DEPARTMENT OF FASHION, DESIGN AND ARTS

CURRICULUM AND SYLLABUS

Under CBCS

(Applicable for Students admitted from Academic Year 2018 – 2019)

B. Design - Fashion and Apparel Design

DEPARTMENT OF FASHION DESIGN AND ARTS

SCHOOL OF LIBRAL ART AND SCIENCES
MOTTO

“TO MAKE EVERY MAN A SUCCESS AND NO MAN A FAILURE.”

VISION

To be an International Institute of Excellence, providing a conducive environment for education with a strong emphasis on innovation, quality, research and strategic partnership blended with values and commitment to society.

MISSION

- To create an ecosystem for learning and world class research.
- To nurture a sense of creativity and innovation.
- To instill highest ethical standards and values with a sense of professionalism.
- To take up activities for the development of Society.
- To develop national and international collaboration and strategic partnership with industry and institutes of excellence.
- To enable graduates to become future leaders and innovators.

VALUE STATEMENT

- Integrity, Innovation, Internationalization

DEPARTMENT OF FASHION DESIGN AND ARTS

VISION

To sculpt young minds with design thinking, instil passion and flare for designing and help aspiring students to become successful designers, entrepreneurs and industry ready professionals.

MISSION

The mission of Fashion, Design and Arts department is to provide education with innovative curriculum, up-to-date technology, pedagogy, industry & foreign collaborations, while pioneering in experimenting and nurturing creativity by incorporating both classic and innovative design concepts.
PEO - DEPARTMENT OF FDA

- Confident young Entrepreneur or Designer with their indigenous designs.
- Garment Industry Professional or freelance consultant who will excel in the job responsibility entrusted on him or her.
- Confident and comprehensive academician having completed postgraduate design program with strong portfolio, share the acquired knowledge as an Educator or Trainer in fashion schools or organizations.

PO - DEPARTMENT OF FDA


PO2 Design Process Knowledge: To apply the knowledge of elements and principles of design to create futuristic designs on various domains and develop prototypes using draping, flat pattern making and stitching.

PO3 Modern Tool Usage: Develop skill to apply software tools knowledge to design and create prototypes

PO4 Visual Communication: To visually communicate ideas in the form of artistic fashion illustrations, graphic illustration, styling, fashion photography and visual display of merchandise.

PO5 To demonstrate Event Management, Team Work, Leadership, Entrepreneurial and Business Skills

PROGRAMME SPECIFIC OUTCOMES - (PSO) B.Design Fashion & Apparel Design.

- The students will have strong foundation in designing and have the ability to visually represent it by illustrations, photographs, graphics and visual display of merchandise.
- The students will be able to convert their design into a product or a garment using appropriate construction techniques.
# Academic Regulations for Bachelor of Design (B. Des.) Degree Programme

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I. PREAMBLE

As per the recommendations of UGC, the Hindustan Institute of Technology and Science (HITS) has introduced Choice Based Credit System (CBCS) from the academic year 2015-16. Choice Based Credit System (CBCS) is a proven, flexible mode of learning in higher education which facilitates a student to have guided freedom in selecting his/her own choices of courses in the curriculum for completing a degree program. CBCS offers a flexible system of learning.

The system permits a student to

(i) Learn at their own pace through flexible registration process
(ii) Choose electives from a wide range of courses offered within and outside their departments.
(iii) Undergo additional courses in their special areas of interest and earn additional credits to obtain B.Des. with Minor Specialization.
(iv) Adopt an interdisciplinary approach in learning.
(v) Avail transfer of Credits.
(vi) Gain Non – CGPA credits to enhance skill/employability by taking up additional project work, entrepreneurship, co-curricular and vocational training.
(vii) Make the best use of the expertise of available faculty.
(viii) Learn and earn credits through MOOC and Project Based Learning.
(ix) Enhance their Knowledge, Skill and Attitude through participation in innovative Curriculum Design, Delivery and Assessments.

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with a focus on Project Based Learning and Industrial Training so as to enable the students become eligible and fully equipped for employment in industries, choose higher studies or entrepreneurship.

II. DEFINITIONS AND NOMENCLATURE

In these Regulations, unless the context otherwise requires:

1. “Programme” means Degree Programme like B.Des. Degree Programme.
2. “Discipline” means specialization or branch of B.Des. Degree Programme, (e.g. Interior Design, Fashion and Apparel design etc.,)
3. “Course” means a theory or practical subject that is normally studied in a semester, (e.g. Basic History of Interiors, Advanced Visualization and Representation, Draping and Basics of sewing etc.)
4. “Vice – Chancellor of HITS” means the Head of the Institution.
5. “Registrar” is the Head of all Academic and General Administration of the Institute.
6. “Dean Academics” means the authority of the University who is responsible for all academic activities of various programmes and implementation of relevant rules and Regulations pertaining to the Academic Programmes.

7. “Controller of Examinations” means the authority of the University who is responsible for all activities related to the University Examinations, publication of results, award of grade sheets and degrees.

8. “Dean – Student Affairs” is responsible for all student related activities including student discipline, extra and co-curricular activities, attendance and meetings with class representatives, Student Council and parent - teacher meet.

9. “HoD” means the Head of the Department concerned.


11. “TCH” means Total Contact Hours – refers to the teaching – learning periods.

12. “DEC” means Department Exam Committee.


15. “ACM” means Academic Council meeting the highest authoritative body for approval for all Academic Policies.

16. “Class Teacher” is a faculty of the class who takes care of the attendance, monitor the academic performance and the general conduct of the students of that class.

17. “CIA” is Continuous Internal Assessment which is assessed for every student for every course during the semester.

18. “ESE” is End Semester Examination, conducted by the Institute at the End of the Semester for all the courses of that semester.

19. “AICTE” means All India Council for Technical Education.


ACADEMIC REGULATIONS FOR BACHELOR OF DESIGN
Under Choice Based Credit System (CBCS)
(Effective from Academic year 2018 - 19)

1.0 Vision, Mission and Objectives

1.1 The Vision of the Institute is “To make every man a success and no man a failure”.

1.2 The Mission of the institute is

- To create an ecosystem that promotes learning and world class research.
- To nurture creativity and innovation.
- To instil highest ethical standards and values.
- To pursue activities for the development of the Society.
- To develop national and international collaborations with institutes and industries of eminence.
- To enable graduates to become future leaders and innovators.

Value Statement
Integrity, Innovation, Internationalization

Further, the Institute always strives

- To train our graduates with the latest and the best in the rapidly changing fields of Architecture, Engineering, Technology, Management studies, Science and Humanities and Liberal Arts and Applied Sciences.
- To develop graduates with a global outlook, possessing Knowledge, Skills and Attitude capable of taking up challenging responsibilities in the respective fields.
- To mould our graduates as citizens with moral, ethical and social values so as to fulfil their obligations to the nation and the society.
- To promote research in the field of Architecture, Engineering, Technology, Management studies, Science, Humanities, Liberal Arts and allied disciplines.

1.3 Aims and Objectives of the Institute are focused on

- Providing state of the art education in Engineering, Technology, Applied Sciences and Management studies.
- Keeping pace with the ever – changing technological scenario and help the graduates to gain proper direction to emerge as competent professionals fully aware of their commitment to the society and the nation.
- To inculcate a flair for Research, Development and Entrepreneurship.
2.0 Admission

2.1. The admission policy and procedure shall be decided from time to time by the Board of Management (BOM) of the Institute based on the guidelines issued by the UGC/Ministry of Human Resource Development (MHRD), Government of India. The number of seats in each discipline the B.Des. degree programme will be decided by the Board of Management of the Institute as per the directives of AICTE/UGC/MHRD, Government of India, taking into account the market demands. Seats are also made available up to 20% of the sanctioned intake for Non-Resident Indians and foreign nationals, who satisfy the admission eligibility norms of the Institute.

