate between fabric varieties with understanding of different materials and develop understanding on how to concealment of fabric joins within garment with advanced knowledge in draping, pattern cutting and construction for women’s clothing.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* H. G. Armstrong (2009) Pattern Making for Fashion Design, Prentice Hall, New York.
* W. Aldrich, (2008), Metric Pattern Cutting for women’s wear, Willey Blackwell Publication.
* W. Aldrich, (20080),Metric Pattern Cutting for Menswear Willey Blackwell Publication.
* Lynda Maynard, (2010) The Dressmaker’s Handbook of couture Sewing Techniques: Essential step-by-step Techniques for professional Results, Interweave press.
* Claire Shaeffer, (2008) Claire Shaeffer’s Fabric Sewing Guide, Krause Publications.
* Claire Shaeffer, (2001) High Fashion Sewing Secrets from the World’s Best Designers. A Step-by-Step Guide to Sewing Stylish Seams Buttonholes, Pockets, collars, Hems and more, Rodale Books Publishers.
* (2011) Threads Sewing Guide A complete Reference from America’s Best-Loved Sewign Magazine. Taunton Pr
* Dawn Cloake, “Fashion Design On The Stand” B T Bastford Ltd. London , First Published 1996.
* Claire Shaeffer, “Claire Shaeffer’s Fabric Sewing Guide”, Krause Publications Craft, 2008.
* Reader Digest, “New Complete Guide to Sewing”, Reader Digest, 2002.
* ManmeetSodi “Drafting & draping

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| --- | --- | --- |
| BFD306A | Computer Application - II | 0-0-6 [3] |

**Learning Objective:**

The purpose of this module is to provide learners with the opportunity to develop skills in Draping and Rendering technique through coral & Photoshop with Exact measurement & Fine finishing with Real Looking & 3D Rendering and Draping

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| --- | --- |
| **UNIT 1** | **Croqui and 3D Rendering**   * Introduction * Drawing the Croqui through Curve tool. * Import croqui (JPG) in photoshop and apply 3D Rendering. * Import 3D Render Croqui in Corel. |
| **UNIT 2** | **Draping**   * Draping Fabrics. * Concept of Design variation & Color Variation. * Apply 3D Effect on Draped Design * Croqui Development with fabrics/ Texture/ Fleshing etc. |
| **UNIT 3** | **Formatting**   * Concept of Page Setup. * Light Effect. * Concept of Page Margin. * Concept of Page Layout. * Setting of Document. * Formatting of Document. * Specification sheet. * Costing |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1:To develop 3D rendering on croqui.
* CO2: To develop a 3D Rendering of Drape design and skill About Fabric.
* CO3: To develop specification Sheet and Costing and Able to develop Industrial wise real design.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Reference Book of Corel Draw X7:  Corel DRAW X7: The Official Guide, Author

Name of CorelDraw X7: The Official Guide: Gary David Bouton.

* Reference Book of Adobe Photoshop CC 2015 :- Adobe Photoshop CC Classroom in a Book (2015 release) Author Name of Adobe Photoshop CC Classroom in a Book (2015 release):  [Andrew Faulkner](http://www.amazon.in/Andrew-Faulkner/e/B00MJJZBRW/ref=dp_byline_cont_book_1)  (Author), [Conrad Chavez](http://www.amazon.in/Conrad-Chavez/e/B001HMYXMG/ref=dp_byline_cont_book_2)

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| --- | --- | --- |
| BFD307A | Design Project –II (Women Wear – Draping Project) | 0-0-6 [3] |

**Learning Objective:**

The main objective of this module is to develop a design intellect and basic design system. Hands-on experiences in the interpretation of image of fashion product/customer specifications, apparel design concept development, illustrations, Draping and technical drawings, design for prototyping, and manufacturing will be utilized in the instruction of the design process. Students will accurately document their fashion product design experience through design process in a notebook.

The course would require the students to carry out research on the major women wear designers and their brands along with the recognition of different women wear segments and their growth rate.

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| --- | --- |
| **UNIT 1** | **Design Development Process**   * Research * Inspiration board * Creating Mood boards- its application in designing apparels. * Theme boards- its direct relation to creating designs of apparels. * Client boards - the study of peculiar characteristics of a client to design special apparels for him/ her. |
| **UNIT 2** | **Design Development Process**   * Illustration board - Fashion Illustrations according to themes. * Accessory board * Trim &Swatch (Fabric) boards- Use of Trims and swatches in surface texture of the designed apparels. * Technical drawing - Flat sketch board / tech pack |
| **UNIT 3** | **Process of Fitting**   * Muslin fits (toile) * Actualising the garment * Costing * Presentation |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1:To develop the design process through experimental ideas and applications and present research analysis to client groups.
* CO2: To extend and apply skills in developing creative visual language.
* CO3: To synthesize and critically evaluate experimentation in personal creative practice.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Encyclopedia of Fashion accessories by Phyllis Tortora Fairchild
* Fashion Sketchbook by Abling Fairchild
* How Fashion Works by Gavin Waddell Blackwell
* Jones, J.C: Design methods: Seeds of human futures, Wiley inter science, London, 1992.
* Gail Greet Hannah, Elements of Design, Princeton Architectural Press, 2002
* Itten, Johannes; The Art of Color: The Subjective Experience and Objective Rationale of Color, Wiley Publications,1997

**SEMESTER – IV**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BFD401A | Budgeting & Costing | 3 |  |  | 3 | 3 |
| 2 | BFD402A | Trend Forecast and Analysis | 3 |  |  | 3 | 3 |
| 3 | BFD403A | Surface Design |  |  | 6 | 6 | 3 |
| 4 | BFD404A  BFD404B | Elective (Choose any 1 )   1. Photography 2. Fashion Accessories |  |  | 4 | 4 | 2 |
| 5 | BFD405A | Pattern Making & Garment Construction-III (Men’s & Kids wear) |  |  | 6 | 6 | 3 |
| 6 | BFD406A | Computer Application – III (In design and illustrator) |  |  | 6 | 6 | 3 |
| 7 | BFD407A | Design Project –III (Indian Wear craft based project) |  |  | 6 | 6 | 3 |
|  |  | **Total** | 6 |  | 28 | 34 | 20 |

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| BFD401A | Budgeting & Costing | 3-0-0 [3] |

**Learning Objective:**

* Fashion is a hard-nosed industry that has to make profits and part of that profit making is in the containment of costs. That might be the containment of manufacturing costs or the containment of sourcing costs, but either way it will impact the final price point of the garment and the profit margins to be obtained.
* Concise understanding and examination of budgeting and costing for the rapidly changing fashion industry encourages a realistic awareness of costing, manufacture and sourcing

|  |  |
| --- | --- |
| **UNIT 1** | **Introduction to costing & budgeting**   * Garment Costing * Budgeting   **Elements of Costs**   * Direct Materials * Direct Labor * Overhead * Division of costs |
| **UNIT 2** | **Cost classifications**   * By Nature, Elements or Analytics * By Function * As Direct or Indirect Cost * By Variability * By Controllability * By Normality * By Time * According to Planning and Control * For Managerial costs   **Methods of Costing**   * Job costing * Contract Costing * Batch Costing * Process Costing * Unit Costing * Operating Costing * Operation Costing * Multiple Costing * . |
| **UNIT 3** | **Techniques of Costing**   * Uniform Costing * Marginal Costing * Standard Costing * Historical Costing * Direct Costing   **Cost Sheet/Statement of Cost**   * Stock of Raw Material * Stock of Work-in-progress * Stock of Finished Goods |
| **UNIT 4** | **Composition of Cost of Garment**   * Fabric * Parameters that affect the fabric cost * Minimum order quantity * Inco term used * Calculating the cost of Fabric * Cost calculation of Fabric in a Garment * Trims * Types of Trims used in Garments * UOM of trims used in Garments * Calculation of Trim Charges * Value Addition * Types of Value Additions * Calculation of Value Addition Charges * CMT (Cost of Making) Cost * Labor cost * Cutting Cost * Sewing Cost * Production Cost * FOB Cost of Garment * Testing * Types of Fabric and Garment Tests * Test Standards, Requirements and Charges * Documentation * Types of Domestic and Export Documentation * Documentation Charges * Logistics * Inco terms and factors affecting logistic charges * Overheads and Mark-up * Overhead Calculation * Mark-up Methodology |
| **UNIT 5** | **Pricing policies of Garment**   * Selecting a Pricing Method * Cost Oriented Pricing * Tax & GST * Competition based Pricing * Market Oriented Pricing * Break Even analysis * Budgeting, Financial Planning and Business Plan |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To refine costing and budgeting terminology used in apparel industry.
* CO2: To understand the importance of a well-defined costing and budgeting process.
* CO3: To determine elements of a basic cost sheet of a garment.
* CO4: To Acquire techniques and best practices on budgeting / costing.
* CO5: To learn how to build business plan imbibing cost and budget structure.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Weitz Levy, Edition April 2008, Retail Management, Irwin Professional Pub, ISBN: 9780073381046
* Carr, H.C., " The clothing Factory ", The Clothing Institute, London (1972)
* Jarnow, J.A., and Judelle B., “Inside the Fashion Business ", JWS (1974) 2nd edition.
* Swinney, John B, “Merchandising of Fashion ", Ronald press (1942).
* RichordD.IrwinIcn,”Principles of cost Accounting: Managerial Applications”Revised by Gayle Rayburn 1983
* Sultan Chand & sons” Management Accounting” New Delhi,2nd edition 1998

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| BFD402A | Trend Forecast and Analysis | 3-0-0 [3] |

**Learning Objective:**

* Critically analyze, synthesize and reflect on complex theories and recent developments, both local and international, at a micro and macro level, to extend and challenge knowledge and practice in fashion entrepreneurship.
* Investigate emergent global entrepreneurial issues and strategically respond to their impact in the fashion and textiles industry.
* Identify, evaluate and communicate the potential impact of cultural, social, economic and technological components in the trend forecasting process.

