**KURUKSHETRA UNIVERSITY, KURUSKHETRA**

**(‘A+’ Grade NAAC Accredited)**

**Department of Home Science**

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**SCHEME OF EXAMINATIONS & SYLLABUS OF**

**BACHELOR OF SCIENCE IN FASHION & APPAREL DESIGN (B.Sc. FAD)**

**(Ist to VIth Semesters)**

**w.e.f 2022-23**

**KURUKSHETRA UNIVERSITY KURUKSHETRA**

**SCHEME OF EXAMINATIONS & SYLLABUS OF**

**B.Sc. FASHION & APPAEL DESIGN**

**SEMESTER-I**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Code No.** | **Subject** | **Marks**  **(Theroy+Internal)** | **Exam**  **Duration** | **Total Marks** |
| FAD-101 | Elements and Principles  of Design | 40+10 | 3 hrs. | 50 |
| FAD-102 | Textile Science | 40+10 | 3 hrs. | 50 |
| FAD-103 | Sewing Techniques | 40+10 | 3 hrs. | 50 |
| FAD-104 | Communication Skills | 75+25 | 3 hrs. | 100 |

**Practical/Lab Based Courses**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| FAD-105 | Fashion Art | 50 | 3hrs | 50 |
| FAD-106 | Textile Science lab | 50 | 3hrs | 50 |
| FAD-107 | Sewing Techniques lab | 50 | 3hrs | 50 |
| FAD-108 | Garment Construction-I | 50 | 3hrs | 50 |
| TOTAL 450 | | | | |

**SEMESTER-II**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Code No.** | **Subject** | **Marks**  **(Theroy+Internal)** | **Exam**  **Duration** | **Total Marks** |
| FAD-201 | Dynamics of Fashion | 40+10 | 3 hrs. | 50 |
| FAD-202 | Traditional Textiles &  Embroideries of India | 40+10 | 3 hrs. | 50 |
| FAD-203 | Dress Designing and  Pattern Making-I | 40+10 | 3 hrs. | 50 |
| FAD-204 | Fabric Studies | 40+10 | 3 hrs. | 50 |
| FAD-205 | Environmental Science\*\* | 75+25 | 3hrs | 100 |

**Practical/Lab Based Courses**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| FAD-206 | Fashion Art-II | 50 | 3hrs | 50 |
| FAD-207 | Traditional Indian Embroideries | 50 | 3hrs | 50 |
| FAD-208 | Pattern Making-I | 50 | 3hrs | 50 |
| TOTAL 450 | | | | |

# \*\* Environment exam will be conducted internally at college level

**KURUKSHETRA UNIVERSITY KURUKSHETRA**

**SCHEME OF EXAMINATIONS & SYLLABUS OF**

**B.Sc. FASHION & APPAEL DESIGN**

**SEMESTER-III**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Code No.** | **Subject** | **Marks**  **(Theroy+Internal)** | **Exam**  **Duration** | **Total Marks** |
| FAD-301 | History of Indian Costume | 40+10 | 3 hrs. | 50 |
| FAD-302 | Fashion Marketing & Merchandising | 40+10 | 3 hrs. | 50 |
| FAD-303 | Fundamental of Apparel Production | 40+10 | 3hrs. | 50 |

**Practical/Lab Based Courses**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| FAD-304 | Surface Ornamentation | 100 | 3hrs | 100 |
| FAD-305 | Pattern  Making& Draping | 50 | 3hrs | 50 |
| FAD-306 | Design Process | 50 | 3hrs | 50 |
| FAD-307 | Fashion Photography | 50 | 3hrs | 50 |
| FAD-308 | Internship | 50 | - | 50 |
| TOTAL 450 | | | | |

**SEMESTER-IV**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Code No.** | **Subject** | **Marks**  **(Theroy+Internal)** | **Exam**  **Duration** | **Total Marks** |
| FAD-401 | Fashion Communication | 40+10 | 3 hrs. | 50 |
| FAD-402 | History of Western Costumes | 40+10 | 3 hrs. | 50 |
| FAD-403 | Visual merchandising | 40+10 | 3 hrs. | 50 |

**Practical/Lab Based Courses**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| FAD-404 | Kids wear | 100 | 3hrs | 100 |
| FAD-405 | CAD I | 100 | 3hrs | 100 |
| FAD-406 | Visual Display | 100 | 3hrs | 100 |
| TOTAL 450 | | | | |

**KURUKSHETRA UNIVERSITY KURUKSHETRA**

**SCHEME OF EXAMINATIONS & SYLLABUS OF**

**B.Sc. FASHION & APPAEL DESIGN**

**SEMESTER-V**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Code No.** | **Subject** | **Marks**  **(Theroy+Internal)** | **Exam**  **Duration** | **Total Marks** |
| FAD-501 | Apparel Manufacturing & Management | 40+10 | 3 hrs. | 50 |
| FAD-502 | Quality assurance in Textile & Apparel Industry | 40+10 | 3 hrs. | 50 |
| FAD-503 | Fashion Styling | 40+10 | 3hrs. | 50 |

**Practical/Lab Based Courses**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| FAD-504 | Fashion Styling & Image Making | 100 | 3hrs | 50 |
| FAD-505 | CAD-II | 50 | 3hrs | 50 |
| FAD-506 | Mens wear | 50 | 3hrs | 100 |
| FAD-507 | Dress Making | 50 | 3hrs | 100 |
| FAD-508 | Internship | 50 | - | 50 |
| TOTAL 500 | | | | |

**SEMESTER-VI**

**Practical/Lab Courses**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Code No.** | **Subject** | **Marks**  **(Internal+ External)** | **Exam**  **Duration** | **Total Marks** |
| FAD-601 | Portfolio Development | 80+20 | 3 hrs. | 100 |
| FAD-602 | Design collection | 200+300 | 3 hrs. | 500 |
| Total | 600 | | | |

# SEMESTER I

# FAD-101

# ELEMENTS & PRINCIPLES OF DESIGN

# DURATION: 3 HOURS M.M 40+10(IA)

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

### **UNIT I**

Elements of Design (point, line, form, shape, space, texture and colour) Principles of Design – ( harmony, proportion, balance, rhythm and emphasis) Colour Theory (Prang, Munsell colour system, Pantone Colours, colour wheel, colour value scale, grey scale, colour schemes, colour psychology, colour and emotions)

**UNIT II**

Art Media and Application – pencils, colour pencils, oil pastels, water colour, poster colours, acrylic colours, fabric colours, markers, collage, frottage, montage. Elements of Fashion illustration: Introduction to Fashion illustration-History, importance, artists and illustrators of national and international repute.