2.2. Eligibility for Admission

(i) Regular Entry
The candidate should have qualified in 10 + 2 examination and should have obtained at least 50% marks (45% in case of candidate belonging to reserved category) in the qualifying examination

(ii) Lateral Entry
The candidates possessing a Diploma in Design in the relevant discipline of specialization with minimum 50% marks awarded by the State Boards of Technical Education, India or any other competent authority as accepted by the Board of Management of the Institute as equivalent thereto are eligible for admission to the 3rd Semester of the B.Des degree programme

2.3 The candidate has to fulfil all the prescribed admission requirements / norms of the Institute.

2.4 In all matters relating to admission to the B.Des. degree, the decision of the Board of Management of the Institute shall be final.

2.5 At any time after admission, if found that a candidate has not fulfilled one or many of the requirements stipulated by the Institute, or submitted forged certificates, the Institute has the right to revoke the admission and forfeit the fee paid. In addition, legal action may be taken against the candidate as decided by the Board of Management.

3.0 Student Discipline

3.1 Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige/reputation of the Institute.

3.2 Any act of indiscipline of a student reported to the Dean (Student affairs) and Head of the Departments will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated. The committee will also authorize the Dean (Student Affairs) to
recommend to the Vice-Chancellor the implementation of the decision. The student concerned may appeal to the Vice – Chancellor, whose decision will be final.

3.3 Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishments including imprisonment. Once the involvement of a student is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the Institute, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student of the Institute, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

4.0 Structure of the B.Des. Degree Programme
Choice Based Credit System (CBCS) is introduced from the Academic year 2018 - 19 in the curriculum to provide students a balanced approach to their educational endeavour.

4.1 All B. Des. Degree Programmes will have the curriculum and syllabi (course contents) for four years as approved by the Board of Studies and Academic Council of the Institute.

4.2 Credits are the weightages are assigned to the courses based on the following general pattern:

4.2.1 One lecture / Tutorial period per week --- 1 credit

4.2.2 Two periods of Practical / Studio per week --- 1 credit

4.3 The curriculum for B.Des. degree programmes are designed to have a minimum of 165 credits + 4 Non – CGPA credits distributed across eight semesters of study for the award of degree

Under CBCS, the degree programme will consist of the following categories of courses:

i) **General Core foundation (CF) courses** comprising of
   - Humanities courses; Basic Science Courses, English, Value Education, Environmental Sciences and Professional Development,

ii) **Compulsory Courses (CC) consist of the following**

   **Professional Core (PC) courses**: These courses expose the students to the foundation of Design topics related to the chosen programme of study comprising of theory and Practical/ field work/ Design project/Studio/ Project etc.,

iii) **Departmental Elective (DE) courses**: These courses enable the students to take up a group of courses of their interest in the area of specialization offered by the parent Department / School.
iv) **Non–Departmental Electives (NE):** These courses are offered by departments (across disciplines) other than their parent Department. Two groups of Electives are available under NE namely, Electives offered by Core Departments and Open Electives offered by Non–core departments.

v) **Indexed Journal / Conference Publications:** If a student publishes a research paper as main author in indexed Journal / Conference, the same can be considered as equivalent to two credit course under NE.

vi) **Non-CGPA courses:** These courses offered in certain semesters are compulsory, but are not used for calculation of GPA and CGPA. However, the credits will be mentioned in the grade sheet.

### 4.4 Non – CGPA courses

The student shall select any two courses /activity from the following Table 1 during the entire period of study. The student has to make his / her own efforts for earning the credits. The grades given will be Pass / Fail (P/F). The respective class teachers have to encourage monitor and record relevant activities of the students, based on the rules issued from time to time by the Institute and submit the End semester report to the Head of the Department.

**Table 1. Non - CGPA Courses**

<table>
<thead>
<tr>
<th>No.</th>
<th>Course / Activity</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Start ups</td>
<td>2</td>
</tr>
<tr>
<td>2.</td>
<td>Industrial Training</td>
<td>2</td>
</tr>
<tr>
<td>3.</td>
<td>Technical conference, seminar, competitions, Professional Societies</td>
<td>2</td>
</tr>
<tr>
<td>4.</td>
<td>Management courses</td>
<td>2</td>
</tr>
<tr>
<td>5.</td>
<td>Technical Certification Course</td>
<td>2</td>
</tr>
<tr>
<td>6.</td>
<td>Sports</td>
<td>2</td>
</tr>
<tr>
<td>7.</td>
<td>NCC</td>
<td>2</td>
</tr>
<tr>
<td>8.</td>
<td>NSS</td>
<td>2</td>
</tr>
<tr>
<td>9.</td>
<td>YRC</td>
<td>2</td>
</tr>
<tr>
<td>10.</td>
<td>Art and Cultural activities</td>
<td>2</td>
</tr>
<tr>
<td>11.</td>
<td>English Proficiency Certification</td>
<td>2</td>
</tr>
<tr>
<td>12.</td>
<td>Aptitude Proficiency Certification</td>
<td>2</td>
</tr>
<tr>
<td>13.</td>
<td>Foreign Languages Level II and above</td>
<td>2</td>
</tr>
<tr>
<td>14.</td>
<td>Publication in Conferences / Seminar</td>
<td>2</td>
</tr>
<tr>
<td>15.</td>
<td>Indexed Journal Publication</td>
<td>4</td>
</tr>
</tbody>
</table>
4.5 B. Des. (Interior Design) is offered under the department of Architecture and B.Des. (Fashion and Apparel Design) is offered under department of Applied Arts and Crafts. A student must earn compulsorily the credits under each category shown in Table 2 (B. Des. – Interior Design) and Table 3 (B. Des. – Fashion and Apparel Design) and also a minimum total of 169 credits (165 credits + 4 Non – CGPA credits) for the award of B.Des. degree.

4.6 Students are eligible for the award of B.Des. with Minor upon successful completion of 12 additional credits totalling 181 credits (165 regular credits + 12 Additional Credits+ 4 Non – CGPA credits) as detailed in clause 7.0

Table 2: Distribution of Credits for B.Des. (Interior Design)

<table>
<thead>
<tr>
<th>No.</th>
<th>Category</th>
<th>Credits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Basic Sciences</td>
<td>44</td>
<td>27</td>
</tr>
<tr>
<td>2</td>
<td>Humanities Courses</td>
<td>4</td>
<td>2.5</td>
</tr>
<tr>
<td>3</td>
<td>Professional Core</td>
<td>35</td>
<td>21</td>
</tr>
<tr>
<td>4</td>
<td>Department Elective</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Non – Department Electives</td>
<td>4</td>
<td>2.5</td>
</tr>
<tr>
<td>6</td>
<td>Studio</td>
<td>40</td>
<td>24</td>
</tr>
<tr>
<td>7</td>
<td>Internship</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>8</td>
<td>Thesis</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits</strong></td>
<td><strong>165</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td></td>
<td><strong>NON – CGPA</strong></td>
<td></td>
<td>---</td>
</tr>
<tr>
<td></td>
<td>Professional Development</td>
<td>4</td>
<td>---</td>
</tr>
</tbody>
</table>

Table 3: Distribution of Credits for B.Des. (Fashion and Apparel Design)

<table>
<thead>
<tr>
<th>No.</th>
<th>Category</th>
<th>Credits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Basic Sciences</td>
<td>21</td>
<td>12.7</td>
</tr>
<tr>
<td>2</td>
<td>Humanities Courses</td>
<td>10</td>
<td>6.1</td>
</tr>
<tr>
<td>3</td>
<td>Professional Core</td>
<td>90</td>
<td>54.5</td>
</tr>
<tr>
<td>4</td>
<td>Department Elective</td>
<td>12</td>
<td>7.3</td>
</tr>
<tr>
<td>5</td>
<td>Non – Department Electives</td>
<td>4</td>
<td>2.4</td>
</tr>
<tr>
<td>6</td>
<td>Design Project</td>
<td>24</td>
<td>14.5</td>
</tr>
<tr>
<td>7</td>
<td>Internship</td>
<td>4</td>
<td>2.4</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits</strong></td>
<td><strong>165</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td></td>
<td><strong>NON – CGPA</strong></td>
<td></td>
<td>---</td>
</tr>
<tr>
<td></td>
<td>Professional Development</td>
<td>4</td>
<td>---</td>
</tr>
</tbody>
</table>

4.7 The medium of instruction is English for all courses, examinations, seminar presentations and project reports.
5.0 Faculty Advisor
To help the students in planning their selection of courses and programme of study and for getting general advice on the academic programme, the concerned department will assign a certain number of students to a Faculty member who will be called their Faculty Advisor. Such Faculty Advisor will continue to mentor the students assigned to him for the entire duration of the programme.