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| **UNIT 1** | **Trend Materials & Fashion Development**   * Materials for research * Color practice * Interactions between colors and materials * Briefing and mood board creation * Materials are buying * Product development |
| **UNIT 2** | **Trend Design research, Transmission and interpretation**   * Fashion trend terminology * The trend industry * Nature of trends * Trends in urban environment * Information Management * Visualization techniques * Argumentation strategies |
| **UNIT 3** | **Fashion market and marketing environment research**   * Market research * Trend research techniques * Research design & data sources * Sampling methods * Evaluating the collections * Forecasting Fashion * Market Segmentation marketing mix * Fashion consumer |
| **UNIT 4** | **Trend Analysis**   * Evolution of fashion trend * Fashion trend implications for design/retail decisions * Consumer influence on market |
| **UNIT 5** | **Fashion Forecasting**   * Fashion Forecasting Process * Diffusion of Innovation * Fashion Cycles * Cultural Indicators * Color Forecasting * Textile Forecasting * Styling Forecasting * Sales Forecasting Competitive Analysis |

**Course Outcome (CO):**

At the end of this course students will have:

CO1: To assess and review the requirements and operational methods of the role of a trend forecaster relevant to fashion and textiles entrepreneurship.

CO2: To understand the Trend Design research, Transmission and interpretation of fashion.

CO3: To understand the Fashion market and marketing environment research.

CO4: To substantiate and apply appropriate research methodologies to identify and analyze alternative research sources for identifying global trend directions.

CO5: To research and critically analyze the challenges and opportunities of translating trend scenarios into the development of textile and fashion products.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Elaine Stone,” Fashion Merchandising”, Blackwell Science Ltd., 2000.
* Eundeok Kim, Ann Marie Fiore, Hyejeong Kim, “Fashion Trends Analysis and Forecasting”, Berg Publishers, 2011.

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| BFD403A | Surface Design | 0-0-6 [3] |

**Learning Objective:**

* This module is all about of dyes and Print style. In this module students will be able to understand about classes of dyes, dyestuffs, techniques, dye auxiliaries, printing and printing techniques, effects and defects of dyeing and printing.
* The module is to teach the basic and complicated techniques of surface embellishment to the students. A surface design technique makes the fabric beautiful by various methods. Surface design refers to the process of adding color, pattern, texture or design to fabric through the use of outside mediums such as dyeing, printing, batik, embroidery and many more.

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| **UNIT 1** | **Dyeing Theory**   * Theory of Dyeing – Application of various dyes * dye-fiber interaction * Classification of Dyes- Natural dyes and synthetic dyes. Direct dyes Reactive, vat, insoluble azoic, indigo sol, acid dyes, basic dyes, Sulphur dyes, disperse dyes, pigments. |
| |  |  | | --- | --- | | **UNIT 2** |  | | **Methods and Machinery**   * Methods and machinery for dyeing, * Pre and after treatments of dyeing * Defects of dyeing, * Care of fabrics. |
| **UNIT 3** | **Application of Dyes**   * Practical application and swatch dyeing with direct, basic, reactive, sulfur, vat, mordant, pigment and acid dye. |
| **UNIT 4** | **Tie & Dye**   * Introduction to tie and dye. * Making samples of dye and dye with different dyes on different fabrics and product making. * Creative exploration of dyeing techniques. |
| **UNIT 5** | **Different styles of Printing**   * Styles of printing: Direct, Discharge and Resist styles on cellulosic, Protein, manmade textiles and their blends, * Solvent dyeing, foam dyeing, spray dyeing. * After treatments: Steaming, curing, and ageing of Prints. |
| **UNIT 6** | **Printing methods**   * Hand block, machine, block, roller and Screen-printing methods, * Advantages and drawbacks of all these printing methods, * Printing paste: Constituents of print paste, * Thickener and its types. Function of thickener, selection of thickener. |
| **UNIT 7** | **Resist style of Printing**  ● Introduction to Batik.  ● Application of technique on various fabrics and product making. |
| **UNIT 8** | **Printing Styles**  ● Practical introduction to printing methods and application of block, stencil and screen printing |
| **UNIT 9** | **Natural Prints**  ● Application of Dabu print with product.  ● Application of Natural print (echo print) with product.  ● Application of Pigment print with product.  ● Practical application of Ice Dyeing with product |

**Course Outcome (CO):**

At the end of this course students will have:

CO1: To Apply and select various dyes according to fabric.

CO2: To find Defects in dyeing and printing.

CO3: To learn the process of tie and dye

CO4: To learn the various classes of dyes and auxiliaries used in dyeing through practical application.

CO5: To demonstrate Hand block, machine, block, roller and Screen-printing methods. Advantages and drawbacks of all these printing methods.

CO6: To understand Direct, Discharge and Resist styles on cellulosic, Protein, manmade textiles and their blends andanalyze Pre and after treatments: Steaming, curing, and ageing of Prints.

CO7: To learn printing process, history of printing, different style of printing preparation of printing paste practically.

CO8: To learn basic and complex hand embroideries through needle and anchor threads.

CO9: To apply various surface design techniques according to the design requirement.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |
| CO6 |  |  |  |  |  |  |  |  |  |  |
| CO7 |  |  |  |  |  |  |  |  |  |  |
| CO8 |  |  |  |  |  |  |  |  |  |  |
| CO9 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Textile Dyeing and Coloration(J. Richard Aspland)
* Textile Preparation and Dyeing(A K Roy Choudhury )
* Chemical Technology in the Pre-Treatment Processes of Textiles(S.R. Karmakar
* Dyeing and Screen-Printing on Textiles: Revised and updated Joanna Kinnersly-Taylor
* Fabric printing and dyeing; a practical handbook David Green
* Fashion from concept to consumers – Frings 6th Ed.

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| BFD404A | Elective (Choose any 1 )   1. Photography | 0-0-4 [2] |

**AIM**

This unit aims to develop learners’ skills and understanding in Product Photography Students will get Knowledge of the history of the photographic medium and how it relates to the history of the other fine arts

**OBJECTIVE**

Various aspects of photography including lighting for indoor & outdoor, handling of studio equipment and set planning & composition.

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| --- | --- |
| **UNIT 1** | Various aspects of photography including lighting for Indoor & Outdoor |
| **UNIT 2** | Handling of studio equipment |
| **UNIT 3** | Set planning |
| **UNIT 4** | Composition. |
| **UNIT 5** | Final Product Photography |

**COURSE OUTCOME (CO)**

**At the end of this course students will:**

CO1 Be able to use space and equipment.

CO2 Be able to use sets, lights and backgrounds.

CO3: Apply the principles of lighting and color theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and color to create quality images.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Outcome** | **Program Outcome** | | | | | | | | **Program Specific Outcome** | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 |
| CO1 |  | H | H | M | M | H |  |  | M |  |
| CO2 |  | H | H | M |  | H |  |  |  | M |
| CO3 |  | H | H | M | H | M |  |  |  |  |

H = Highly Related; M = Medium L = Low

**TEXT BOOKS**

* Understanding Exposure: How to Shoot Great Photographs with a Film or Digital Cameraby [Bryan Peterson](https://www.goodreads.com/author/show/82078.Bryan_Peterson)
* The Photographer's Eye: Composition and Design for Better Digital Photos by [Michael Freeman](https://www.goodreads.com/author/show/118349.Michael_Freeman)

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| BFD404B | Elective (Choose any 1 )  Fashion Accessories | 0-0-4 [2] |

**Learning Objective:**

The aim of this unit to impart intensive training for complete understanding of fashion accessories, techniques and process, product development and quality, market intelligence, management and operational methods.