REFERENCES Text books:

* David Hormg. Colour–A workshop for Artists and Designers. Laurence King Publishing. 2005.
* Hideaki Chijiwa. Color Harmony. Rockport Publishers.1992.
* Mary Ganthe. Fashion and Color. Rockport Publishers. 1992.
* Sawahata Lesa. Color Harmony Workbook. Rockport Publishers. 2001.
* Sumathi, G.J. Elements of Fashion and Apparel Design. New Age International Publishers. 2002.
* Tatham Caroline and Seaman Julian. Fashion Design Drawing Course, Thames and Hudson. 2003.

**SEMESTER I**

**FAD-102**

**TEXTILE SCIENCE**

**DURATION: 3 HOURS M.M 40+10(IA)**

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

Introduction to textile, Textile terminology, textile fibres and their classification, physical and chemical properties of fibres. Natural fibers- Sources, properties & end use, cotton, flax, jute, wool and silk. Manmade fibers- Rayon, Acetate, Nylon, Polyester, Acrylic, Spandex, Polyolefin. SWOT analysis of the Indian Textile industry

**UNIT II**

Yarn - classification, characteristics and their uses, properties, yarn lines density, size twist strength and uniformity, fancy and novelty yarn, spinning procedures, methods, mechanical (ring air jet and DREA) chemical (hot, cold, melt and dry)

Fabric construction - weaving process. Different types of weavings, plain weaves, basket, rib, twill- broken twill, satin, sateen, dobby, jacquard and bird eye.

**Reference Books:**

1. Fiber to Fabric by: Corbman
2. Textiles by:Sara J. Kadolph
3. Textile Science by: Gohl&Vilensky
4. Fabric Science by : Joseph Pizzut

**SEMESTER I**

**FAD-103**

**SEWING TECHNIQUES**

**DURATION: 3 HOURS M.M = 40+10(IA)**

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

Sewing machines – History, different types and maintenance. Common problems and their remedies; Tools and equipment; Introduction to sewing threads and their properties.

Sewing techniques – Basic hand stitches – Basting, running, hand overcast, hemming stitches- plain and blind, slip stitch, tailor's tack; Seams and seam finishes – definition, types and their applications; Fullness – darts, tucks, pleats, gathers – definition, terms, types and application.

**UNIT II**

Types and applications of constructional techniques hand stitches, seams and seams finishes techniques of fullness, fasteners, necklines, collars, plackets, skirts, fusible and quilting. Recording of body measurement, Care to be taken while taking body measurement. Different methods of developing a design- Drafting, pattern making, draping (in brief) their advantage and disadvantage. Sewing Terminology – notches, grain, grain line, construction lines, center-front line, bias, true bias, bust line, waistline, seam line, seam, seam allowance, jog seams, dart points, direction of dart excess.

REFERENCES

* Thomas Anna Jacob: “The Art of Sewing”. New Delhi, USB Publisher Distributors Ltd. 1994.
* Reader’s Digest “Complete Guide to Sewing”, Reader Digest 1995.
* Verma G. “Cutting Theory”. Asian Publishers, Delhi. 1999.
* Sheri Doongaji. Basic Principles of Construction.
* Mc Calls’s. Mc Calls’s Sewing Book.
* Singer Sewing Essentials, Cowels Creative Publishing, Inc. 1996.

Sewing Basics, Wendy Gardiner, Saly Milner publishing. 2003

# SEMESTER I

# FAD-104

# COMMUNICATION SKILLS

# DURATION: 3 HOURS M.M 75+25(IA)

**NOTE:**

* Examiner will set nine questions in all
* All the questions will carry equal marks
* Question No.-1 will be compulsory consisting of 5-10 short type questions (having no internal choice) and spread over the entire syllabus
* Eight questions, Four questions from each unit will be set.
* The candidates are required to attempt five questions in all. Question No -1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

**Introduction to Communication:** Need for Effective Communication, The Process of Communication, Levels of communication, Flow of communication, Use of language in communication, Communication networks, Significance of technical communication, Barriers to Communication, Types of barriers, Miscommunication, Noise, overcoming measures.

**Writing Skills:** Documenting, Report Writing, Making notes, Letter writing

**UNIT II**

**Verbal Communication:** Planning, Preparation, Delivery, Feedback and Assessment of Activities like –Public Speaking, Group discussion, Presentation Skill, Audio-Visual Aids, Personal interview**. Non-Verbal Communication:** Body Language, Personal Appearance, Posture, Gestures, Facial Expressions, Positive attitude formation, Process of attitude formation, How to build a successful attitude.

**SWOT analysis:** Self-management techniques, Self-image and Self-esteem, Building self- confidence, Power of irresistible enthusiasm, Etiquettes, Etiquettes in Social as well as Office Atmosphere, Telephone Etiquettes, E-mail Etiquettes, etiquettes and manners. Importance of listening and responding.

##### **Recommended Readings:**

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas

**SEMESTER I**

**FAD-105**

**FASHION ART (Practical)**

**DURATION: 3 HOURS M.M = 50**

**Scheme of Practical:** Practical file-10 marks, worksheet-05 marks, Practical classroom work-10 marks, viva-voce-05 marks, practical work-20 marks.

**Fashion illustrations:** -Basic Human anatomy, fashion model drawing basic coquis. Basic human properties of male, female and kids, balance line and weight distribution, developing figures using figure guides, sketching faces, hands, legs, feet hair style and accessories, free hand sketching of figures and shapes, illustration of different postures and motion, techniques of creating textures and patterns study of different silhouettes. Fashion details- collars, necklines, sleeves, skirts, trousers, plackets, frills, pockets and innovative details, Illusion effects, Drapes and folds.

Preparation of colour wheel, colour schemes, tints shades tones sketching techniques free hand sketching, development of geometrical natural, stylized and abstract motifs, enlargement of motifs, placement of motifs to develop designs

Suggested Readings:

1. Gupta S., Garg N. and Saini R., Clothing Textile and Laundry.

2. Sodhia M., Design Studies, Kalyani Publishers.

3. Joseph H. and Berry B., Draping for apparel design.

4. Farem S. and Hudson T., Fashion design course.

5. Allen, Seamen B.T., Fashion Drawing: The basic principles, Basford Ltd. London.

**SEMESTER I**

**FAD-106**

**TEXTILE SCIENCE LAB**

**Practical**

**DURATION: 3 HOURS M.M = 50**

**Scheme of Practical:** Practical file-10 marks, worksheet-05 marks, Practical classroom work-10 marks, viva-voce-05 marks, practical work-20 marks.

1. Identification of fiber using visual method and microscopic method.

2. Identification of fibers using burning test.

3. Identification of fibers using chemical methods.

4. Identification of blends. (Minimum 3)

5. Identification of count of yarn.

6. Testing of yarn twist.

7. Sample collection and swatch preparation of different types of Natural & manmade Fibers.

8. Swatch collection of Different types of fabrics and weaves

9. Industrial Visit and Market survey.

**Suggested Readings:**

1. Garg N., *Clothing and Textile*.
2. Gupta S., Garg N. and Saini R., *Clothing Textile and Laundry.*
3. Joseph H. and Berry B., *Draping for apparel design.*

**SEMESTER I**

**FAD-107**

**SEWING TECHNIQUES LAB (Practical)**

**DURATION: 3 HOURS M.M = 50**

**Scheme of Practical:** Practical file-10 marks, worksheet-05 marks

Practical classroom work-10 marks, viva-voce-05 marks, practical work-20 marks.