5.1 Class Committee
Every section / batch of the B. Tech. Degree programme will have a Class Committee consisting of Faculty and students.

The constitution of the Class Committee will be as follows:

a. One Professor not associated with teaching the particular class shall be nominated by the Head of the Department to act as the Chairman of the Class Committee as approved by the Dean Academics.

b. Course coordinator of each of the lecture – based courses (for common courses).

c. Class teacher of the class.

d. All Faculty handling the courses for that class in the semester.

e. Workshop Superintendent (for first two semesters); as applicable.

f. Four students from the respective class nominated by Head of the Department

g. Faculty Advisors of the respective class.

5.2 Course committee
A course committee shall be constituted by the HOD for all the common courses, with the faculty who are teaching the courses and with a Professor of the core department as the Chairman. The Course committee shall meet periodically to ensure the quality of progression of the course in the semester.

5.3 The basic responsibilities of the Class Committee and Course committee are

a. To review periodically the progress of the students.

b. To discuss issues concerning curriculum and syllabi and the conduct of the classes.

c. To inform the students about the method of assessment as recommended by the Department Exam Committee (“DEC”) at the beginning of the semester. Each class committee / course committee will communicate its recommendations and the minutes of the meetings to the Head of the Department, Dean (Academics) and the Dean (Student Affairs).

d. To conduct meetings at least thrice in a semester as per the Academic Plan issued by the Dean – Academics.

e. To review the academic performance of the students including attendance, internal assessment and other issues like discipline, maintenance etc.
6.0 Registration for courses in a Semester

A student will be eligible for registration of courses only if he/she satisfies the regulation clause 11.0 (progression) and 12.0 (max duration), and has cleared all dues to the Institute, Hostel and Library up to the end of the previous semester provided that student is not debarred from enrolment on disciplinary grounds.

6.1 The institute follows a Flexible Choice Based Credit System and Slot based table. Accordingly, the students shall be given the option for selecting their courses, credits, teachers, slots and create their time table. The student is given the option of selecting the number of credits to undergo in a semester, subject to the curriculum requirements of minimum and maximum.

Except for the first year courses, registration for a semester will be done during a specified week before the start of the semester as per the Academic Schedule.

Late registration /enrolment will be permitted by the Dean – Academics for genuine cases, on recommendation by the Head of the respective department, with a late fee as decided from time to time.

6.2 The student shall make the choice of course in consultation with the Faculty Advisor and as stipulated from time to time.

6.3 Students shall have to pay additional fee as prescribed, for registering in certain elective courses under Non - Departmental Electives courses offered by certain specific Departments and for higher level Foreign Languages, as decided from time to time.

7.0 B.Des. with Minor specialization:

Students, who are desirous of pursuing their special interest areas other than the chosen discipline of Engineering / Technology/ Arts/ Fashion/ Humanities/ Management/ Basic Sciences, may opt for additional courses in minor specialisation groups offered by a department other than their parent department. Such students shall select the stream of courses offered with pre – requisites by the respective departments and earn a Minor Specialization.

a. The number of credits to be earned for Minor specialization is 12 credits.

b. The students are permitted to register for their minor specialization courses from the V semester onwards subject to a maximum of two additional courses per semester.

c. The list of such additional courses offered by the various departments and the schedule will be announced in the beginning of the academic year to facilitate the registration process.

d. The students have to pay the requisite fee for the additional courses.
8.0 Attendance
The faculty handling a course must finalise the attendance, 3 calendar days before the last instructional day of the course and submit to the HoD through the class teacher.

a. A student with less than 75% attendance (Total Contact Hours - “TCH”) in any course, will not be permitted to appear for the end-semester examination in that particular course, irrespective of the reason for the shortfall of the attendance. The student is however permitted to avail Academic Leave up to 10% for attending academic related activities like, Industrial Visits, Seminars, Conferences, Competitions etc., with the prior approval of the HoD. After the event, the student should submit the relevant documents for proof to the HoD for approval of the Academic Leave.

b. The remaining 25% allowance in attendance is given to account for activities under NCC / NSS / Cultural / Sports/ Minor Medical exigencies etc.

c. A student with an attendance (“TCH” – Total Contact Hours) between 40% and 75% in any course will fall under the category “RC”, which means Repeat the Course during the Summer / Winter break. Students under “RC” category will not be permitted to attend the Regular End Semester Examinations for that course. During the Summer / Winter break, the regular courses of the respective semester will be offered as Summer/Winter Courses, to enable the students to get required attendance and internal assessment marks to appear in the Repeat examination.

d. Students under “RC” category in any course shall attend, the immediately following Summer / Winter course as detailed in clause 11.1. The detailed schedule of the Summer / Winter courses offered in every semester will be announced during the end of that semester. The student who have obtained “RC” has to select their appropriate slots and courses, optimally to attend the courses.

e. The student, whose attendance falls below 40% for a course in any semester, will be categorized as “RA”, meaning detained in the particular course for want of attendance and they will not be permitted to write the End semester exam for that course. The procedure for repeating the course categorized as “RA” is mentioned in Clause 10.2.

8.1 Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization.

For such select NCC / Sports Camps prior permission for leave shall be obtained by the respective faculty coordinator / Director of sports from the designated authority, before deputing the students.

8.2 For medical cases, submission of complete medical history and records with prior
information from the parent / guardian to Dean (Student Affairs) is mandatory. The assessment of such cases will be done by the attendance sub – committee on the merit of the case and put up recommendations to the Vice – Chancellor. Such condonation is permitted only twice for a student in the entire duration of the programme.

The Vice-Chancellor, based on the recommendation of the attendance sub-committee may then give condonation of attendance, only if the Vice-Chancellor deems it fit and deserving. But in any case, the condonation cannot exceed 10%.

9.0 Assessment Procedure
Every course shall have two components of assessment namely,  
a. Continuous Internal Assessment “CIA”: This assessment will be carried out throughout the semester as per the Academic Schedule.

b. End Semester Examination “ESE”: This assessment will be carried out at the end of the Semester as per the Academic Schedule.

The weightages for the various category of the courses for CIA and ESE for B.Des. is given in Table 4.