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| **UNIT 1** | Lacquer Craft Accessories, Textile Craft Accessories. |
| **UNIT 2** | Fashion Jewellery |
| **UNIT 3** | Wood Craft Accessories |
| **UNIT 4** | Metal Craft Accessories |
| **UNIT 5** | Leather Craft & Packaging |

**Course Outcome (CO):**

* CO1: Student will be able to understand about fashion accessories and understand the techniques & process of fashion accessories.
* CO2: Student will be able to understand the product development, quality & marketing aspects.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Encyclopedia of Fashion Accessories author
* Fashion Accessories- The Complete 20th Century Source book Hardcover – September, 2000 by [John Peacock](http://www.amazon.com/John-Peacock/e/B001IR3IYO/ref=dp_byline_cont_book_1)  (Author)

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| --- | --- | --- |
| **BFD405A** | **Pattern Making & Garment**  **Construction-III (Men’s & Kids wear)** | **0-0-6 [3]** |

**Learning Objective:**

* The course is designed to inculcate the skills of making patterns for the men’s/Kids wear with focus on fit and details which is expected to grow in Indian market in terms of exports and domestic market.
* Students would be encouraged to make their unique sketches and make the patterns for the same.
* To familiarize the students with the concept of grading for fashion

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| **UNIT 1** | **Size chart of menswear shirt & Shirt terminology**  Paper pattern of Shirt  Paper pattern of Waist coat  Collars- (shirt collar, stand collar, roll collar), cuffs, plackets.  Standardization of measurements: fundamentals of grading and grading terminology. |
| **UNIT 2** | Size chart of menswear trouser & Trouser terminology  Paper pattern of Trouser with zip fly. |
| **UNIT 3** | **Garment Construction**  Men’s Shirt with attachment of Collars, cuffs and plackets  Men’s Trouser with attachment of zip fly.  Men’s waist coat with lining attachment.  Specification Sheet and Costing.  Fabric selection and stitching. |
| **UNIT 4** | **Pattern making of Kids Wear**  Basic Bodice Block  Basic Skirt Block  Basic Sleeve Block |
| **UNIT 5** | **Garment Construction**  Construction of Basic patterns of Kids wear |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To understand the specialist skills and techniques used in the men’s wear pattern making and understanding of size chart with making of basic shirt pattern with collar, placket, pocket & cuff.
* CO2: To understand how to make a basic trouser pattern with pocket, waist band & zipper fly and produce men’s wear garment of pattern making to given specification.
* CO3: To understand the special skills and techniques used in the garment making and construction of Men’s wear shirt, trouser & waist coat.
* CO4: To understand the specialist skills and techniques used in the kid’s wear pattern making
* CO5:To understand the special skills and techniques used in the kids wear garment making.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

1. Aldrich, W. (2010), *Metric Pattern Cutting for Men’s Wear,* Oxford, Willey Blackwell Publishers.
2. Kershaw, G. (2013). *Pattern Making for Mens Wear,* London, Lawrence king Publishing.
3. Kim, I. and Kim, M. (2014). *Pattern Making for Mens Wear: Classic to Contemporary*, New York, Fairchild Books.
4. Coffin, D. (1998). *Shirt Making: Developing Skills for Fine Sewing,* Newton, Taunton Press.
5. Coffin, D. (1998). *Making Trousers for Men and Women: A Multimedia Sewing Workshop,* Newton, Taunton Press.
6. Doyle, M. and Rodgers, J. (2013). *Essentials of Pattern Grading,* Canada, Hanover Phist.
7. Price, J. (1996). *Grading Techniques for Fashion Design,* New York, Fairchild Books.
8. Moore, C. L. (2008). *Concepts of Pattern Grading,* New York, Fairchild Books.

|  |  |  |
| --- | --- | --- |
| BFD406A | Computer Application – III (Advance Photoshop and illustrator) | **0-0-6 [3]** |

**Learning Objective:**

To enhance Professional competence in Fashion & Textile.

Providing a deep insight into the techniques for delivering effective presentations

Understanding of core aspects of Fashion Design Digitally.

Presentation of Product display and views to market in Industry

|  |  |
| --- | --- |
| **UNIT 1** | **Introduction to Illustrator**  Introduction to Illustrator Interface  Navigation and Viewing  Introduction to Shape  Line Segment, Selection, Scale, Rotate, Pen, Pencil, Eraser and Type  Magic Wand & symbols.  Brief about Swatch, Gradient & Align Panel |
| **UNIT 2** | **Digitizing the sketching**  Understanding of Design process from Paper to Pixels, Understanding of Color Dock panel for mixing up the swatches, [Fill apparel sketches with colors and patterns](http://www.mypracticalskills.com/fashion-design-videos/adobe-illustrator-easy-rendering/).Easier, manageable, preservable and shareable of output, Detail bubbles and callouts on illustration. |
| **UNIT 3** | **Pattern Making**  Customised patterns, textures and Designs, Making combination for Different Patterns, Creating technical illustrations for Pattern making, Neat stitch lines and cut specifications. Create and modify textile designs, repeats and colorways, Models of garments can be presented in different fabric types with each fabric’s typical material pattern. |
| **UNIT 4** | **Design & Product Development**  Improvisation of Design & Patterns, Digital presentations of Product Display |

**Course Outcome (CO):**

At the end of this course students will have:

CO1: Overview of Illustrator terminology

CO2: Familiarization with the Digitally Product making and Coloring

CO3: Develop skills in visual and textual analysis

CO4: Overview of design and product development processes used in industry and how Illustrator fits into the design workflow

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Reference Book of Corel Draw X7:  Corel DRAW X7: The Official Guide, Author

Name of CorelDraw X7: The Official Guide: Gary David Bouton.

* Reference Book of Adobe Photoshop CC 2015 :- Adobe Photoshop CC Classroom in a Book (2015 release) Author Name of Adobe Photoshop CC Classroom in a Book (2015 release):  [Andrew Faulkner](http://www.amazon.in/Andrew-Faulkner/e/B00MJJZBRW/ref=dp_byline_cont_book_1)  (Author), [Conrad Chavez](http://www.amazon.in/Conrad-Chavez/e/B001HMYXMG/ref=dp_byline_cont_book_2)

|  |  |  |
| --- | --- | --- |
| BFD407A | Design Project –III (Indian Wear craft based project) | **0-0-6 [3]** |

**Learning Objective:**

The course would require the students to carry out research on the major women’s (Indian) wear designers and their brands along with the recognition of different women’s (Indian) wear segments and their growth rate.

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| --- | --- |
| **UNIT 1** | **Design Development Process**   * Research * Inspiration board * Creating Mood boards- its application in designing apparels. * Theme boards- its direct relation to creating designs of apparels. * Client boards - the study of peculiar characteristics of a client to design special apparels for him/ her. |
| **UNIT 2** | **Design Development Process**   * Illustration board - Fashion Illustrations according to themes. * Accessory board * Trim &Swatch (Fabric) boards- Use of Trims and swatches in surface texture of the designed apparels. * Technical drawing - Flat sketch board / tech pack |
| **UNIT 3** | **Process of Fitting**   * Muslin fits (toile) * Actualizing the garment * Costing * Presentation |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1:To develop the design process through experimental ideas and applications and present research analysis to client groups.
* CO2: To extend and apply skills in developing creative visual language.
* CO3: To synthesize and critically evaluate experimentation in personal creative practice.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Encyclopedia of Fashion accessories by Phyllis Tortora Fairchild
* Fashion Sketchbook by Abling Fairchild
* How Fashion Works by Gavin Waddell Blackwell
* Jones, J.C: Design methods: Seeds of human futures, Wiley inter science, London, 1992.
* Gail Greet Hannah, Elements of Design, Princeton Architectural Press, 2002
* Itten, Johannes; The Art of Color: The Subjective Experience and Objective Rationale of Color, Wiley Publications,1997

**SEMESTER – V**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BFD501A | Marketing & Merchandising | 3 |  |  | 3 | 3 |
| 2 | BFD502A | Supply Chain Management | 3 |  |  | 3 | 3 |
| 3 | BFD503A | Professional Practice & Management | 3 |  |  | 3 | 3 |
| 4 | BFD504A | **Elective (Choose any 1 )**  A. Visual Merchandising  B. E-Commerce |  |  | 4 | 4 | 2 |
| 5 | BFD506A | Computer Application – IV (Portfolio and Digital PMC) |  |  | 6 | 6 | 3 |
| 6 | BFD507A | Design Project (Men’s Wear) |  |  | 6 | 6 | 3 |
| 7 | BFD508A | Educational Trip |  |  |  |  | 2 |
|  |  | **Total** | 9 |  | 16 | 25 | 19 |

|  |  |  |
| --- | --- | --- |
| BFD501A | Marketing & Merchandising | 3-0-0 [3] |

**Learning Objective:**

The Marketing & Merchandising course integrates the creative and business aspects of the fashion industry. Incorporating current technologies. These courses provide students with training in consumer behavior, product development, merchandising, Visual merchandising, retail distribution, marketing, and sales, covering the complete fashion global supply chain.