**Paper Exercise** (a) Straight line (b) Square (c) Triangle (d) Curves

(e) S – Curve (f) Rectangle with curve (g) Circles (h) Half circle.

**Fabric exercise** (a) Straight lines with Back tack (b) Pin tuck, space tucks

(c) Different types of pleats (Knife pleat, box pleat, Inverted box pleat)

**Types of pockets with flap** (a) Square (b) Round (c) V-shape (d) Notch

**Types of seams** (a) Super imposed seam (b) Mock French and French seam

(c) Welt seam (d) Flat and Fell seam (e) Lap seam, Bound seam.

**Types of plackets** (a) Single placket (b) Double placket (c) Continuous placket.

**Collar preparation** (a) Open collar (b) Collar with collar band

**Types of Cuff** (a) Square (b) Round (c) Notch

**Piping (**a) Neck (b) Armhole

**SEMESTER I**

**FAD-108**

**GARMENT CONSTRUCTION-I**

**Practical**

**DURATION: 3 HOURS M.M = 50**

**Scheme of Practical:** Practical file-10 marks, worksheet-05 marks, Practical classroom work-10 marks, viva-voce-05 marks, practical work-20 marks.

**Construct Types of Necklines**

Round and jewel, Square and glass, V shaped, straight and curved, Scalloped, Sweetheart

# Construct Types of Collars: Finishing collars using interfacing

# Flat collar, One piece rolled collar, Two piece rolled collar, Shirt collar

# Construct Types of Sleeves and Sleeve Finishes

# Basic sleeve types, Half sleeve, Full sleeve, 3/4 sleeve

**Set in sleeves**

* + 1. Plain
    2. Puff sleeve
    3. Flare sleeve
    4. Leg ‘O’ mutton
    5. Shirt sleeve
    6. Kurta sleeve

Other Modified Sleeves

Raglan, Kimono, Dolman

**Fasteners**: Inserting a zip fastener:

* 1. Centered standard
  2. A lapped standard zip

(c) Concealed zip

(d) Open end zip

(e) Finishing off in a slot

**Buttons**- Types attaching

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

# SEMESTER II

# FAD-201

# DYNAMICS OF FASHION

# DURATION: 3 HOURS M.M 40+10(IA)

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

Fashion: Definitions, origin, evolution, importance, terminology. Fashion and silhouette, fashion characteristics, factors effecting fashion.

Components of Fashion: Tangible and Intangible. Fashion cycle; Stages, cycle length and broken fashion cycle. Theories of fashion adoption. Principles of fashion. Fashion trends and analysis.

**UNIT II**

Fashion forecasting: meaning, indicators used for prediction, sources of forecasting, driving forces of fashion. Role of fashion designers and institutes for development of fashion industry. Study of creation of leading Indian fashion designers. Career in fashion industry.

**Suggested readings:**

1. Diamond, J and Pinter, G. *Retail Buying,* Prentice Hall of India Pvt. Ltd., New Delhi. 1997
2. Donnellan, J., *Merchandise Buying and Management.* Fairchild Publications, New York. 1999
3. Greenwood, K.M. and Murphy, M.F., *Fashion Innovation and Marketing.* Macmillan Publishing Co. Inc., New York. 1978

# SEMESTER II

# FAD-202

# TRADITIONAL TEXTILES & EMBROIDERIES OF INDIA

# DURATION: 3 HOURS M.M 40+10(IA)

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

Traditional textiles: Importance, history of hand woven, dyed, printed and painted textiles of India. Woven textiles- brocades, jamavar, jamdani, chanderi, maheshwari, kanjivaram, kota and baluchari.

Resist printed textiles: Bandhani, patola, Ikat and pochampalli. Painted textile: kalamkari. Regional variations in symbolic motifs.

**UNIT II**

Traditional embroideries of India: Introduction, stitches, motifs, base fabrics, thread, techniques and colour combination used in embroideries of Kutch, Kathiawar, Sindhi, Phulkari, Kantha, Kasuti, Chamba Rumal, Mainpuri, Kashida, Chikankari and Zardozi. Changing trends in traditional embroideries and their contemporary application through simple and computerized embroidery machine.

*Suggested Readings:*

* 1. Shailaja D. Naik. *Traditional Embroideries of India,* API Pub Corp. New Delhi. 1996
  2. Sheila, Paine, *Embroidered Textiles*, Thames and Hudson Ltd. 1990
  3. Usha, Srikant. *Ethnic Embroideries of India*
  4. Savithri, Pandit. *Indian Embroidery*
  5. Gail, Lawther, *Inspirational Ideas for Embroidery on Clothes and Accessories,* Search Press Ltd., 1993
  6. Barbara, Snook, *Creative Art of Embroidery,* Numbly Pub. Group Ltd., London, 1972
  7. Anne Mathew. *Vogue Dictionary of Crochet Stitches,* David and Charles, London, 1989

# SEMESTER II

# FAD-203

# DRESS DESIGNING & PATTERN MAKING-I

# DURATION: 3 HOURS M.M 40+10(IA)

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

Garment construction terminology. Importance of clothes. Appropriate clothing for different age groups: infants, toddlers, pre and elementary school age, teenagers, adults and old age. Wardrobe planning: Age, occupation, season, occasion etc.

Dress designing: Importance, scope and attributes of dress designer. Design types and use of constructional features in design.

**UNIT II**

Pattern making: importance, terminology. Body measurements: importance, standardization and size charts of children and adult body measurements. Techniques of pattern making: principles, applications and limitations, pattern sizes.

Preparation of basic blocks for front, back, sleeve, skirt for children and adult. Pattern alterations.

**Suggested Readings:**

1. Goulbourn, Margaitha. Introducing Fashion Cutting, Grading & Modelling, Batsford Pub. UK Bane, Allyne, Flat pattern design, Mc GrewHill Pub., USA

2. Winfred, Aldrich. Metric Pattern Cutting, Blackwell Science, UK

3. Bane A. Creative Clothing Construction. MC Gaw-Hill. 1996.

4. Natalie Bray. Dress Fitting. Blackwell. 1994.

5. Harold C. & Barbara, L. The Technology of Clothing manufacture, Oxford Pub., USA, 1994

6. Gerry, Cooklon, Introduction to Clothing manufacture, Blackwell Science, UK, 1991

# SEMESTER II

# FAD-204

# FABRIC STUDIES

# DURATION: 3 HOURS M.M 40+10(IA)

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

Fancy weaves: dobby, jacquard, pile, leno and surface figure. Influences on weaves on fabric characteristics. Techniques and process used for production fancy woven fabrics. Knitting terminology. Difference between woven and knitted fabrics. Knitted structures: plain jersey, double jersey, purl, rib and interlock. Knitting techniques: loop formation, gauge, weft knits, wrap knits and their comparison. Knitting stitches: knit, tuck, float/miss stitch.