<table>
<thead>
<tr>
<th>No.</th>
<th>Category of Courses</th>
<th>CIA weightage</th>
<th>CIA Minimum</th>
<th>ESE</th>
<th>ESE Minimum</th>
<th>Passing minimum (CIA + ESE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Theory Course</td>
<td>50%</td>
<td>40%</td>
<td>50%</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>2</td>
<td>Practical Course</td>
<td>80%</td>
<td>50%</td>
<td>20%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>3</td>
<td>Theory Course with Practical Components</td>
<td>60%</td>
<td>40%</td>
<td>40%</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>4</td>
<td>Department Elective (DE)/ Non – Department Elective (NE)</td>
<td>50%</td>
<td>40%</td>
<td>50%</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>5</td>
<td>Design Project / Guided Study</td>
<td>100%</td>
<td>50%</td>
<td>---</td>
<td>---</td>
<td>50%</td>
</tr>
<tr>
<td>6</td>
<td>Studio / Comprehension</td>
<td>100%</td>
<td>50%</td>
<td>---</td>
<td>---</td>
<td>50%</td>
</tr>
<tr>
<td>7</td>
<td>Internship</td>
<td>100%</td>
<td>50%</td>
<td>---</td>
<td>---</td>
<td>50%</td>
</tr>
<tr>
<td>8</td>
<td>Thesis / Project and Viva Voce</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>

9.1 Theory Course / DE / NE Assessment weightages:
The general guidelines for the assessment of Theory Courses, Department Electives and Non – Department Electives shall be done on a continuous basis as given in Table 5.
Table 5: Weightage for Assessment

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment</th>
<th>Weightage</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>First Periodical Assessment</td>
<td>10%</td>
<td>1 period</td>
</tr>
<tr>
<td>2.</td>
<td>Second Periodical Assessment</td>
<td>10%</td>
<td>1 Period</td>
</tr>
<tr>
<td>3.</td>
<td>Third Periodical Assessment</td>
<td>10%</td>
<td>1 Period</td>
</tr>
<tr>
<td>4.</td>
<td>Seminar/Assignments/Project/ Lab</td>
<td>10%</td>
<td>--</td>
</tr>
<tr>
<td>5.</td>
<td>Surprise Test / Quiz / Lab</td>
<td>10%</td>
<td>--</td>
</tr>
<tr>
<td>6.</td>
<td>End Semester Exam</td>
<td>50%</td>
<td>2 to 3 hours</td>
</tr>
</tbody>
</table>

9.2 **Practical:** For practical courses, the assessment will be done by the course teachers as below:
Weekly assignment/Observation / lab records and viva as approved by the Department Exam Committee “DEC”

a. Continuous Internal Assessment -- 50%
b. End Semester Examination -- 50%

9.3 **Theory courses with practical / studio Component:** For theory courses with practical component the assessment will be calculated as follows as approved by the “DEC”

a. Continuous Internal Assessment -- 60%
b. End Semester Exam -- 40%

Table 6: Weightage for Assessment

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment</th>
<th>Weightage</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>First Periodical Assessment</td>
<td>10%</td>
<td>1 period</td>
</tr>
<tr>
<td>2.</td>
<td>Second Periodical Assessment</td>
<td>10%</td>
<td>1 Period</td>
</tr>
<tr>
<td>3.</td>
<td>Third Periodical Assessment</td>
<td>10%</td>
<td>1 Period</td>
</tr>
<tr>
<td>4.</td>
<td>Practical Assessment</td>
<td>30%</td>
<td>----</td>
</tr>
<tr>
<td>5.</td>
<td>End Semester Exam</td>
<td>40%</td>
<td>2 to 3 hours</td>
</tr>
</tbody>
</table>

9.4 **Design Project / Studio– Assessment**
The general guidelines for assessment of Design Project is given in Table 7

Table 7: Assessment pattern for Design Project

<table>
<thead>
<tr>
<th>No.</th>
<th>Review / Examination scheme</th>
<th>Broad Guidelines</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>First Review</td>
<td>Concept</td>
<td>20%</td>
</tr>
<tr>
<td>2.</td>
<td>Second Review</td>
<td>Design</td>
<td>30%</td>
</tr>
<tr>
<td>3.</td>
<td>Third Review</td>
<td>Experiment/Analysis</td>
<td>20%</td>
</tr>
<tr>
<td>4.</td>
<td>Project report and Viva – Voce</td>
<td>Results and Conclusion</td>
<td>30%</td>
</tr>
</tbody>
</table>
9.5 **Internship**
A student has to compulsorily attend Summer / Winter internship during 3rd year for a minimum period of one month.
In lieu of Summer / Winter internship, the student is permitted to register for undertaking case study / project work under an engineering faculty of the Institute and carry out the project for minimum period of one month.
In both the cases, the internship report in the prescribed format duly certified by the faculty in-charge shall be submitted to the HoD. The evaluation will be done through presentation and viva. The course will have a weightage of one credit or as defined in the respective curriculum.

9.6 For End of Programme Project / Dissertation / Internship/ Thesis, the assessment will be done on a continuous basis throughout the semester as given in Table 8

<table>
<thead>
<tr>
<th>No.</th>
<th>Review / Examination scheme</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>First Review</td>
<td>10%</td>
</tr>
<tr>
<td>2.</td>
<td>Second Review</td>
<td>20%</td>
</tr>
<tr>
<td>3.</td>
<td>Third Review</td>
<td>20%</td>
</tr>
<tr>
<td>4.</td>
<td>Project report and Viva – Voce</td>
<td>50%</td>
</tr>
</tbody>
</table>

For the end of programme project and Viva – Voce semester examination, the student shall submit a Project Report in the prescribed format issued by the Institute. The first three reviews will be conducted by a Committee constituted by the Head of the Department. The end – semester assessment will be based on the project report and a viva on the project conducted by a Committee constituted by the Registrar / Controller of examination. This may include an external expert.

9.7 For Non – CGPA courses the assessment will be graded “Satisfactory/Not Satisfactory” and grades of Pass/Fail will be awarded.

9.8 **Flexibility in Assessment:**
The respective Departments under the approval of the Department Exam Committee (DEC) may decide the mode of assessment, based on the course requirements.

9.9 A student securing **less than the minimum** specified internal assessment marks in any course **as specified in clause 9.0, Table 4 will not be permitted** to appear for the end-semester examination in that particular course and will be graded under “RC” category for that course. This will be denoted in the grade sheet as “RC”, till the course is successfully completed in the subsequent semester(s).
10.0 Procedures for Course Repetition / Repeat Examinations

10.1 Summer / Winter Course: - for “RC” Category

a. Students under RC category i.e.
   i. Attendance between 40% and 75% in any course(s) OR
   ii. CIA marks less than the prescribed minimum as specified in 9.0 Table 4 in any course(s) OR
   iii. Falls under both 1 and 2 above

are eligible for registering for the Summer / Winter Course which will be conducted during the Summer / Winter break, to improve their Attendance and/or CIA marks in the courses, by paying the prescribed registration fee fixed from time to time.

b. The Odd semester regular courses will be offered only in the Winter and the even semester regular courses will be offered only in the Summer.

c. RC students shall register by payment of prescribed fee and attend the classes during the summer / winter break and take assessments to earn minimum internal marks (clause 10.0, Table 3) and/or required attendance, to become eligible for writing the Repeat Examinations (Clause 11.3).

d. The revised CIA marks shall not exceed 60% of the total internal weightage for any repeat course.

e. Re- Registration for ‘RC’ category

The students under “RC” category who fail to improve their attendance and/or CIA marks and not become eligible to write the Repeat Examination through the immediate summer/winter course are permitted to re-register for the Summer / Winter course again under “RC” category whenever it is offered in the subsequent semester(s) during their period of study by paying 50% of the prescribed registration fee as mentioned in Clause 11.1 (a). It is the responsibility of the student to fix the appropriate slots in the Summer / Winter course time table. The student will not be able to register if he/she is unable to fix the slots in the time table. The course will remain in the “RC” category until he / she successfully completes that course.

10.2 Course – Repetition - “RA” Category

a. Students who secure attendance less than 40% in any course(s) in a semester will be categorized under “RA” - meaning Repeat the course(s) for want of minimum attendance. The CIA marks obtained by the students placed under RA category will become null and void.
b. “RA” category students shall re-register for the same course once again whenever it is offered in the subsequent regular semesters and has to secure required minimum attendance and minimum internal assessment marks to become eligible to appear in the end semester examination for that course, by paying the requisite fee.

c. It is the responsibility of the student to schedule their time table to include the “RA” courses without affecting the attendance of the regular courses of the current semester.

d. Normally, a student will be permitted to register for not more than 3 “RA” courses in a semester. However, the students who wish to register for more than 3 “RA” courses are permitted to register only if the student finds suitable slots for doing the course within the framework of the time table for the regular semester. Request for registrations of additional RA courses over and above 3 in a semester shall be got approved by the respective HoDs.

e. The student has the option to drop their regular courses proportionally in their regular semester during the course registration process without affecting the minimum credit requirement specified. Such dropped courses will be categorized as “RA”. However, the student has to complete the dropped courses in the subsequent semesters.

f. It is the responsibility of the student to fix the slots for “RA” courses within the framework of the time table and slot availability without affecting his/her regular courses.

g. Detention

A student who secure RC or RA or both in all the theory courses prescribed in a semester shall repeat the semester by registering for the semester in the next academic year. However he/she is permitted to appear for arrear examination as per eligibility.