|  |  |
| --- | --- |
| **UNIT 1** | **Significance of Garment industry**   * Overview of the garment industry. * Current scenario. * Role of garment industry in Indian economy. |
| **UNIT 2** | **Fashion merchandising**   * Introduction to fashion merchandising. * Role of merchandiser. * qualities of a merchandiser. * Responsibility of the fashion merchandiser. |
| **UNIT 3** | **Visual merchandising and its elements**   * Visual merchandising and its advantages for the buyer and seller today. * Fashion calendar. * The planning cycle. * Merchandise planner. |
| **UNIT 4** | **Trend analysis and forecasting**   * Trend prediction. * Sales forecasting. * Product selection and mix, Distribution mix. * Distribution channels, from producer to ultimate consumer. * Fashion supply chains. * Buying calendar & Buying strategy. |
| **UNIT 5** | **Retail fashion mix**   * Role and responsibility of the retail fashion buyer. * Customer identification, Supplier, Sourcing. * Global sourcing, Range planning and range building. |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To demonstrate the applied skills of industry specific technology knowledge and skills.
* CO2: To utilize applied management topics to manage, control, and improve industry environments.
* CO3: To understand about the visual merchandising.
* CO4: To understand about the trend analysis and forecasting.
* CO5: To demonstrate knowledge of the industry, ethical behavior, industry specification, non-discrimination, and diversity in the workplace

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Fashion Buying by Helen Gowerk Blackwell series
* Weeks A., Miller M., Perenchio M., Metcalfe D., (1991), Effective Marketing Management: Using Merchandising and Financial Strategies for Retail Success; A global Outlook, Fairchild Publications.
* Lynda GamansPoloian (2011) Retailing Principles: A Global Outlook, Fairchild Publications
* Tim Jackson, David Shaw, (2009) Mastering Fashion Marketing, Palgrave Macmillan

|  |  |  |
| --- | --- | --- |
| BFD502A | Supply Chain Management | 3-0-0 [3] |

**Learning Objective:**

Supply Chain Management (SCM) principles lie at the heart of modern day business operations. This module provides an awareness of key fundamentals. Particular focus is placed on competitive advantage in the context of cost and value as well as the operational and economic aspects. Students are encouraged to critically engage with theory and practice by reference to academic references and application.

|  |  |
| --- | --- |
| **UNIT 1** | **Understanding the Supply Chain**   * What is a Supply Chain? * Decision Phases in a Supply Chain. * Process View of a Supply Chain. * The Importance of Supply Chain Flows. * Current trends in SCM. * Supply Chain: The Beer Game/Textile Game. * Review and discussion on Beer Game, Bullwhip effect. * Examples of Supply Chains. |
| **UNIT 2** | **SCM Concepts**   * Supply Chain Concepts: flow of materials. * Supply Chain Concepts: Wastes in the pipeline. * Supply Chain Concepts: flow of information. * Supply Chain Drivers.   **Supply chain efficiency**   * Role of Intermediaries in Supply Chain. * Measuring Supply Chain Efficiency. * Value Stream mapping in Supply Chain.   **Inventory**   * Planning & Managing Inventories in a Supply Chain: Cycle Inventory. * Planning & Managing Inventories in a Supply Chain: Safety Inventory. |
| **UNIT 3** | **Quick Response, VMI, Postponement**   * Benchmarking the supply chain. * Just in Time & QR Logistics. * Vendor managed Inventory. * Postponement in Supply Chain. |
| **UNIT 4** | **Distribution & Procurement**   * Introduction to Apparel / Textile Supply Chain. * Distribution & Procurement Channels in Supply Chain. |
| **UNIT 5** | **Collaborative Product Development**   * Partnership as strategies options. * Collaboration in Apparel Supply Chain. * Collaborative Product Development. * ECR, CPFR, VICS. |
| **UNIT 6** | **Time based competition**   * Strategic Lead Time Management time based competition the concept of lead time & value engineering lead time gap. * Time compression in supply chain. * Critical Path Management in Supply Chain. |
| **UNIT 7** | **Role of IT in SCM**   * The role of IT in Supply Chain. * Supply chain IT framework and IT practice. * IT enabled Supply Chain Management (demonstration of a SCM software solution). |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To Understand about the Supply Chain
* CO2: To manage responsibly and sustainably and behave ethically in relation to social, cultural, economic and environmental issues
* CO3: To understand about supply chain management Concepts,efficiency and Inventory
* CO4: To approach for segmentation, targeting, positioning, and generating sales and the need for innovation in product and service design.
* CO5: To analyze and evaluate a range of business data, sources of information and appropriate methodologies, which includes the need for strong digital literacy, and to use that research for evidence-based decision-making
* CO6: To understand about time based competition in supply chain management.
* CO7: To understand about role of IT in SCM

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |
| CO6 |  |  |  |  |  |  |  |  |  |  |
| CO7 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* W.J. Hopp and M.L. Spearman. Factory Physics: Foundations of Manufacturing Management. Irwin, McGraw-Hill, 1996.
* David Simchi Levi, Philip kaminsky, and Edith Simchi Levi. Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies. Irwin McGrawHill, 2000.
* R.B. Handfield and E.L. Nochols, Jr. Introduction to Supply Chain Management. Prentice Hall, 1999.
* Jeremy F. Shapiro. Modeling the Supply Chain. Duxbury Thomson Learning, 2001.
* Sunil Chopra and Peter Meindel. Supply Chain Management: Strategy, Planning, and Operation, Prentice Hall of India, 2002.
* N. Viswanadham and Y. Narahari. Performance Modeling of Automated Manufacturing Systems. Prentice Hall of India, 1998.
* N. Viswanadham. Analysis of Manufacturing Enterprises. Kluwer Academic Publishers, 2000.
* Ram Ganeshan and Terry P. Harrison. [An Introduction to Supply Chain Management](http://lcm.csa.iisc.ernet.in/scm/supply_chain_intro.html)
* Y. Narahari and S. Biswas. [Supply Chain Management: Models and Decision Making](http://lcm.csa.iisc.ernet.in/scm/coimbatore/index.html)
* D. Connors, D. An, S. Buckley, G. Feigin, R. Jayaraman, A. Levas, N. Nayak, R. Petrakian, R. Srinivasan. [Dynamic modelling for business process reengineering](http://lcm.csa.iisc.ernet.in/scm/ibm_dynamic.ps). IBM Research Report 19944, 1995
* Anthony Chavez, Daniel Dreilinger, Robert Guttman, Pattie Maes, [A Real-Life Experiment in Creating an Agent Marketplace](http://lcm.csa.iisc.ernet.in/scm/paam97.pdf).

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| BFD503A | Professional Practice & Management | 3-0-0 [3] |

**Learning Objective:**

The objective of this unit is to extend learners’ knowledge of professional practices within their specialist area and to relate these to personal goals and career opportunities.

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| --- | --- |
| **UNIT 1** | **Quality and its Attributes**   * Quality standards and compliances * Quality certification and hallmarking |
| **UNIT 2** | **IPR**   * Introduction to Intellectual property rights (IPR) issues & Royalty. * Overview & Importance; IPR in India and IPR abroad. * Patents; their definition; granting; infringement; searching& filing. * Copyrights; their definition; granting; infringement, searching & filing, distinction between related and copy rights. |
| **UNIT 3** | * Goal setting, Career direction, Responsibilities. * Family business approach / advantages and concerns. |
| **UNIT 4** | **Skills and development**   * Presentation skills, Personal development   **Promotional opportunities.** |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To understand about the Quality and its Attributes
* CO2:To be able to place themselves and their work in the context of their selected discipline.
* CO3:To understand their specialist area and the career opportunities available.
* CO4:To understand how to promote themselves and their work professionally.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* P.N. Cheremisinoff, R.P. Ouellette and R.M.Bartholomew, Biotechnology Applications and Research, Technomic Publishing Co., Inc. USA, 1985
* D.Balasubramaniam, C.F.A.Bryce,K. Dharmalingam, J. Green and K. Jayaraman, Concepts in Biotechnology, University Press (Orient Longman Ltd.), 2002
* Bourgagaize, Jewell and Buiser, Biotechnology: Demystifying the Concepts, Wesley Longman, USA, 2000.
* AjitParulekar and Sarita d’ Souza, Indian Patents Law – Legal & Business Implications; Macmillan India ltd, 2006
* B.L.Wadehra; Law Relating to Patents, Trade Marks, Copyright, Designs & Geographical Indications; Universal law Publishing Pvt. Ltd., India 2000
* P. Narayanan; Law of Copyright and Industrial Designs; Eastern law House, Delhi, 2010
* Enhancing Professional Practice Author Charlotte Danielson.