**UNIT II**

Other forms of fabric production: Non-woven, lace-making, knotting, braiding, crocheting, netting, felting, tatting, tufting etc. Machines for fabric formation, different types of looms, knitting machines and tools used for other forms of fabric construction.

**Suggested readings:**

1. Gohl. E.P.G. and Vilensky L.D. *Textile Science,* CBS Publishers, New Delhi, 1999
2. Mishra S.P. *A Text Book of Fibre Science and Technology,* New Age Int., Delhi, 2000
3. Goswami B.C. *Textile yarns: Technology, Structure and Applications,* Wiley –Interscience, New York, 1978
4. Andrea Wynne. *Textiles.* Macmillian. 1997
5. Bernard P Corbman. *Textiles- Fiber to Fabric.* McGraw-Hill. 1983
6. Lyle DS. *Modern Textiles.* John Wiley & Sons. 1976

**SEMESTER II**

**FAD-205**

**ENVIRONMENTAL SCIENCE**

**DURATION: 3 HOURS MM: 100**

**(EXT: 75, INT: 25)**

The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid-term examination (15 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end-term examination of 75 marks covering the whole syllabus.

For end-term examination, the examiner is required to set SEVEN questions in all. Each question carries equal marks (15 marks). The distribution of marks will be as under: The first question will be compulsory consisting of 5 short-answer questions (3 marks each) covering the entire syllabus. In addition, SIX questions will be set unit-wise comprising three questions from each unit.

The student shall be required to attempt FOUR questions in all selecting TWO questions from each unit including the compulsory question.

**UNIT I**

**Introduction to environmental studies:** Multidisciplinary nature of environmental studies;

Scope and importance; Concept of sustainability and sustainable development.

**Ecosystems:** What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: Forest ecosystem**,** Grassland ecosystem**,** Desert ecosystem**,** Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

**UNIT II**

**Natural Resources**: Renewable and Non--‐renewable Resources. Land resources and land use change; Land degradation, soil erosion and desertification. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over--‐exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter‐state).

**Energy resources**: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

*Suggested Readings:*

* 1. Agarwal, K.C. 2001 *Environmental Biology,* Nidhi Publ. Ltd. Bikaner.
  2. BharuchaErach, *The Biodiversity of India,* Mapin Publishing Pvt. Ltd., Ahmedabad- 380013, India.
  3. Clerk RS., *Marine Pollution;* Clanderson Press Oxford.
  4. *Down to Earth,* Centre for Science and Environment.
  5. Hawkins R.E., *Encyclopedia of Indian Natural History,* Bombay Natural History Society, Bombay.

**SEMESTER II**

**FAD-206**

**FASHION ART –II (Practical)**

**DURATION: 3 HOURS M.M = 50**

**Scheme of Practical:** Practical file-10 marks, worksheet-05 marks, Practical classroom work-10 marks, viva-voce-05 marks, practical work-20 marks.

Introduction to garment details: Necklines, Collars, Sleeves, Cuffs, Silhouettes, Skirts, Pants, Coats, Pockets, Gathers, frills, pleats etc.

Style-lines: Principles of Draping of all kinds of garments on croquis.

Stylization of croquis (different kinds of paper and media used for different assignments) Each student is encouraged to explore his/her own individual style of illustration.

The aim of the following exercises is to explain the characteristics of the fabric for example drapability, weight, stretch, transparency/ opacity etc. Color rendering of the following are introduced-

* Denim, Jeans ,Ikat
* Pants/Jump suit Cotton Solid and print
* Lycra Spandex (Active sport-wear) Chiffon and lace evening wear)

**SEMESTER II**

**FAD-207**

**TRADITIONAL INDIAN EMBROIDERIES**

**Practical**

**DURATION: 3 HOURS M.M = 50**

**Scheme of Practical:** Practical file-10 marks, worksheet-05 marks, Practical classroom work-10 marks, viva-voce-05 marks, practical work-20 marks.

Preparation of samples of traditional embroideries in trend:

* Chikankari
* Kantha,
* Kashida,
* Phulkari,
* Kutch and Zardozi.

Develop following articles using different embroidery stitches:

* Bag
* Kurti
* Scarf

Develop a collection of (5 articles) from any one of the following and do a exhibition of the same at college level

* Kurtis
* Stole / scarfs
* handkerchiefs

**SEMESTER II**

**FAD-208**

**PATTERN MAKING-I(Practical)**

**DURATION: 3 HOURS M.M = 50**

**Scheme of Practical:** Practical file-10 marks, worksheet-05 marks, Practical classroom work-10 marks, viva-voce-05 marks, practical work-20 marks.

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

1. Develop accurate slopers for Skirts.

2. Become familiar with tools of pattern making.

3. Understand the language of pattern making.

4. Develop the ability to create designs through the flat pattern method.

(a) Introduction to PM.

(b) How to take body measurements.

(c) Developing the first bodice block (dartless).

(d) Making a prototype for e.g. A ‘tank top’ with the help of basic block.

(e) Developing the 2nd bodice block (with darts).

(f) Test fit the garment on the dress form.

(g) Dart manipulation.

* Single dart series.
* Double dart series.
* Multiple dart series.
* Darts away from bust point.
* Darts in the form of gathers.
* Stylized darts.

**References:**

1. “Pattern making for fashion design”, Helen Joseph Armstrong, Harper Collins, LA.
2. “Metric Pattern Cutting for Menswear”; Winfred Aldrich, BSP Professional book Oxford.
3. “Pattern making and making up-the professional approach”; Marten Shoben and Janet P.Ward, Butterworth Heinman,Oxford.
4. “Modern sizing for women and children”; P.Kunick, Philip Kunik Publication London.
5. “Dress Fitting”; Natalie Bray, Black well science Ltd London.
6. “Dress Patten Designing” Natalie Bray, Black well science Ltd London.

**SEMESTER III**

**FAD-301**

**HISTORY OF INDIAN COSTUMES**

**DURATION: 3 HOURS M M: 40+10(IA)**

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

Male and female costumes, their specification, jewellery and accessories used*.*

Ancient Indian Civilization

* Indus Valley
* Vedic Period
* Gupta Period
* Mughal period: Costumes of Pre-Mughal, Mughal and Post-Mughal period.
* British period: Costumes of Pre-independence and Post-independence period.
* Evolution of Khadi movement.