10.3 Repeat Examinations

a. Normally, the results of the End Semester Examinations for Regular Theory courses are announced within a period of 10 days after the last regular examination.

b. During the even semester, the Repeat Examinations will be conducted for even semester courses and during the Odd semester the Repeat Examinations will be conducted for Odd semester courses.

c. The schedule for the Repeat Examinations will be notified through the Academic Calendar which will be published at the beginning of every academic year.

d. The students under “RC” category, who have secured the requisite attendance and internal assessment marks as applicable, by successfully completing the Summer / Winter course, are eligible to register for the Repeat Examinations.
e. The students who fail to secure a pass or being absent for genuine reasons in their End Semester Examination for the regular courses are permitted to appear for the Repeat Exams by paying the prescribed fee.

f. For the Supplementary examinations (refer: Clause 14.2), the students with “U” grade in any course (refer clause 9.0 and Clause 15.1) shall register by paying requisite fee and appear in the Repeat Examinations.

g. The students who wish to apply for the revaluation of their answer scripts (Regular/Supplementary / Repeat Examinations) should apply immediately after the announcement of results.

11.0 Progression to higher semester

11.1 B.Des.– Regular: Student has to satisfy the following conditions, laid down in (Table 9) for progression from one academic year to next.

<table>
<thead>
<tr>
<th>To enroll for semester</th>
<th>Minimum no. of credits to be earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>NIL</td>
</tr>
<tr>
<td>5</td>
<td>15* credits in 1st, 2nd and 3rd Semesters</td>
</tr>
<tr>
<td>7</td>
<td>30* credits up to 5th Semester</td>
</tr>
</tbody>
</table>

*Credit calculation is applicable for Theory / Theory integrated lab only

If a student fails to satisfy the above clause 11.1 in an academic year, the student has to take a break in study until they become eligible for progression

11.2 B.Des.– Lateral Entry:

Students admitted under lateral entry scheme has to satisfy the following conditions, laid down (Table 10) for progression from one academic year to next.

<table>
<thead>
<tr>
<th>To enroll for semester</th>
<th>Minimum no. of credits to be earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>NA</td>
</tr>
<tr>
<td>7</td>
<td>15 credits* in Theory courses in 3rd, 4th and 5th Semesters</td>
</tr>
</tbody>
</table>

*Credit calculation is applicable for Theory / Theory integrated lab only

If a student fails to satisfy the above clause 11.2 in an academic year, the student has to take a break in study until they become eligible for progression

11.3 If a student is in RC category (due to lack of minimum CIA marks as specified in clause no. 9.0) or RA category (due to lack of minimum attendance as specified in clause 8.0 e) in all theory courses prescribed in a semester, he/she will be detained and will not be allowed to proceed to the next semester. He/she has to re-register for all the
courses in the following academic year only.

12.0 Maximum Duration of the Programme
A student may complete the programme at a slower pace than the regular pace, but in any case in not more than 6 years (12 semesters) for B.Des, excluding the semesters withdrawn as per clause 13.0.

A student completing the B.Des. programmes during the extended period will not be eligible for Institute ranking.

13.0 Temporary Withdrawal from the Programme
   a. A student is permitted to take a break, up to a maximum of 2 semesters, during the entire programme to clear the backlog of arrears.
   b. A student may be permitted by the Vice-Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health, Start-up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, Dean (Academic) and Dean (Student Affairs).

14.0 Declaration of results
14.1. A student shall secure the minimum marks as prescribed in Clause 9.0 Table 4 in all categories of courses in all the semesters to secure a pass in that course.

14.2 Supplementary Examinations: If a candidate fails to secure a pass in a course and gets a “U” grade as per clause 15.1 he/she shall register and pay the requisite fee for re-appearing in the End Semester Examination during the following semester(s). Such examinations are called Supplementary Examinations and will be conducted along with the Regular /Repeat Examinations. The Supplementary Exams for the Odd semester courses will be conducted during the odd semester and supplementary exams for the even semester courses will be conducted during the even semester only. The student need not attend any contact course. The Internal Assessment marks secured by the candidate will be retained for all such attempts.

14.3 A candidate can apply for the revaluation of his/her end semester examination answer script in a theory course, after the declaration of the results, on payment of a prescribed fee.

14.4 If a candidate fails to secure a pass in Practical/Theory with Practical component / Design Project / Internship / Comprehension courses, due to not satisfying the minimum passing requirement (“U” grade) – as per clause 15.1 he/she shall register for the courses by paying the prescribed fee in the subsequent semester when offered by the departments.

14.5 Revaluation is not permitted for Practical/Theory with Practical component/Design Project / Internship / Comprehension courses. However, only for genuine grievances as decided by the Exam Grievance Committee a student may be permitted to apply for revaluation.
14.6 After 5 years, i.e., completion of one year (2 semesters) from the normal duration of the programme, the internal assessment marks obtained by the candidate will not be considered in calculating the passing requirement. A candidate who secures 50% in the end semester examination will be declared to have passed the course and earned the specified credits for the course irrespective of the score in internal assessment marks earned in that course.

14.7 Candidate who earns required credits for the award of degree after 5 years for B.Des. programme (on expiry of extended period of 2 semesters over and above normal duration of course) he/she will be awarded only second class irrespective of his/her CGPA. However, the period approved under temporary withdrawal, if any, from the programme (13.0) will be excluded from the maximum duration as mentioned above.

14.8 Semester Abroad Programme: Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any National / International Institute under semester abroad programme (SAP) up to a maximum of 2 semesters will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per the recommendations of the credit transfer committee.

15.0 Grading
15.1 A grading system as shown in Table 11 will be followed.

<table>
<thead>
<tr>
<th>Range of Marks</th>
<th>Letter Grade</th>
<th>Grade Points</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 – 100</td>
<td>S</td>
<td>10</td>
<td>Outstanding</td>
</tr>
<tr>
<td>80-89</td>
<td>A</td>
<td>09</td>
<td>Excellent</td>
</tr>
<tr>
<td>70-79</td>
<td>B</td>
<td>08</td>
<td>Very Good</td>
</tr>
<tr>
<td>60-69</td>
<td>C</td>
<td>07</td>
<td>Good</td>
</tr>
<tr>
<td>50-59</td>
<td>D</td>
<td>06</td>
<td>Average</td>
</tr>
<tr>
<td>45 – 49</td>
<td>E</td>
<td>05</td>
<td>Pass</td>
</tr>
<tr>
<td>&lt;45</td>
<td>U</td>
<td>00</td>
<td>To Reappear for end-semester examination</td>
</tr>
<tr>
<td>--</td>
<td>RC</td>
<td>00</td>
<td>Repeat Course (Summer / Winter) due to Attendance deficiency (between 40% and 74%) and/or Lack of minimum CIA marks as specified in clause 9.0, Table 4</td>
</tr>
<tr>
<td>--</td>
<td>RA</td>
<td>00</td>
<td>Repeat the course due to (i) Lack of minimum attendance (below 40%) in regular course</td>
</tr>
<tr>
<td>--</td>
<td></td>
<td>00</td>
<td>DETAINED “RC” or “RA” or both in all registered theory courses of a semester. The student is detained and has to repeat the entire semester. Clause 11.3</td>
</tr>
</tbody>
</table>
15.2 GPA and CGPA

GPA is the ratio of the sum of the product of the number of credits $C_i$ of course “$i$” and the grade points $P_i$ earned for that course taken over all courses “$i$” registered and successfully completed by the student to the sum of $C_i$ for all “$i$”. That is,

$$GPA = \frac{\sum_i C_i P_i}{\sum_i C_i}$$

CGPA will be calculated in a similar manner, in any semester, considering all the courses enrolled from the first semester onwards.