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| BFD504A | **Elective (Choose any 1 )**  A. Visual Merchandising | 0-0-4 [2] |

**Learning Objective:**

This course would require the students to develop merchandising plan for the women’s apparel. The basics of visual merchandising, display windows, planning etc., would be covered in this course.

|  |  |
| --- | --- |
| **UNIT 1** | Merchandising concepts and theories. |
| **UNIT 2** | Tools and techniques for merchandise display, windows. |
| **UNIT 3** | Creative thinking for merchandise display. |
| **UNIT 4** | Store layout, display |
| **UNIT 5** | Fashion retailing. |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1:Apply basic design principles and colour theories to the construction of promotional displays and advertising.
* CO2:Present and coordinate merchandise so that related goods are shown in a unique, desirable, and saleable manner.
* CO3:Prepare and execute displays for exhibitions and promotional events using the visual dynamics of light as a design element.
* CO4:Understand the basic functions of retail store operations including store location and layout, shopping centre analysis, retail market segmentation and strategies, and the merchandising mix.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

1. Laine Stone, Jean samples, (1985) Fashion merchandising- An Introduction McGraw Hill Book Co. 1985.
2. Taarnow, Guerreiro&Judelio, (1995) Inside the fashion Business
3. Swapna Pradhan, (2007) Retailing Management, Tata McGraw Hill Publishing Co. Ltd.
4. A.J. Lamba, (2003) The Art of Retailing The Tata McGraw Hill Publishing Company Ltd.
5. Martin M. Pegler (2011) Visual merchandising and Display, Fairchild Publications.

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| --- | --- | --- |
| BFD504B | **Elective (Choose any 1 )**  E- Commerce | 0-0-4 [2] |

**Learning Objective:**

The aim of this unit is to develop understanding of the dynamics of online business and online buying behavior to create a consumer-oriented online business strategy along with holistic knowledge on product development for E-Commerce platform.

|  |  |
| --- | --- |
| **UNIT 1** | Online Industry Appreciation and Business World, Fundamentals of Management, Creative Managerial Leadership, Market Dynamics, Fashion & Lifestyle Products, Fundamentals of Ecommerce. |
| **UNIT 2** | Digital Marketing, Merchandising, Sourcing and Vendor management, Project Management, Long Industry Attachment, Specialiation1a Customer Relations Management, Specialiation1b Advanced Data Analytics, Specialiation2a Visual Communication, Specialiation2b. |
| **UNIT 3** | User Experience Design & Business Plan |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: Student will be able to understand global online business sensibilities.
* CO2: The student will be able to understand Global Online Business Industry.
* CO3: The student will be able to understand with the knowledge and skills required to manage the online venture for a long period of sustainable profits, but will also challenge them to achieve career goals by fueling their passion.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Enterprise Resource Planning System Author Daniel E. O’leary.
* Enterprise Resource Planning Author Ravi Shankar & S. Jaiswal.
* E-Commerce Get it Right! Author Ian Daniel.

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| --- | --- | --- |
| BFD506A | Computer Application – IV (Portfolio and Digital PMC | 0-0-6 [3] |

**Learning Objective:**

The objective of this module is to learn advanced computer graphic competency and learn, how to Create Portfolio with help of Computer software.

|  |  |
| --- | --- |
| **UNIT 1** | **Concept of Page margin**  ● Concept of Page Margin.  ● Concept of Page Layout.  ● Setting of Document. |
| **UNIT 2** | **Editing & Formatting**  ● Formatting of Document.  ● Digital Portfolio Development  ● Format of Portfolio. |
| **UNIT 3** | **Projection of different board**   * Complete project with story board and Inspiration. * Mood Board * Color Board * Client Profile. * Concept of Choosing Paper. * Concept of Resolution. |

**Course Outcome (CO):**

At the end of this course students will have:

CO1: To develop Pages with exact margin and Formatting.

CO2:To understand setting of document, choosing paper and concept of resolution.

CO3:To complete projects with story board, Inspiration, Mood Board, Color Board, Client Board and Client profile

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Reference Book of Corel Draw X7: Corel DRAW X7: The Official Guide, Author Name of CorelDRAW X7: The Official Guide: Gary David Bouton.
* Reference Book of Adobe Photoshop CC 2015 :- Adobe Photoshop CC Classroom in a Book (2015 release) Author Name of Adobe Photoshop CC Classroom in a Book (2015 release): Andrew Faulkner (Author), Conrad Chavez

|  |  |  |
| --- | --- | --- |
| BFD507A | Design Project IV (Men’s Wear) | 0-0-6 [3] |

**Learning Objective:**

The course would require the students to carry out research on the major men’s wear designers and their brands along with the recognition of different men’s wear segments and their growth rate.

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| --- | --- |
| **UNIT 1** | **Design Development Process**   * Research * Inspiration board * Creating Mood boards- its application in designing apparels. * Theme boards- its direct relation to creating designs of apparels. * Client boards - the study of peculiar characteristics of a client to design special apparels for him/ her. |
| **UNIT 2** | **Design Development Process**   * Illustration board - Fashion Illustrations according to themes. * Accessory board * Trim &Swatch (Fabric) boards- Use of Trims and swatches in surface texture of the designed apparels. * Technical drawing - Flat sketch board / tech pack |
| **UNIT 3** | **Process of Fitting**   * Muslin fits (toile) * Actualizing the garment * Costing * Presentation |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1:To develop the design process through experimental ideas and applications and present research analysis to client groups.
* CO2: To extend and apply skills in developing creative visual language.
* CO3: To synthesize and critically evaluate experimentation in personal creative practice.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Encyclopedia of Fashion accessories by Phyllis Tortora Fairchild
* Fashion Sketchbook by Abling Fairchild
* How Fashion Works by Gavin Waddell Blackwell
* Jones, J.C: Design methods: Seeds of human futures, Wiley inter science, London, 1992.
* Gail Greet Hannah, Elements of Design, Princeton Architectural Press, 2002
* Itten, Johannes; The Art of Color: The Subjective Experience and Objective Rationale of Color, Wiley Publications,1997

|  |  |  |
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| BFD508A | Educational Trip | 0-0-2 [1] |

**Objective:**

* To expose students to Historical, Vernacular and Contemporary architecture with their style and costume.

**Outline:**

* Vacation Assignment/ Study tour is to be undertaken after the end of V semester  
  exam and before the commencement of VI semester classes. This assignment could be a measured drawing and documentation of a noted building or a study tour for visiting places of architectural interest. The choice of the building to be documented and the places to be visited is left to the concerned department. The assignment may be given as group work (4 to6 students per group). The students have to submit a report on the measured drawing or thestudy tour within 15 days from the beginning of the VI Semester. The reports are to be assessed by the departments for progressive marks.

**SEMESTER – VI**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BFD601A | OFFICE TRAINING (INTERNSHIP) |  |  | 18 |  |  |
| 2 | BFD602A | Portfolio Submission |  |  | 6 |  |  |
|  |  | **Total** |  |  | 24 |  |  |

|  |  |  |
| --- | --- | --- |
| BFD601A | OFFICE TRAINING (INTERNSHIP) | 0-0-18 [0] |

**Learning Objective:**

This course will prepare students to enter into full-time employment in their area of specialization upon graduation. It will provide students with the opportunity to test their career aptitude and aid them adjusting from college to full-time employment. It will present students with the opportunity to develop attitudes conducive to effective interpersonal relationships, increase their sense of responsibility, and help them acquire good work habits. It will offer the opportunity for students to understand informal organizational interrelationships and provide in-depth knowledge of the formal functional activities of a participating organization.

|  |  |
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| **UNIT 1** | First hand exposure to an apparel organization, designer or Export House and their working structures and systems. |
| **UNIT 2** | Specific project on the job to sharpen skills required for chosen area of specialism.  Further development of generic/cognitive skills. |
| **UNIT 3** | Identification of industry for internship with student’s career path in mind. |
| **UNIT 4** | Internship log book: is a tool to help you record your daily activities along with a reflection on the same. Reflective writing enables the documentation experiences, thoughts questions, ideas and conclusions that signpost the learning journey. |
| **UNIT 5** | Internship report: will focus on study of the organizational structure & development objective of the internship. Personal design philosophy & career path linked to learning in the internship. Learning process and its analysis as internship progresses through detailed processes and projects undertaken. Report should be a reflection of the internship experience of the personal & professional development. |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To identify business strategies for buying and selecting product.
* CO2: To identify process and procedures for company purchases.
* CO3: To explore the buying process, Increase skills in buying and merchandising.
* CO4: To understand that how they write a report of their industry experience.
* CO5: To develop written communication skills

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |

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| --- | --- | --- |
| BFD602A | Portfolio Submission | 0-0-6[3] |

**Learning Objective:**

The ability of a designer to exhibit and use design elements is highlighted which is further on translated into garments. A portfolio is an exhibit of the overall knowledge of the student work which he/she has gained through the course of three years. The purpose lies in promoting the skills of students in a single format.

This course is devoted at developing a design portfolio for men’s wear/women’s wear/ Kids’s wear. The design portfolio is an expression of a fashion designer involving his creativity, design ability, illustration and presentation skills.