**UNIT II**

Traditional costumes of India:

* Costumes of Jammu & Kashmir
* Costumes of Punjab
* Costumes of Haryana
* Costumes of Rajasthan
* Costumes of Madhya-Pradesh
* Costumes of West Bengal
* Costumes of Assam
* Costumes of Maharashtra
* Costumes of Tamil Nadu
* Costumes of Kerala
* Costumes of Karnataka

**References:**

1. Traditional Indian Costumes & Textiles” by Parul Bhatnagar

2. “Indian Costumes” By Gurey G. S, Publisher Popular Book.

3. “Ancient Indian Costumes” By Roshan Alkazi.

4. “Periods of Centralization and Development of Dressing in India” By WlexA

**SEMESTER III**

**FAD-302**

**FASHION MARKETING & MERCHANDISING**

**DURATION: 3 HOURS M M: 40+10(IA)**

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

PRINCIPLES OF FASHION MARKETING: Introduction, Meaning. nature, functions, importance, marketing environment. Definitions of Marketing, Concept of Marketing, Marketing Mix, Segmentation, Targeting, Positioning. Analysis of consumer markets and buyer behavior. Public relations, Promotions and Advertising. Fashion and entertainment industry. Fashion e-commerce, study of different fashion ecommerce platforms.

**UNIT II**

Merchandising–introduction, role of merchandiser, Export documentation – export marketing, global scenario, Export and import policies, Importance of textile industry in Indian economy.

**Suggested Readings:**

1. Sodhia M., Marketing and merchandising

2. Doris H. Kincade, Merchandising of fashion products

3. Clark, Fashion Merchandising

**SEMESTER III**

**FAD-303**

**FUNDAMENTALS OF APPAREL PRODUCTION**

**DURATION: 3 HOURS M M: 40+10(IA)**

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

Apparel Industry: Introduction to apparel industry. Organization of apparel industry. Overview of apparel manufacturing technology. Overview of cutting department spreading, Types of lay- single ply, multiply, stepped ply. Forms of Spreading- One way face to face, two way. Spreading methods-manual spreading, Spreading carriage, automatic spreading machine.

**UNIT II**

Marker making- Types of markers making, types of lay plan, marker efficiency, Position marking, drill marker, notches, thread marker, Fusing machines & their applications. Grading –Definition, principles of grading, types of grading, even & uneven grading.

Importance of Grading.

References:

Apparel Production Terms and Processes - 2nd ed. by Janace E.

The A to Z of the Fashion Industry by Francesca Sterlacci; Joanne Arbuckle.

Rajesh Bheda “Managing Productivity in the Apparel Industry” CBS Publishers & Distributors (2006)

**SEMESTER III**

**FAD-304**

**SURFACE ORNAMENTATION**

**Practical**

**DURATION: 3HOURS M.M:100**

**Scheme of Practical:** Practical file-20 marks, worksheet-20 marks, Practical classroom work-20marks, viva-voce-10 marks, practical work-30marks.

**Preparation of Samples**:

1. Embroidery (minimum 5)

2. Tie and dye using various traditional techniques (minimum 6)

3. Batik Printing / Block Printing (minimum 3)

4. Fabric painting using stencil/ screen printing (minimum 3)

5. Quilting / patch works

6. Mirror Work

7. Sequin Work

8. Digital Printing

Students are required to prepare an article using any two of the above-mentioned techniques

Reference Book:

Ginistephersfrings, *Fashion- From concept to consumer-* 6th edition, Prentice Hall(1999)

Benneet*, Inside the fashion Business*, Coleman and co Mumbai (1998)

Horriet T, Jimsey MC, *Art and fashion in clothing selection*, Thelawa state university press ames, lawa(1973)

Heannette A Jarnowet, *Inside the fashion business* –Macmilan publishing company New York.

Jimsey MC and Harriet, *Art and fashion in clothing selection*- Lawa state university press, lawa

**SEMESTER III**

**FAD-305**

**PATTERN MAKING & DRAPING**

**Practical**

**DURATION: 3HOURS M.M: 50**

**Scheme of Practical:** Practical file-10 marks, worksheet-05 marks, Practical classroom work-10 marks, viva-voce-05 marks, practical work-20 marks.

**Methodology:**

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

**Collars**

1. Band collar and variations.

2. Peter pan collar-raised and flat.

3. Shirt collar. A-One piece collar B .Two piece collar

4. Sailors collar.

5. Cape collar.

**Sleeves**

1. Basic sleeve block.

2. Sleeve variations.

1. Puff sleeve. 2-Lantern sleeve. 3-Leg-o-mutton sleeve. 4-Petal sleeve. 5-Shirt sleeve.

**Draping:**

After the students learn the basic principles of draping, they are taught advanced techniques of draping.

* + 1. BODICE VARIATION
    2. STYLE LINES- Princess,shoulders/ armhole and plum lines
    3. COWLS – Neck, armhole and back
    4. SKIRT – cowls, side seam and back
    5. YOKES

6 COLLARS – Mandarin, Convertible and peter pan.

**SEMESTER III**

**FAD-306**

**DESIGN PROCESS**

**Practical**

**DURATION: 3HOURS M.M: 50**

**Scheme of Practical:** Practical file-10 marks, worksheet-05 marks, Practical classroom work-10 marks, viva-voce-05 marks, practical work-20 marks.

The main objective of this course is to make the students understand the different stages of process involved from the ‘concept’ stage to the ‘finished garment’. It is interactive and constant fee back is given after each student presents their work after each stage of the design process.

• To provide students a sound foundation for any design work based on Creativity and technical knowledge.

• Steps in the design process.

• To develop a particular theme and demonstrate this understanding in the form of a 3 dimensional theme board, initial concepts and a final design of a garment

• Design skills like the dye, embroidery etc for creating fabric ideas for the final garment.

• Colour palette from the theme or source of inspiration.

To develop their own work/designs to clients during class hours in mock presentation every week.

**SEMESTER III**

**FAD-307**

**FASHION PHOTOGRAPHY**

**Practical**

**DURATION: 3HOURS M.M: 50**

**Scheme of Practical:** Practical file-10 marks, worksheet-05 marks, Practical classroom work-10 marks, viva-voce-05 marks, practical work-20 marks.

The course is designed to train professionals to design an image, build a set for a photo shoot, and manage the post-production of photographs. This course leading to a specialization in Fashion Photography is targeted at anyone interested in acquiring the professional training necessary to become immediately competitive in the job market. The professional fashion photographer must be competent in every creative process of fashion photography, whether photographs are taken in the studio or outdoors or are still-life compositions. Students will learn to present their work in digital and printed portfolios, important means of showing all of their professional skills.

Introduction of Camera & its functioning. Various types of cameras and various camera lenses, Different type of image storage methods. Different types of photography techniques. Rules, Compositions, and Framing in Photography Different clicked Angles and Shots. White Balance and Color Theory.