15.3 The Grade card will not include the computation of GPA and CGPA for courses with letter grade RC, RA and U until those grades are converted to the regular grades.

15.4 A course successfully completed cannot be repeated.

16.0 Grade Sheet

16.1 Letter grade

Based on the performance, each student is awarded a final letter grade at the end of the semester in each course. The letter grades and corresponding grade points are given in Table 10.

16.2 A student is considered to have completed a course successfully and earned credits if he/she secures a letter grade other than U, RC, RA in that course.

16.3 After results are declared, grade sheet will be issued to each student which will contain the following details:

a. Program and discipline for which the student has enrolled.

b. Semester of registration.

c. The course code, name of the course, category of course and the credits for each course registered in that semester

d. The letter grade obtained in each course

e. Semester Grade Point Average (GPA)

f. The total number of credits earned by the student up to the end of that semester in each of the course categories.

g. The Cumulative Grade Point Average (CGPA) of all the courses taken from the first semester.

h. Credits earned under Non – CGPA courses.

i. Additional credits earned for B. Des. With Minor specialization.

17.0 Class/Division

17.1 Classification is based on CGPA and is as follows:

- CGPA ≥ 8.0: First Class with distinction
- 6.5 ≤ CGPA <8.0: First Class
- 5.0 ≤ CGPA <6.5: Second Class.
17.2 i) Further, the award of ‘First class with distinction’ is subject to the candidate becoming eligible for the award of the degree having passed the examination in all the courses in his/her first appearance with effect from II semester, within the minimum duration of the programme.  
ii) The award of ‘First Class’ is further subject to the candidate becoming eligible for the award of the degree having passed the examination in all the courses within 5 years for B.Des. Programmes  
(iii) The period of authorized break of the programme (vide clause 13.0) will not be counted for the purpose of the above classification.  
(iv) To be eligible for award of B.Des. With Minor Specialization, the student must have earned additional 12 credits in the relevant courses offered by the minor specialization department and has successfully earned 181 credits (165 regular credits + 12 Additional credits + 4 Non CGPA Credits)

18.0 Transfer of credits  
18.1. Within the broad framework of these regulations, the Academic Council, based on the recommendation of the Credit Transfer Committee so constituted may permit students to earn part of the credit requirement in other approved Universities of repute & status in the India or abroad.  
18.2 The Academic Council may also approve admission of students who have completed a portion of course work in another approved Institute of repute under lateral entry based on the recommendation of the credit transfer committee on a case to case basis.

18.3 Admission norms for working Professional:  
Separate admission guidelines are available for working / experienced professionals for candidates with the industrial / research experience who desire to upgrade their qualification as per recommendation of Credit Transfer Committee.  

19.0 Eligibility for Award of the B.Des., / B.Des. With Minor Degree  
19.1 A student shall be declared to be eligible for award of B. Des. / B.Des. With Minor degree if he/she has satisfied the clauses 4.6 / 7 respectively within the stipulated time.  
a. Earned the specified credits in all the categories of courses (vide clause 4.6) as specified in the curriculum corresponding to the discipline of his/ her study;  
b. No dues to the Institute, Hostels, Libraries etc.; and  
c. No disciplinary action is pending against him / her.

The award of the degree shall be recommended by the Academic Council and approved by the Board of Management of the Institute.

20.0 Change of Discipline  
20.1 If the number of students in any discipline of B.Des. class as on the last instructional day of the First Semester is less than the sanctioned strength, then the vacancies in the said
disciplines can be filled by transferring students from other disciplines subject to eligibility. All such transfers will be allowed on the basis of merit of the students. The decision of the Vice-Chancellor shall be final while considering such requests.

20.2 All students who have successfully completed the first semester of the course will be eligible for consideration for change of discipline subject to the availability of vacancies and as per norms.

21.0 Power to modify
Notwithstanding all that has been stated above, the Academic Council is vested with powers to modify any or all of the above regulations from time to time, if required, subject to the approval by the Board of Management.
### B. DES. FASHION & APPAREL DESIGN

**(165 CREDIT STRUCTURE)**

#### SEMESTER - I

<table>
<thead>
<tr>
<th>S. NO</th>
<th>COURSE CATEGORY</th>
<th>COURSE CODE</th>
<th>NAME OF THE COURSE</th>
<th>L</th>
<th>T</th>
<th>P</th>
<th>Credits</th>
<th>S</th>
<th>TCH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>BDB1101</td>
<td>Basic Theory of Design</td>
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<td>1</td>
<td>PC</td>
<td>BDA1102</td>
<td>Anthropometrics and Ergonomics</td>
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<td>BDA1103</td>
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<td><strong>THEORY</strong></td>
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<td><strong>16</strong></td>
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<td>3</td>
</tr>
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<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>CF</td>
<td>BDA1133</td>
<td>Basics of Visualization and Representation</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>0</td>
<td>5</td>
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### SEMESTER - VIII

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## SEMESTER I

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<tr>
<td></td>
<td>1. Understanding the basics elements, principles of design and composition</td>
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<td></td>
<td>2. Understanding on the theories of colour and its impact on our lives</td>
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**Prerequisites:** Nil

### MODULE - 1: ELEMENTS OF DESIGN

Definition, meaning of design, importance of design, examples of design from nature.
Fundamental elements of design; point, line, shape, form, space, texture, value, color and material.

### MODULE - 2: PRINCIPLES OF DESIGN

Introduction to the principles of design - unity, balance, symmetry, proportion, scale, hierarchy, rhythm, contrast, harmony, focus, etc.; use of grids, creating repetitive patterns.

### MODULE – 3: PRINCIPLES OF COMPOSITION

Principles of composition using grids, negative and positive space, symmetrical/asymmetrical, Rule of Thirds, Center of Interest, Gestalts Theory of Visual Composition.

### MODULE – 4: THEORY OF COLOURS


### MODULE – 5: COLOUR PSYCHOLOGY

Psychological impact of color – warm, cool and neutral colors, impact of specific hues, meanings of color, color and form, color and light, color and surface qualities, color and distances and scales.

### SUGGESTED READS

- Golden mean, Fibonacci series

### REFERENCE BOOKS


### E BOOKS

2. [http://v5.books.elsevier.com/bookscat/samples/9780750660754/9780750660754.PDF](http://v5.books.elsevier.com/bookscat/samples/9780750660754/9780750660754.PDF)

### MOOC

# CURRICULUM AND SYLLABUS

## B. DES. FASHION & APPAREL DESIGN

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<tr>
<th>COURSE TITLE</th>
<th>ANTHROPOMETRICS AND ERGONOMICS</th>
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<tr>
<td>1.</td>
<td>Understanding on Ergonomics and Anthropometrics</td>
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<tr>
<td>2.</td>
<td>Their importance and application in practice</td>
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<tr>
<td>3.</td>
<td>Its impact on the human Health, Safety and Productivity</td>
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Prerequisites: Nil

## MODULE - 1 : NEED FOR STUDY

Introduction to Ergonomics, Evolution of Ergonomics theory and practice, Main considerations & focus of Ergonomics

## MODULE - 2 : ERGONOMICS OVERVIEW

Human Factors fundamentals & influence in practical & work situations, Physiology (work physiology) and stress. Environmental factors influencing human performance, Ergonomics applications for improvement (productivity/Stress)

## MODULE – 3 : ANTHROPOMETRY

Introduction to Anthropometry its importance & its relation with Ergonomics. Human physical dimension concern: Human body- structure, function and anthropometrics,

## MODULE – 4 : APPLICATION IN WORK AREAS

Design of Work place using Anthropometry data/analysis and Ergonomic principles. Practical examples highlighting advantages and benefits.