**Course Content:**

Research and theme based contextual project, design development, tech pack, flat sketch etc. complied into a professional portfolio.

|  |  |
| --- | --- |
| **UNIT 1** | **Outline of portfolio**   * Describe and speak articulately and critically about their work and the field of visual communications. * Inspiration board * Mood board * Color board & trims * Client board * Style direction * Illustration 6 croqui * Specifications * Cost sheet |
| **UNIT 2** | **Presentation**   * Produce work that demonstrates creative thinking in order to express a personal vision/point of view that communicates a personal voice. * A-3 format. * Landscape. * Digital power point. |
| **UNIT 3** | **Analysis and realization of concept**   * Create art that incorporates the fundamental elements and principles of design and select materials that express issues such as content and subject matter. Apply and use analog and digital processes in the creation of their work. * Decision making in choosing the concept. |
| **UNIT 4** | **Style direction** |
| **UNIT 5** | **Specification**   * Technical specification of garment construction and pattern. making has to be exhibited by the student in order to prove the viability of design. |
| **UNIT 6** | **Cost specification sheet**   * A basic costing of the garment of the collection has to be done in order to know the factory price of the garment. |
| **UNIT 7** | **Design development**   * Development of the design through the elements which the student has visualized through the concept. * The student will be evaluated on the precision of the format completion. |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To focus on personal development through the use of self-evaluation and reflection
* CO2: To reflect on artifacts as well as how they match goals and standards.
* CO3: To communicate with stakeholders (students, faculty, administrators, and employers).
* CO4: To increase learning effectiveness and identify students’ strengths and weaknesses.
* CO5: To review, assess, and improve the effectiveness of curricular programs.
* CO6: To provide useful administrative data that will expedite decision making.
* CO7: To model professionalism, and enhances information technology skills to allow for academic credits for learning beyond the classroom

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |
| CO5 |  |  |  |  |  |  |  |  |  |  |
| CO6 |  |  |  |  |  |  |  |  |  |  |
| CO7 |  |  |  |  |  |  |  |  |  |  |

**References:**

* <http://www.vogue.com/voguepedia/>
* [http://www.style.com](http://www.style.com/)
* <http://www.littlefashiongallery.com/eu/>
* Drudi, E. (2011). *Figure Drawing for Fashion Design*, Amsterdam, Pepin Press.
* Bruke, S. (2006). *Fashion Artist: Drawing Techniques to Portfolio Presentation,* U.K., Burke Publishing.
* Riegelman, N. (2006). *9 Heads: A Guide to Drawing Fashion*, London, Thames and Hudson.
* Riegelman, N. (2006). *Colors for Modern Fashion: Drawing Fashion with Colored Markers,* London, Thames and Hudson.
* Steven, S. (2010). *Illustrating Fashion: Concept to Creation,*New York, Fairchild Books.
* Tain, L. (1998). *Portfolio Presentation for Fashion Designers*, New York, Fairchild Books.
* Szkutnicka, B. (2010). *Flats: Technical drawing for Fashion,* London, Lawrence King Publishing

**SEMESTER – VII**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BFD701A | Research Project & Dissertation |  |  | 6 | 6 | 3 |
| 2 | BFD702A | Brand Design Management | 3 |  |  | 3 | 3 |
| 3 | BFD703A | Project Management & Entrepreneurship | 3 |  |  | 3 | 3 |
| 4 | BFD704A | Production Method and Quality Control | 3 |  |  | 3 | 3 |
| 5 | BFD705A | Fashion Retail and Export | 3 |  |  | 3 | 3 |
| 6 | BFD706A | Fashion Styling |  |  | 2 | 2 | 2 |
| 7 | BFD707A | Final Project I |  |  | 12 | 12 | 6 |
|  |  | **Total** | 12 |  | 20 | 32 | 23 |

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| BFD701A | Research Project & Dissertation | 0-0-6 [3] |

**Learning Objective:**

The main objective of this module is to compose a fashion research around a craft cluster or industry, including fashion collection designs, analysis & interpretation, materials& techniques consideration and presentation. This module will cover visual studies, trends, culture, aesthetic, intellectual property rights, technical translation and transformation, sample developments and technological support and reference.

In addition to dissertation the student will be creating a fashion portfolio composing of visual presentation and written materials in professional standard, design strategies, brand image and personal styles and understands the overall research process.The purpose of research is information generation.  The study should seek to contextualize its findings within the larger body of research. The results of the study should have implications for policy and project implementation.

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| **UNIT 1** | * Harvard referencing and Literature review. * How to Research? Different approaches to research: Survey, ActionResearch, Experiments etc. * Introduction to Research methodology. * Collection of Data: Primary and Secondary. * Analyzing and synthesizing the collected information. * Visual referencing and documenting. * Documentation and presentation skills in soft and hard cop |
| **UNIT 2** | * Development of Project brief. * Development of PDP. * Experience and contribution as a design professional in an apparel organization / craft industry / research areas. * Project development in chosen area of specialism will include: research and surveys, design development, client, material, trend research and exploration, fashion presentation, design sampling, and commercial applications. * Further development of generic / cognitive skills |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: To explore the fields of research design, research proposal development and the conduct of research projects as applied to their dissertation topic and critically evaluate the fashion design work of others and provide constructive criticism for ongoing work.
* CO2: To deconstruct and reconstruct alternative collection developments from existing work and consider the target audience (instructor, peers, and employers).

Sensitize with the craft cluster communities and provide solutions to the issues in the current fashion industry.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Blaxter, L. et al. (2006). *How to Research*, U.K., McGraw-Hill International.
* Kothari, C.R. (1985). *Research Methodology - Methods & Techniques*, New Delhi, New Age International.
* Kothari, S.R. (2012).*Research Methodology Methods and Techniques,* New Delhi, New Age International.
* Kumar, R. (2010). *Research Methodology: A Step by Step Guide for Beginners,* New Delhi, Sage Publications.
* Locke, L.F. (2009). *Reading and Understanding Research,* New Delhi, Sage Publications.
* Creswell J. W. (2013). *Research Design: Qualitative, Quantitative and Mixed Method Approaches,* New Delhi, Sage Publications.
* Trochim, W. (2006). *The Research Methods Knowledge Base,* Ohio, The Atomic Dog Publishers
* Bhandari, V. (2005). *Costume, Textile and Jewellery of India: Traditions of Rajasthan,* California, Mercury Books.
* Singh, M., et al. (1995). *Saris of India: Bihar and West Bengal,* New Delhi, Wiley Eastern.
* Gillow, J. and Barnard, N. (1991). *Traditional Indian Textiles,* London, Thames and Hudson.
* Desai, C. (1988). *Ikat Textiles of India,* California, Chronicle Books.
* Bhatnagar, P. (2008). *Decorative Design History in Indian Textiles and Costumes,* New Delhi, Abhishek Publications.
* Askari, N. and Crill, R. (1997). *Colors of the Indus: Costume and Textiles of Pakistan,* London, Merrell Publishers.
* Ghosh, G.K. (2011). *Indian Textiles: Past and Present,* New Delhi, Abhishek Publications.
* Ellena, B. (2010). *Indian Sutra: On the Magic Trail of Textiles,* Gurgaon, Shubhi Publications.
* Bhatnagar, P. (2005). *Decorative Design History in Indian Textiles and Costume,* New Delhi, Abhishek Publications.
* Mathur, A. (2006). *Woven Wonder: the Tradition of Indian Textiles,*NewDelhi,B.P.I. India.
* Naik, S.D. (2010). *Traditional Embroideries of India,* New Delhi, Ashish Publishing House, New Delhi.

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| BFD702A | Brand Design Management | 3-0-0 [3] |

**Learning Objective:**

Towards the completion of this unit a student would think about the brand philosophy and development with above parameters .The student will be able to develop own brand.

Student thinks about a very important variable of design called design philosophy which is unique and is thinking how to transform ones design philosophy into fashion and lifestyle products. Therefore this part of the project holds maximum importance in this assignment.

|  |  |
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| **UNIT 1** | Description of brand philosophy  Development of logo using colors and shapes.  Brand competitor studies and market research.  Consumer profiling and market segmentation. |
| **UNIT 2** | Research about the various brands globally for your inspiration. Do a complete study of different brands and your own strengths and weakness and assessment of various Apparel Brand having similar Categories and Costs for Men or Women .create your brand name, brand story, image, identity, logo and give the Promotional Policies for the same. |

**Course Outcome (CO):**

At the end of this course students will have:

CO1: To make students understand of brand philosophy and market segmentation.

CO2: Understanding your strengths and weakness and create your brand, brand identity, image and logo.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |



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| **BFD703A** | PROJECT MANAGEMENT & ENTERPRENEURSHIP | **3-0-0 [3]** |

**AIM**

The course will offer a broad perspective of Design thinking, LMC, idealization, data analytic, creating MVP, various digital tools for marketing, financial and pitch deck for the business.