**Functioning of Camera:** Various Lighting Techniques and effects Camera Accessories

**Assignment:**

Students are required to undertake following assignments during the course: Capture different types of fabric textures and textiles

Produce a video of any Product/ Garment by using different techniques. Shoot various dresses and accessories on outdoor locations.

Photo shoot of a model for the cover page of a Magazine.

**Suggested Readings/ Books:**

All about SLR 35 mm camera

“Video Production” by Vasuki Belavadi. “A Different Vision” by Peter Lindbergh

**Note:This is a seven day module conducted during the working days of the semester**

**SEMESTER III**

**FAD-308**

**INTERNSHIP**

**DURATION: Vacation Project M.M: 50**

The credits will be accrued in the 3rd Semester. There will be four-weeks internship training during the break after the 2nd Semester. The students will be required to be apprentice under the mentorship of a faculty to undergo training in a fashion/garments/textile industry/boutique/ fashion house/ buying houses etc. This training will be of two credits. The students will submit their reports online on day-to-day basis to the mentor. They will submit internship report, Swatch file and photocopy of the certificate duly signed by the authorized person of the industry/house. Evaluation will be done after the completion of apprenticeship through PPT before a committee consisting of internal examiner, external examiner and Principal.

Scheme of Practical: Practical file-10 marks, PPT-20, Viva-voce-20 marks

**SEMESTER IV**

**FAD-401**

**FASHION COMMUNICATION**

**DURATION: 3HOUR M.M 40+10(IA),**

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

Communication - Definition, types, communication process, 7Cs of communication, forms of communication - interpersonal, intrapersonal, grapevine, channels of communication. Barriers to communication - semantic barriers, physical barriers, organizational barriers, psychological barriers. Kinesics - Definition, body language, posture, gesture and eye contact in communication. Semiotics - Introduction, importance, types (icon, index, symbol) semiotics in media, fashion, day to day life. Semiotics of clothing - Social views, symbolism, ideas, value, self-perception. Fashion photography - Introduction, types (catalogue, editorial, high-fashion) selection criteria for perfect camera, lens, aperture, speed and pixels, settings, lighting - lighting patterns, light reflectors for photoshoot and video making

**UNIT II**

Advertisement and public relation - Introduction, types, outdoor, magazines, online ads, and brand promotion (print media, online media, broadcast media). Public relation - Objectives, functions, types - media, investor, Government, community, internal, customer, marketing communication. Fashion journalism - Introduction, purpose, types (5 Ws and 1 H), fashion writing - introduction, key elements of writing (purpose, audience, clarity, unity, coherence) journal writing, blog writing, creative writing, paper presentation, proof reading and plagiarism.

Suggested readings

1. Jay & Ellen Diamond, “Fashion Advertising & Promotion”, Fairchild, 1999.

2. Kristen K Swanson, “Writing for Fashion Business”, Fairchild Books Publishers, 2008.

**SEMESTER IV**

**FAD-402**

**HISTORY OF WESTERN COSTUMES**

**DURATION: 3HOUR M.M 40+10(IA),**

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT II**

Study of World Costume during following periods- Babylonia, Assyria, Crete Egyptian, Greek, Roman, Byzantine.

French – Middle Ages, Renaissance, French Revolution, Romantic Period, Art Novean.

**UNIT II**

To study the changes happened in clothing styles of the 20th Century- The Twenties, The Thirties, The Forties, The Fifties, The Sixties.

To study the changes happened in clothing styles of- The Seventies, The Eighties, The Nineties. Theme Presentation.

References:

1. “AHi story of Western Dress” By Phyllis G. Tortora.

2. “Western World Costumes” By Carolyn.

3. “Western European Costume 13th-17th Century and Relation to the Theatre” ByIr is Brooke.

4. “Chronicle of Western Fashion “By John Peacock.

5. “History of Costumes in the West” By F. Boucher, Publisher Thames and Hudson

**SEMESTER IV**

**FAD-403**

**VISUAL MERCHANDISING**

**DURATION: 3HOUR M.M 40+10(IA),**

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

Introduction to visual merchandising - History of VM, elements of VM, techniques of VM (end caps, micro merchandising, theme display, technology) Importance of visual merchandising in fashion - Creating display for target customers, story, signage, window display, foot traffic, sales team knowledge, sales analysis. Mannequins - Introduction, types (realistic, abstract, headless, plus size, children, sports), functional mannequins (dress forms, flexible mannequins, torso mannequins, standalone mannequin and parts). Importance of mannequins, role of mannequins in retail industry, selection criteria to mannequin, dressing a mannequin and grouping mannequins.

**UNIT II**

Store design - Definition, its importance, study about props (lights, table and surface, figures, signs and lettering) decorative, signage (outdoor, informational, persuasive, mats), windows (open window, closed window, island window, corner, elevated and shadow box).

Retail store - Instore visual merchandising - Floor layouts, store study, fixtures and fittings, wall fixtures, point of sale and ticketing, lighting, virtual visual merchandising (proscenia, masking, layouts, types of display, fixtures).

***Suggested Readings:***

1. Castelino M, “Fashion Kaleidoscope”, Rupa and Co. Publishers, 1994.

2. Judith Bell & Kate Ternus, “Silent Selling, Best Practice & Effective Strategies in Visual Merchandising”,

Fairchild Books, 5th edition, 2017.

3. Luura L Bliss, “Study Guide Visual Merchandising and Display”, Fairchild Publications, 3rd edition, 1995.

4. Swathi Bhalla, Anuraag S, “Visual Merchandising”, Tata McGraw Hill Publishers, 2010.

5. Tony Morgan, “Visual Merchandising”, Laurence King Publishing, 3rd edition, 2016

**SEMESTER IV**

**FAD-404**

**KIDS WEAR**

**Practical**

**DURATION: 3HOURS M.M: 100**

To understand the domestic market and to design for a wide segment of children’s garments geared towards an up market international look.

- Selection of any one category of clothing per group namely playwear, holiday/resort Wear, formalwear, outwear, sleepwear.

-Selection of any one age group.

0-2 yrs

2-4 yrs

4-7 yrs

Methodology:

- The class will be divided into groups comprising of 4 students only.

- Each group should survey the main up-market children wear stores in Delhi e.g. L’II Tornatoes, Balloons, Petals, Mama’s Pet,

- Under Stand the market segments where design intervention is needed to extend and existing range or to create a new line.

- Formulate client/customer profiles with special emphasis on taste preferences, season and

prince range.

Design Process:

- Fabric sourcing as per the requirements of the occasion and season.

- Motif/print development and surface ornamentation techniques must be applied to introduce an innovative yet practical design element.

- Design development sheets.

- Finalization of design on child croquis

- Specification sheets with fabric consumption.