## MODULE – 5 : INFLUENCE IN GARMENT / FASHION INDUSTRY

Various applications in Garment and Fashion Industry. Standardization of sizes and measurements. Work place design for ease of operations and improved Productivity. Improvement of worker health and morale

## SUGGESTED READS

Anthropometrics and garment fit. Work Place design in factory/office

## REFERENCE BOOKS

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<tr>
<td>COURSE TITLE</td>
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<tr>
<td>1.</td>
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<td>2.</td>
<td>Effect of art on the culture and society</td>
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<td>MODULE - 1:</td>
<td>ART DEVELOPMENT</td>
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<td>History of western art from prehistoric times till date</td>
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<td>EFFECT ON CULTURE</td>
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<td>World war I &amp; II and its effect on western art and culture</td>
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<td>MODULE – 3:</td>
<td>INDUSTRIAL REVOLUTION</td>
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<td>Industrial Revolution and its effect on Western art and Culture</td>
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<td>INDUS VALLEY CIVILIZATION</td>
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<tr>
<td>Art &amp; Culture of the Indus Valley Civilization</td>
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<tr>
<td>MODULE – 5:</td>
<td>NEW DIRECTIONS IN ART</td>
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<tr>
<td>Prechristianity era, Gothic era, Renaissance, Neo Classical, Romanticism, Realism, Impressionism, Cubism and Bauhaus.</td>
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<td>LAB/ Mini Project/ Field Work</td>
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<td>Visit to Museum</td>
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<tr>
<td>Minion Civilization, Mesopotamian Civilization</td>
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<td>REFERENCE BOOKS</td>
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<tr>
<td>1. The Complete Visual Guide Artists in History - Painting, Sculpture, Styles and Schools (Big Ideas), Robert Cumming, Penguin (September 2015)</td>
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### COURSE TITLE
Communications Skills

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#### LEARNING LEVEL
BTL - 1,2,4

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<tr>
<td>1.</td>
<td>Enhance the communicative competence with focus on syntax and fluency</td>
<td>3,4,5</td>
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<tr>
<td>2.</td>
<td>Excel oral and written medium and prepare them for employability</td>
<td>3,4,5</td>
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**Prerequisites:** NIL

### MODULE - 1 : IMPORTANCE OF COMMUNICATION
Communication: Importance of Communication; Elements of good individual communication; organizing oneself; different types of communication; Barriers in the path of Communication

### MODULE – 2: LISTENING SKILLS
Listening skills: Listening to conversation and speeches (Formal and Informal) Reading: Techniques of reading, skimming, Scanning, SQ3R technique

### MODULE – 3 : CREATIVE WRITING SKILLS
Creative Writing: Scope of creative writing; Report writing, Paragraph, Letter Writing (Formal and Informal), Memo, Circular, Preparation of Agenda, Minute of the meeting, Notice, Description of Projects and Features

### MODULE – 4: SPEAKING SKILLS
Speaking: How to converse with people, how to communicate effectively; Pronunciation drills, Phonetics, vowels, Diphthongs, consonants, Dialogue and conversational skills, Role play, Telephone etiquette, Interview technique, Preparing for interviews (HR Questions), Mock Interviews

### MODULE – 5 : DIGITAL COMMUNICATION
Impact of internet on communication; communication through computers; voice mail; broadcast messages; e-mail auto response; etc. Video Conference; Tele conference.
**SUGGESTED READS**

Daily Newspaper, E newspapers

**REFERENCE BOOKS**

4. Daniel Colman: Emotional Intelligence, Bloomsburry publication India, 2010

**E BOOKS**


**MOOC**

https://www.mooc-list.com/course/business-english-basics-coursera

<table>
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| COURSE CODE  | BDA1131   | COURSE CATEGORY CF | L-T-P-S | 0-1-2-2 |
|--------------|-----------|---------------------|---------|
| CIA          | 80%       | ESE                 |         |

LEARNING LEVEL BTL - 1,2,3

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<tr>
<td>1.</td>
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<td>Ability to draw any object or landscape</td>
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Prerequisites : Nil

**MODULE - 1 : INTRODUCTION TO PENCIL EXERCISES** (6)

Knowledge about usage of different points of pencils, handling of pencils, practicing lines and tone building exercises. Natural geometric forms with emphasis on depth and dimension, detail & texture, sunlight & shadow.

**MODULE - 2 : FUNDAMENTALS OF DRAWING** (5)

Introduction – Fundamentals of drawing and its practice, introduction to drawing equipment, familiarization, use and handling of various media

**MODULE – 3 : DRAWING AS EXTENSION OF SEEING** (5)

Enhancing eye hand co-ordination blind drawing, focus on object while drawing on paper, gesture drawing, focus on movement of wrist and upper arm,

**MODULE – 4 : IDENTIFYING INTANGIBLE ASPECTS** (8)

Introduction to intangible aspects of drawing, visual experience of elements/ objects through contextualized and displaced out of context/ different context, elements. Enhancing sensorial perceptions, visual compositions as interpreting non-tangible feel or emotion. Aspect of visual experience.
### Module – 5 : Principles of Perspective Drawing

| How objects sit in real space and how the human eye captures it. Horizon, vanishing points, landscape drawing. One point, two point and three point perspective drawing. |

### Lab/Mini Project/Field Work

Visit to Cholamandalam Village

### Suggested Reads

Abstraction, Charosuro, Contour lines & Foreshortening

### Reference Books

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<td>1</td>
<td>Drawing Perspective, Step by Step, Loft publication, Spain, 2012</td>
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<td>Fashion Illustration, Anna Kiper, David &amp; Charles Book, 2011</td>
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<td>3</td>
<td>New Fashion Illustration (New Illustration Series)  English, Paperback, Martin Dawber 2006</td>
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### E Books

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### MOOC

http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/fashion-illustration-course-online/

http://awesomeartschool.com/p/fashion-illustration-for-beginners
COURSE TITLE: MODEL MAKING
CREDITS: 2

COURSE CODE: BDA1132
COURSE CATEGORY: CF
LEARNING LEVEL: BTL - 1,3,5,6
CIA: 80%
CSE: 20%

COURSE OUTCOMES

1. Understanding the properties of soft materials
   Po: 1
2. Ability to manipulate soft and pliable material to create new forms
   Po: 2,4

Prerequisites: Nil

MODULE - 1: INTRODUCTION TO MODEL MAKING
(7)
Introduction to the Mount Board/Paper/Boards for model making – types, properties etc.
Hand building techniques on different planes - making rigid forms like, cubic, spherical, pyramidal shaped forms, depiction of steps, free forms, sculptures, etc.

MODULE - 2: MATERIALS AND TECHNIQUES (CLAY & CERAMIC)
(9)
Ceramics – clay/ plaster of Paris: Introduction to model making, Need; role of scale models in design: general practices - The potter’s wheel – kneading the clay, function of hands in throwing. Introduction to the Ceramic materials used for model making – clay, types and mixtures, properties etc. Hand building techniques- coiling, hand building with clay strips- making a small sculpture in Relief work – addition - making a mural, scooping – tile work.

MODULE – 3: MATERIALS AND TECHNIQUES (METAL)
(9)
Introduction to Gold, Silver, Platinum (Designer application). Introduction to Lurex(Zari)/wires/rods etc (Designer application). Procedures related to Metallic Staining. Properties of metals, definitions of terms with reference to properties and uses of metals, various methods of working with metals, fixing and joinery in metals, finishing and treatment of metals., Simple finishing methods like - Filing, Buffing, Polishing.

MODULE – 4: MATERIALS AND TECHNIQUES (PAPER, PLASTIC & THERMOCOL)
(8)
Properties and uses, various methods of working with paper, paper Mache, plastic and thermocol, fixing and joinery, finishing and treatments, creating shapes and 3D objects.