**OBJECTIVE**

* To enable the student to incorporate in the structuring and development of the project the concepts of project management, planning tools and controls.
* Economic feasibility of projects.
* Develop the project as a broad business process, covering the entire project life cycle.
* Conceptual phases, planning and organization, implementation and closure.

|  |  |
| --- | --- |
| **UNIT 1** | **Introduction to Project management**   * Conceptualization and characteristics of projects: * Project Life Cycle * Phases of the project: conceptual, planning and organization, implementation, closure * Project administration |
| **UNIT 2** | **Conceptual phases, planning and organization**   * Scope planning. Analytical structure of activities * Structuring people in projects * Costs and budget |
| **UNIT 3** | **Implementation**   * Project execution, monitoring and control * Reviews and ratings |
| **UNIT 4** | **Product packaging**   * Introduction * Packaging Media * Quality Assessment & Performance Evaluation: * Package Printing: * Package Graphics: * Package Storage and Handling: * Packaging & Environment**:** |
| **UNIT 5** | **Introduction to Entrepreneurship and Business Essentials**   * Who is an Entrepreneurs and Types of Businesses. * The Lean Approach * Designing Thinking * Lean Model Canvas / Business Model Canvas |
| **UNIT 6** | **Forecasting Demands and Acquiring Customers**   * Identifying the Target Audience / Customer * Conducting Surveys * Building an MVP based on the Survey * Analyzing Competition |
| **UNIT 7** | **Brand Building and Establishing Brand Presence**   * Digital Marketing and Social Media Marketing * Basics of PR and Importance of Digital Presence * Building a Website – Tools and Techniques |
| **UNIT 8** | **Understanding Finance and Planning for Investment**   * Creating a Revenue Model * Developing Sales Projects, Unit Economics, Investment Deck |

**COURSE OUTCOME (CO)**

**At the end of this course students will:**

CO1: Approach the ideas through design thinking and create its LMC

CO2: Identify the demand and its customers

CO3: Analyze the data and obtain info like target market, market size, competition

C04: Management of the product development process;

CO5: Strategic product planning and Project planning and Detailed project

CO6: Preparation of the production of the product and Product distribution and Evaluation of the product and process

CO7: To understand the brand Building and Establishing Brand Presence.

Co8: To understanding the Finance and Planning for Investment.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Outcome** | **Program Outcome** | | | | | | | | **Program Specific Outcome** | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  | M | H | M | H |  |  | M | L |  |
| CO2 |  |  |  | H |  | H | L |  | M |  | M |
| CO3 |  | L | H | H | H | M |  |  | L |  | M |
| CO4 |  |  |  | M | M |  |  |  | H | H | H |
| C05 | M |  |  | H |  | H |  |  | M |  |  |
| CO6 |  |  | H | H | M |  | L |  | M |  |  |
| CO7 |  |  |  |  |  |  |  |  |  |  |  |
| CO8 |  |  |  |  |  |  |  |  |  |  |  |

H = Highly Related; M = Medium L = Low

**TEXT BOOKS**

* The Lean startup by Eric Ries, Entrepreneurial Management by Robert J. Calvin
* A Guide to the Project Management Body of Knowledge: PMBOK® Guide (Sixth Edition)
* [The Automatic Startup by David S. Rose](http://ezproxy.emich.edu/login?url=https://emich.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMw42LgTQStzc4rAe_hAm1sNgQdImYGbBkAi0o4B1SrcBmBzjczNAaWkBzwcRFgFWhuYcjJIAoMJwVgC6mopLRAAeiB5OycTFA5yZIH7JtxM-i5uYY4e-gW5yeCD8k1MEzNLY2HDnnEg1sRBibmwM466MAVU9Ahn-pQDdmZOTnFwCIuHtSKLTYyqTCPT8pOgpzhCCybgSo1ISoTi7OB5QywDCopji_LAc9dFseDj) Publication Date: 2016
* [A Dozen Lessons for Entrepreneurs **by Tren Griffin**](https://emich.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMw42LgTQStzc4rAe_hSmEAn-ZjbmxopA8ahgB2KEArMcEH3wCbFqD629KYGY3PxsBlCDoHBphTzQw5oKkDND9kYWZuzMkg7-If5eqn4AN0ob9fsAKwt6Tg6hcS5Ap0s59raFAwDwNLHrD_xs2g5-Ya4uyhW5yfCD5I18AwNbc0HjosEg9qaZgCm0egRZTAYtwUdBCoOkQDrFCOB09YQldJxrs6OZsaAcsOI9Alu) Publication Date: 2017

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| --- | --- | --- |
| BFD704A | Production Method and Quality Control | 3-0-0 [3] |

**AIM**

To develop knowledge of various production methods and evaluate various garment manufacturing systems and equipment in the industry.

**Learning Objective:**

* For efficient, effective and economical operation in a manufacturing unit of an organization, it is essential to integrate the production planning and control system.
* Production planning and control address a fundamental problem of low productivity, inventory management and resource utilization.
* Production planning is required for scheduling, dispatch, inspection, quality management, inventory management, supply management and equipment management.
* Production control ensures that production team can achieve required production target, optimum utilization of resources, quality management and cost savings.

|  |  |
| --- | --- |
| **UNIT 1** | * Basic methods study – introduction, method study part in your job, sequence of improvement, principles of motion economy, how to record methods. |
| **UNIT 2** | * Basic work measurements – work measurements, elements, timing, timing errors, rating, allowances, standard time calculation, PMTS. |
| **UNIT 3** | * Balancing – basics, theoretical balance, skills inventory, initial balance, balance control. |
| **UNIT 4** | * Production systems, planning and control |

**Course Outcome (CO):**

At the end of this course students will have:

CO1: Evaluate the principles of quality management and production method to explain how these principles can be applied within quality management systems.

CO2: Identify the key aspects of the quality and production improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality.

CO3: Critically appraise the organizational, communication and teamwork requirements for effective quality and production management.

CO4: Critically analyze the strategic issues in quality and production management, including current issues and developments, and to devise and evaluate quality implementation plans.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |
| CO4 |  |  |  |  |  |  |  |  |  |  |

H = Highly Related; M = Medium L = Low

**Reference :**

1. Gioello, D., et al. (1979). *Fashion Production Terms,* New York,Fairchild Books.
2. Waddell, G. (2004). *How Fashion Works: Couture, Ready to wear and Mass Production,* New York, John Wiley & Sons.
3. Liu, C. (2010). *Garment Merchandising,* Hong Kong, Monsoon Hong Kong Ltd.
4. Rosenau, J. A. and Wilson, D. L. (2014). *Apparel Merchandising: The Line Starts Here,* New York, Fairchild Books.
5. Myers- Mc Devitt P.J. (2010) *Apparel Production Management and the Technical Package,* New York, Fairchild Books.
6. Kunz, G.I. (2004). *Apparel Manufacturing: Sewn Product Analysis,* New Jersey, Prentice Hall.

Kadolph, S. J. (2007). *Quality Assurance for Textiles and Apparel,* New York, Fairchild Books

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| **BFD705A** | **FASHION RETAIL AND EXPORT** | **5-0-0 [3]** |

**AIM**

After studying this subject, the students will understand marketing in domestic and international markets and their quota systems. It focuses attention on apparel industry giving thorough knowledge of merchandising.

**OBJECTIVE**

* To enhance the marketing and selling skills.
* To provide in-depth working knowledge of retail and export in Fashion industry.
* Techniques to maintain better customer relations.
* New development areas of retail stores and exports companies.
* Be able to respond to professional design requirements and to develop skills in planning and producing prototypes.
* To train professionally with a view to enhance retail and export growth.

|  |  |
| --- | --- |
| **UNIT 1** | Basic Concept of retailing – definition need and functions |
| **UNIT 2** | Introduction to various terms  Cost price, selling price, mark-ups, markdowns, distribution channel, wholesale, agent, broker, vendor, distributor |
| **UNIT 3** | Introduction to retail organizations   * Departmental store * Discount stores * Specialty stores * Direct Retailing * E- Retailing |
| **UNIT 4** | Concept of buying houses – definition, importance and types  Retail Mix  Concept of visual merchandising – definition, types of window display with examples |
| **UNIT 5** | Fashionmerchandising and export– definition, role of merchandiser, buyer – merchandiser interface, time and action sheet  Consumer Buying Behaviour – definition, consumer black box, decision making process. |

**COURSE OUTCOME (CO)**

**At the end of this course students will:**

CO1: Understand the role of merchandiser in export environment.

CO2: Understand the factors & principles relevant to Fashion product eg concept, ergonomics, form, function, aesthetics, trends, end user, lifespan, materials, manufacturing methods, costing, level of finish, testing, sustainability.

CO3: Be able to respond to professional design requirements and to develop skills in planning and producing prototypes.

CO4: Understand the connections between Export and Retail market.