**SEMESTER IV**

**FAD-405**

**CAD-I**

**Practical**

**DURATION: 3HOURS M.M: 100**

Scheme of Practical: Practical file-20 marks, Worksheet-10 marks, Practical class room work- 20 marks, viva-voce-10 marks, Practical work-40 marks.

**UNIT I**

Working knowledge of PowerPoint and learn making presentation in PPT. Corel Draw - Tool Introduction and usage. Functions of tools and its usage. Figure Drawing - Block figure and Flesh figure. Working with layouts. Creating Prints and textures

**UNIT II**

Adobe photoshop / Illustrator: Study in detail different tools. Create composition of Stripes, Checks in various textures and colours, Black and white effect. • Creating Effects -Mixing photographs, Photo mosaic effect, Text effect, 3D effect, Frames • Designing business cards , Logo design and posters in Photoshop • Creating theme related mood boards in Photoshop

Suggested Readings:

References Resources: • R.K. Taxali: “Introduction to Software Packages” Galgotia Publications. MS – Office 2003, BPB Publications. • M.Kathleen Coulussy & Sterve, “Rendering Fashion Fabric & Print with Adobe Photoshop”.

**SEMESTER IV**

**FAD-406**

**VISUAL DISPLAY**

**Practical**

**DURATION: 3HOURS M.M: 100**

Sketching of store layouts (using adobe illustrator) - Grid Layout, loop layout, freeform layout, racetrack layout, spine layout. Props - Lights, table and surface, figures, signs and lettering. Windows - Open window, closed window, island window, corner, elevated and shadow box. Signage - Outdoor, informational, persuasive, mats. Collection of pictures and store visits. Design and develop a window based on theme/season/festivities/product/brand/customer (3D model) for display.

file of above-mentioned topics: 20 marks, window display project will be given by examiner which students have to do in 1 hour time (30 marks)

**Project**:

Do a window display for designer boutique or Fashion Store and make a small project (MM: 50)

**SEMESTER V**

**FAD-501**

**APPAREL MANUFACTURING & MANAGEMENT**

**DURATION: 3 HOURS M.M –40+10(IA)**

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

Garment Industry: importance, type of garment industry, organizational structure. Functions of different departments: merchandising, designing, purchasing, cutting, production, finishing and packaging.

**UNIT II**

Management: concept, functions and importance; management areas: marketing, finance, human resource management, Production, maintenance and logistics.

Production and operations of garment business: production selection, site and layout decisions, machinery and equipment, production processes, capacity planning, garment engineering- time calculations, balancing, costing.

*Suggested Readings:*

1. Chutler A. J. *Introduction to Clothing Production Management.* Blackwell science, UK, 1998
2. Harold C. & Barbara Latham. *The Technology of Clothing Manufacture,* Oxford Pub. USA, 1994
3. Bheda R., *Managing Productivity in the Apparel industry*. CBS Publiactions. New Delhi, 2003
4. Cooklin G., *Introduction to Clothing Manufacturer*. Blackwell. 1991
5. Cooklin G*., Garment Technology for Fashion Designer’s*. Blackwell. 1997

Solinger J., *Apparel Manufacturer.* Van Nostrand Reilfold. 1980

**SEMESTER V**

**FAD-502**

**QUALITY ASSURANCE IN TEXTILE & APPAREL INDUSTRY**

**DURATION: 3 HOURS M.M –40+10(IA)**

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

Quality control: importance, definitions, terminology; Quality control through physical testing.

Quality control from fabric to garment; raw material inspection in process inspection, final inspection.

**UNIT II**

Tools for quality assurance: care labels, international care labeling system; Quality and its cost in apparel production. Apparel performance standards; standards on apparel manufacturing; Indian, British, ISO and ASTM; tests for non-textile accessories; statistical quality control.

*Suggested Readings:*

1. Mehta P., *Quality Control in Apparel Industry,* NIFT Pub., New Delhi, 2001
2. Carr H. & LathamB., *The Technology of Clothing Manufacture*, Oxford Pub. USA, 1994.
3. Cooklin G., *Introduction to Clothing Production Management*, Blackwell science, UK ,1998
4. Ruth E.C. *Apparel Manufacturing & Sewn Product Analysis.*
5. Mehta P., *Introduction to Quality Control*, ASCQ quality Press , Marcel Dekker Inc, New York,1992.
6. Mehta P., *Managing Quality in Apparel Industry,* New Age International,1998.

**SEMESTER V**

**FAD-503**

**FASHION STYLING**

**DURATION: 3 HOURS M.M –40+10(IA)**

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates**: The candidates are required to attempt five questions. Question No.-1 will be compulsory, remaining four questions will be attempted by selecting two questions from each unit.

**UNIT I**

Introduction to fashion styling, definition, study of body types for styling and figure types of men, women, kids, influences of stylist, misconceptions about styling, stylist knowledge, trend interpretation, professional maintenance, stylist kit and personality traits of stylist. Styling for corporate, entertainment, commercial, professional industry - Introduction, definition, wardrobe styling for corporate, TV and films, chain of command for stylist, pre-production preparation - green room, buying vs renting wardrobe, rack dividers, costume details based on script

**UNIT II**

Image management - Introduction, definition, personal stylist - personal shoppers for celebrities. Celebrity stylist - Concierge service and the stylist, definition, availability, retail/showroom designer connections, versatility, anticipation. Stylist - client relation, line direction in clothing, clothing suitable for different body types, understanding personal styles - interpretation of style categories. Makeover - Introduction to makeup, types of makeup based on skin type, shape of the face, eyes, nose, lips. Choice of colours based on skin colour, makeup for corporate, outing, swimming, beach, special occasions - wedding, party, award ceremony. Study on different fashion stylists and their styles - National and International

*Suggested Readings:*

1. Gillian Armour, “Fashion Stylist - A how to guide”, Create Space, 2012.

2. Jo Dingemans, “Mastering Fashion Styling”, Palgrave, 1999.

3. Kathleen Fifield, “Instyle Instant style - your season by season guide for work and weekends”, Style books,

2006.

**SEMESTER V**

**FAD-504**

**FASHION STYLING & IMAGE MAKING**

**Practical**

**DURATION: 3 HOURS M.M – 50**

**Scheme of Practical:** Practical file-10 marks, worksheet-05 marks, Practical class room work-10 marks, viva-voce-05 marks, practical work-20 marks.

1. Do a styling for editorial for Men or women for following categories : (10 Marks)

* High fashion magazine
* Advertisement of beauty product
* Photo-shoot for jewelry product

1. Do a styling project for e-commerce shoots for month men and women in following categories-( 10 Marks)

* Ethnic wear
* Casual wear
* Corporate wear

1. Do a styling project for outdoor shoot for a fashion brand or music video( 10 marks)

Note: students have to present digital formats of above mentioned projects ( all 3) during exams ( 10 Marks)

Examiner can ask for live demonstration of styling a model in any scenario ( 10 Marks)

**SEMESTER V**

**FAD-505**

**CAD-II**

**Practical**

**DURATION: 3 HOURS M.M – 50**

**Scheme of Practical:** Practical file-10 marks, worksheet-05 marks, Practical class room work-10 marks, viva-voce-05 marks, practical work-20 marks.

**Introduction to Adobe Illustrator** Study about tools of Adobe Illustrator. Colour and motif: - traditional, floral and geometric. Figure and profile: profile of male and female silhouettes. Accessories: party, casual and formal. Project board: - logo, label, brochure and Business cards.

**Digital Prints**: Creating Motifs, creating patterns: checks, stripes, floral, abstract, Making

**Digitalization of Art work:** converting hand drawn pictures into digital artwork

Suggested Text books &References:

1. Ireland Patrick John. Fashion Design Drawing and Presentation. Batsford. 2005.

2. MckelvyKathrynanad Munslow Janine. Illustrating Fashion. Blackwell Publishing. 2004.

3. Books on Adobe Illustrator Software.

4. Rebecca Bridges Altman, Rich Ailman, Mastering page maker 6 for Windows 95

5. Rick Altman, Corel Draw 9

**SEMESTER V**

**FAD-506**

**MEN’S WEAR**

**Practical**

**DURATION: 3 HOURS M.M – 100**

It is a project in which students survey the market, identify their buyer and get the brief. They select a company and design their range based on the company brief and image.

1. The student’s workout the measurement charts for the company and the minimum size

Range which would be sold in the market.

2. Create mood boards and do fabric sourcing, keeping forecast colours and company profile in mind.

3. Develop a range of Men’s wear

* Formal
* Casual
* Sports wear

4. Pattern Making – A shirt block, Trouser block, jacket block and its variations.

5. At the same time make specification sheets, design development sheets and illustration also would be worked at.

6. Constructing a structured jacket in suitable fabric (since the students do a shirt and trouser in construction with a final presentation to a jury.

**SEMESTER V**

**FAD-507**

**DRESS MAKING**

**Practical**

**DURATION: 3 HOURS M.M – 100**

**Indian wear: ( 40)**

* Kalidar Kurta.
* Churidar.
* Salwar.
* Kameez-straight/A-Line or any other variation.
* Plain saree blouse.

**Western wear: (40)**

* Evening Gown
* Bodycone dress
* Jump suit
* Different variation in skirts (3types)
* Tops (3 types)
* Trousers (3 types)
* Kaftans

**Presentation of above all garments in front of examiner and viva carries 20 marks**

**SEMESTER V**

**FAD-508**

**INTERNSHIP**

**Practical**

**DURATION: Vacation Project M.M – 50**

The credits will be accrued in the 5th Semester. There will be four-week internship training during the break after the 4th Semester. The students will be required to be apprentice under the mentorship of a faculty to undergo training in a fashion/garments/textile industry/boutique/ fashion house/buying houses etc. This training will be of two credits. The students will submit their reports online on day-to-day basis to the mentor. They will submit internship report, Swatch file and photocopy of the certificate duly signed by the authorized person of the industry/house. Evaluation will be done after the completion of apprenticeship through PPT before a committee consisting of internal examiner, external examiner and Principal.

Scheme of Practical: Practical file-10 marks, PPT-20, Viva-voce-20 marks

**SEMESTER VI**

**FAD-601**

**PORTFOLIO DEVELOPMENT**

**Practical**

**DURATION: 3 HOURS M.M. – 100 (80+20)**

The Design portfolio is an expression of a graduating student’s creativity, design/ability, technical expertise and illustration and presentation skills. It should exhibit students’ inclination towards particular segment of the industry by identifying the target customers, design requirements and pricing. It should ideally comprise of 30-35 sheets keeping the following points in mind.

**UNIFORM FORMAT**: It is important to keep all the sheets of the same size to maintain visual continually. Sheets should be grouped separately and systematically either horizontally or vertically. This ensures uniformity of presentation. The presentation of the portfolio depends on the contents and also on your layouts. (Too much of fragmentation of a single sheet can be distracting) The end result should look very neat and professional befitting the graduates.

• Statement of your design philosophy to clarify your attitude towards fashion.

• Bio-data

• The portfolio must include.

- Page of contents

- Each separate project should include inspiration sheet/story board and colour chart with appropriate swatches.

- Client profile and indication of the market /country.

- Give a name/theme to each projects.

- Flat working drawings, detailed magnification and specification sheets showing your technical strength are vitally important. Line planning, fabric indications, fabric Consumption, detailed measurement charts etc are all essential. These are to be used in conjunction with croquis.

- Design development sheets/design journal to show the creative process and /or commercial feasibility.

• Stylised illustration may be included as a separate segment.

There should be inclusion of designs for men, women and children. However your natural creative bent of mind should find expression through specific design and market orientation. At least one collection should have a touch of the Indian ethos. This is to be based on innovative fabric combinations, surface texture and ornamentation. It is very important that the designs and embroidery motifs be original.

* 2 sheets each on your craft documentation and internship project is absolutely mandatory. It is very important to show your design applicability for the craft.
* Any other creative graphic work, photography done by you, should be included.
* In addition to this, photographs and /or slides of other creative design activities should be included so to exhibit your versatility. These may include photographs of:-

Prototype development in the case of term garment, freelance assignments or competitive shows like Air France, Smirnoff etc. You could leave space for the final design collection photographs, which would be included later. Any publications in newspapers or magazines may be included in original.

* The expression of computer application is very important.

**SEMESTER VI**

**FAD-602**

**DESIGN COLLECTION**

**Practical**

**DURATION: 3 HOURS MAX. M – 500 (200+300)**

**Orientation of the design collection at various platforms:**

Industry/design house/In house

Concept Development and Finalization of Theme, category of clothing (inspiration can be taken from forecast)

**Research for the concept**: research will include the area of inspiration, detail, origin/history, motifs/textures,

**Development of Mood board**: depiction of the mood for the collection, occasion /season for which the collection will be prepared.

**Color board**: selection of the pantone shades for the collection based on concept or inspiration from forecast can be taken.

**Fabric sourcing**: Various number of 8\*8 swatches for the collection to be collected from market, which are expected to use for the development of design collection.

**Doodling**: Rough doodling on the concept

Illustrations: Rendered 100 illustrations for the design collection including fabric and color details and the finalized 25 sketches to be developed as stylized illustrations/croque.

**Measurements/specs**: measurements of the garments to be specified & taken along with spec sheets

**5 Muslin fits**: The selected silhouettes of the garment to be developed into muslin fits **Presentation**: the muslin test fits to be presented along with complete research file to the internal mentors.

Final fabrication of the design collection after approval of test fits Submission of five garments along with accessories

**Internal jury presentation**: Out of 300

**External jury presentation**: Out of 200

**Outcome**: The course will end in a final Design Collection Ramp presentation