CO5: Understand the consumer buying behavior.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Outcome** | **Program Outcome** | | | | | | | | **Program Specific Outcome** | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PSO1 | PSO2 |
| CO1 |  |  | M | H | M | H |  |  | M | L |
| CO2 |  |  |  | H |  | H | L |  | M |  |
| CO3 |  | L | H | H | H | M |  |  | L |  |
| CO4 |  |  |  | M | M |  |  |  | H | H |
| CO5 |  |  |  |  |  |  |  |  |  |  |

H = Highly Related; M = Medium L = Low

**TEXT BOOKS/ WEBSITES**

* Export Import ManagementPaperback– 28 Oct 2013 by [Justin Paul](https://www.amazon.in/Justin-Paul/e/B003X0GM7O/ref=dp_byline_cont_book_1)(Author), [Rajiv Aserkar](https://www.amazon.in/s/ref=dp_byline_sr_book_2?ie=UTF8&field-author=Rajiv+Aserkar&search-alias=stripbooks)(Author)
* 50th annual report 2015-2016 the Apparel export promotion council
* 49th annual report 2014-2015 the Apparel export promotion council

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| **BFD706A** | **Fashion Styling** | **0-0-2 [1]** |

**Learning Objective:**

The course will teach students to become fashion stylist who selects each item appropriately so that they complement and harmonize with all the other components successfully. It is for this reason that fashion stylists have been called “Designers of Style”, setting the trends that everyone else follows.

|  |  |
| --- | --- |
| **UNIT 1** | Styling Elements   * understand the different roles of today's stylist working in various fields including * styling designer collections, styling for magazines, styling for the individual * use fashion forecasting to ensure the relevance of the styled product * competently brief relevant people including the photographer, hair stylist and make-up artist on the required look both verbally and visually * communicate effectively using a professional styling, hairstyling and make-up * vocabulary * compile relevant research on a range of period styles in history with an emphasis on the decades of the 20th and 21st centuries looking at clothing, hair and make-up * understand the influence of trends and subcultures * select all required items to put a look together including garments and accessories. * compile relevant information on the items photographed/shown so that correct details and credits can be supplied * explain the products and equipment used by professionals to style hair and apply make-up * describe a selection of hair styling techniques and make-up techniques commonly used by hair stylists and make-up artists. * Analyze the current trends in hair styling and make-up for advertising, publicity, show and session work * understand the different requirements of make- up for photo shoots, catwalk shows. Select make-up including highlighting, shading and contouring techniques * Describe preparation of the model including selection of bases and corrective make-up * Demonstrate ideas for a range of catwalk hair and make-up looks and promotional photo shoot hair and make-up looks |
| **UNIT 2** | Photography and the Photo Shoot   * Outline the history of fashion photography and its role in promoting fashion in the 20th and 21st centuries. * Understand the different types of lighting, both natural and artificial * plan the photo shoot to fit the client’s budget and deadline * Direct the professional team producing the photo shoot * Work on set/on location as part of a professional team |
| **UNIT 3** | Fashion PR and Fashion Journalism   * Report fashion shows. * Study and analyse the writing of contemporary fashion journalist * Develop a fashion vocabulary suited to fashion journalism * Write a fashion article for the print media * Conduct an interview and write a profile |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: Be able to understand about the Styling Elements.
* CO2: Be able to understand how to handle Photography and the Photo Shoot
* CO3: Be able to understand about the Fashion PR and Fashion Journalism

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* <http://worldofwearableart.com/>
* [www.style.com](http://www.style.com)
* [www.wgsn.com](http://www.wgsn.com)
* [www.promostyl.com](http://www.promostyl.com)
* [www.trendz.com](http://www.trendz.com)
* [www.wwd.com](http://www.wwd.com)

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| **BFD707A** | **Final Project- I** | **0-0-12 [6]** |

**Learning Objective:**

The objective of this module is to further extend learner’s knowledge creating the final collection putting all the knowledge and efforts students have gained so far and launch themselves as designers creating their own brand identity, and brand image.

|  |  |
| --- | --- |
| **UNIT 1** | * Research about the various brands globally for your inspiration. Do a complete study of different brands and their collection * Concepts inspired with a complete understanding of design process and finally Select one concept.Only extensive research enables designers to stay fresh and keep up to date with developments. |
| **UNIT 2** | * Judgments and develop your own style with experimentation in personal creative practice through explorations in design and surfaces. * The design process along with difference between different categories like avant-garde and prêt wear. |
| **UNIT 3** | * Sketches, fabrics, trims and other detailing. * Technical part of the sketches and final test fits. * Produce the final collection completely accessorized. * Publicize work in the best visual way through styling and photo shoot**.** |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: Be able to present research analysis to client groupsand extend and apply skills in developing creative visual language.
* CO2: Identify the major types of idea sources in clothing design and provide information about each source. Recognize that these sources of inspiration help designers to create design elements and principles of individual designs. In order to foster originality, sources of inspiration play a powerful role throughout the creative stage of design process, and also in the early stages of fashion research and strategic collection planning.
* CO3: To synthesize and critically evaluate experimentation in personal creative practice and present a complete collection with photo shoots.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Look at work of designers from around the globe ex – Jum Nakao, Issey Miyake and other
* Look at the different costumes and art/ culture of countries and get inspired by them
* Look around nature and other sources like discovery, national geography, BBC etc to get inspired, which is the original source of inspiration for everything.
* <http://worldofwearableart.com/>
* [www.style.com](http://www.style.com)
* [www.wgsn.com](http://www.wgsn.com)
* [www.promostyl.com](http://www.promostyl.com)
* [www.trendz.com](http://www.trendz.com)
* [www.wwd.com](http://www.wwd.com)

**SEMESTER – VIII**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Sr. No.** | **Course Code** | **Course Title** | **L** | **T** | **P** | **Contact Hrs.** | **Credits** |
| 1 | BFD801A | Final Project II |  |  | 18 | 18 | 9 |
| 2 | BFD802A | Portfolio |  |  | 12 | 12 | 6 |
|  |  | **Total** |  |  | 30 | 30 | 15 |

|  |  |  |
| --- | --- | --- |
| **BFD801A** | **Final Project- II** | **0-0-18 [9]** |

**Learning Objective:**

**This project is the continues part of the final project-I.**

The objective of this module is to further extend learner’s knowledge creating the final collection putting all the knowledge and efforts students have gained so far and launch themselves as designers creating their own brand identity, and brand image.

|  |  |
| --- | --- |
| **UNIT 1** | * Research about the various brands globally for your inspiration. Do a complete study of different brands and their collection * Concepts inspired with a complete understanding of design process and finally Select one concept.Only extensive research enables designers to stay fresh and keep up to date with developments. |
| **UNIT 2** | * Judgments and develop your own style with experimentation in personal creative practice through explorations in design and surfaces. * The design process along with difference between different categories like avant-garde and prêt wear. |
| **UNIT 3** | * Sketches, fabrics, trims and other detailing. * Technical part of the sketches and final test fits. * Produce the final collection completely accessorized. * Publicize work in the best visual way through styling and photo shoot**.** |

**Course Outcome (CO):**

At the end of this course students will have:

* CO1: Be able to present research analysis to client groupsand extend and apply skills in developing creative visual language.
* CO2: Identify the major types of idea sources in clothing design and provide information about each source. Recognize that these sources of inspiration help designers to create design elements and principles of individual designs. In order to foster originality, sources of inspiration play a powerful role throughout the creative stage of design process, and also in the early stages of fashion research and strategic collection planning.
* CO3: To synthesize and critically evaluate experimentation in personal creative practice and present a complete collection with photo shoots.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Course Outcome*** | Program Outcome | | | | | | | Program Specific Outcome | | |
|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
| CO1 |  |  |  |  |  |  |  |  |  |  |
| CO2 |  |  |  |  |  |  |  |  |  |  |
| CO3 |  |  |  |  |  |  |  |  |  |  |

**Reference :**

* Look at work of designers from around the globe ex – Jum Nakao, Issey Miyake and other
* Look at the different costumes and art/ culture of countries and get inspired by them
* Look around nature and other sources like discovery, national geography, BBC etc to get inspired, which is the original source of inspiration for everything.
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* [www.promostyl.com](http://www.promostyl.com)
* [www.trendz.com](http://www.trendz.com)
* [www.wwd.com](http://www.wwd.com)

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| **BFD802A** | **Portfolio** | **0-0-6 [3]** |

**AIM:**

Design portfolio is the expression of student to translate themes into design collections. Here one gets inspired by different themes which could be art movements, sport, historic eras, music, dance , culture , nature, traditions etc. and picks out tangible and intangible elements which are to be used as design elements in the collection. The ability of a designer to exhibit and use design elements is highlighted which is further on translated into garments. A portfolio is an exhibit of the overall knowledge of the student work which he/she has gained through the course of four years. The purpose lies in promoting the skills of students in a single format.

**OBJECTIVE**

Students will present a portfolio of all the files/ folders/ projects created during the course of study in I to III year. The portfolio should include projects, industrial visit reports, any other projects made during the academic session. The external examiner will evaluate the portfolio and take a viva of the student.