MODULE – 5: MATERIALS AND TECHNIQUES (RECYCLED MATERIAL)
(9)
Explore recyclable and found pliable materials to form 3 dimensional structures (Volume, Proportion, Surface, quality, characteristic of curve, plane, form and space). Yarn Manipulation using 3 strand braid, Interlace braid and Half knot chain, Square knot/flat knot chain, Alternating square knots, Right hand / Left hand vertical half hitch, Josephine knot and Square knots with beads/rings

SUGGESTED READS
Macramé, Wire crafts, Glass making

REFERENCE BOOKS
### COURSE TITLE

**BASICS OF VISUALIZATION AND REPRESENTATION**

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| ESE          | 20%             |

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#### Prerequisites

Nil

### MODULE - 1: INTRODUCTION TO VISUALIZATION AND REPRESENTATION (8)

Introduction to Visualization and Representation. The need of Visualization and Representation within Design process. Visualization as an optical & psychological process. Visualization as a tool to know one’s own potential to perceive and memorize the impactful events and its visuals.

### MODULE - 2: HAND DRAWING (9)

Drawing lines of different direction as the result of simple controlled hand movement and their experience (Straight-vertical, horizontal, Diagonal- both directions, wavy, circular, zigzag.) freehand line drawings (emphasis is on the appearance of lines and varying pressure and use of various grades of pencil.) Observation of different kinds of lines from reality, and its representation and improvisation.

### MODULE – 3 : INTRODUCTION TO DIFFERENT TOOLS OF DRAWING (8)

Introduction to different tools of drawing and its application in to representation of visual elements- line, shape, form, space, light & shade, texture and tones. Linear strokes made by different tools like chalk, charcoal, brush and ink, ballpoint pen.

### MODULE – 4 : DRAWING OBJECTS (9)

Drawing from object – Nature, Enhancing and expanding the skill of drawing depiction of form and communication. The relationship of 3D view and 2D representation, by making use of a transparent sheet and making a basic drawing of the view of converging or diverging lines.
MODULE – 5 : MATERIAL PROJECTIONS  (8)
Enhancing and expanding the skill of drawing depiction of form and communication.- Freehand Isometric drawing, Isometric Drawings of Cuboids,

LAB / MINI PROJECT/FIELD WORK
Field Visit to Mahaballipuram/ Dakshinchitra / Madras Museum/ Park

REFERENCE BOOKS

2. Betty Edward Fontana- Drawing on the Right Side of the Brain (Publisher: Tarcher; 4 edition (November 2012)
3. Betty Edward Fontana -Color: A Course in Mastering the Art of Mixing Colors (Publisher: Penguin USA (September 2004)

E BOOKS


MOOC


COURSE TITLE  BASIC DESIGN  CREDITS  4
COURSE CODE  BDA1134  COURSE CATEGORY  CF  L-T-P-S  0-1-6-2
CIA  80%  ESE  20%

LEARNING LEVEL  BTL – 1,2,3,5,6

CO  COURSE OUTCOMES  PO
1. Develop out of box thinking skill  2
2. Understanding on various creative problem solving techniques  2

Prerequisites : Nil

MODULE - 1 : INTRODUCTION TO BASIC DESIGN  (8)
Definitions of creativity, understanding components of creativity, definitions of problem solving, theories of creativity, goals and objectives, value judgments, defining problems, information gathering, creative incubation, creative thinking and creative process

MODULE - 2 : THINKING TECHNIQUES  (6)
Principles in generative, convergent, lateral, interactive, graphical thinking, check lists, analysis and synthesis simulation, action ability and implementations of intentions. Blocks in creative thinking
## MODULE – 3 : TOOLS AND TECHNIQUES OF CREATIVITY

(7)

Mind mapping, brain storming with related stimuli and unrelated stimuli, positive techniques for creativity, creative pause, Focus, Challenge, alternatives, concepts, sensitizing techniques, group or individual techniques.

## MODULE – 4 : PROBLEM STATEMENTS

(8)

Brain writing with unrelated stimuli, idea mapping, random input, story boarding exercises, problem solving techniques –brain storming, lateral thinking of De Bono

## MODULE – 5 : CREATIVE SOLUTIONS

(7)

Applicable to designs – Design, Invention, opportunity, problems, improvement, planning, projects, conflicts. Simple Design exercises. Creative Design process – conceptual design, embodiment design, detail design, Iterations.

## SUGGESTED READS

Design Process, Mind Mapping

## REFERENCE BOOKS

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<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships , Gail Greet Hannah, 2002</td>
</tr>
<tr>
<td>2</td>
<td>Basic Principles of Design, Manfred Maier, Vol. 1-4</td>
</tr>
</tbody>
</table>

## E BOOKS

<p>| | |</p>
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<tr>
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<td>1</td>
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## MOOC

https://iversity.org/en/courses/design-101-or-design-basics
CURRICULUM AND SYLLABUS

B. DES. FASHION & APPAREL DESIGN

SEMESTER - II

<table>
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<tr>
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LEARNING LEVEL

BTL - 1,2

CO | COURSE OUTCOMES | PO |
---|----------------|----|
1. | Understanding the use of Principles and Forms in Garments | 1 |
2. | Understanding on Typography and Basic Geometric Shapes | 1 |

Prerequisites: BDB1101

MODULE - 1: INTRODUCTION

Primary elements of design – Point, Line, Plane, Volume. Primary forms, properties of form, transformation of forms - dimensional transformation, subtractive, additive forms, organization of additive forms - Articulation of forms. Space defining elements-horizontal, vertical, openings in space defining elements, Spatial relationship, Spatial organization.

MODULE - 2: PRINCIPLES OF DESIGN

Exploration of the basic principles of composition such as Proportion, Scale, Balance, Rhythm, Unity, Contrast, Character with garment examples. Ordering Principles such as Axis, Symmetry, Hierarchy, Datum, Rhythm & Repetition.

MODULE – 3: ORGANISATION OF FORMS


MODULE – 4: PRINCIPLES OF COMPOSITION

Unity, harmony and specific qualities of design to include dominance, punctuating effect, dramatic effect, fluidity, climax, accentuation and contrast with garment examples.

MODULE – 5: TYPOGRAPHY & GEOMETRY

Basics of Calligraphy and typography, Understanding structure and proportion of types of (Roman Serif and San Serif). Basic solid Geometry

SUGGESTED READS

Geometric Shapes – Tetrahedron, hexahedron, Octahedron, Dodecahedron, Icosahedron

REFERENCE BOOKS


E BOOKS


MOOC

COURSE TITLE | HISTORY OF CLASSICAL WORLD | CREDITS | 2
---|---|---|---
COURSE CODE | BDB1117 | COURSE CATEGORY | PC | L-T-P-S | 2-0-0-0
CIA | | | | ESE | 50% | 50%
LEARNING LEVEL | BTL 1,2
CO | COURSE OUTCOMES | PO | 1
1. | Understanding of the influencers of Fashion and art in various period of history | 1
2. | Understand the various art forms and their impact on culture of the country | 1
Prerequisites : BDA1103

**MODULE - 1 : DEVELOPMENT OF VISUAL REPRESENTATION**
(7)


**MODULE - 2 : CLASSICAL WORLD**
(8)

Romanesque and Gothic architecture and Gothic and early Renaissance painting. Development of arch, vaults, buttresses and stained glass windows. Painters having individuality in terms of style- Giotto, Ducio, Camabue. Indian Miniatures or Japanese, landscapes or Mughal Miniature paintings/ architecture.

**MODULE – 3 : MOVING FOCUS- THE CHANGING SEMIOTICS AND SEMANTICS OF THE VISUAL LANGUAGE**
(8)

The revolution of using visual elements in a dynamic environment which create theatrical effect. The connection of architecture and the elements of space and form. Discovery of illusion and distortion for dramatic effect on the viewers mind. Fall of Napoleon and outbreak of the war, French revolution, Darwin, Karl marks, birth of photography and change in perception of visual experience

**MODULE – 4 : FAMOUS ARTIST & THEIR WORK**
(7)

Impressionism and Expressionism Monet, Edouard Manet, Van Gogh, Edward Munch, Henri Matisse, Wassily Kandinsky, Sculpture- August Rodin. Dada, The art of Marcel Duchamp, Pablo Picasso, and Jackson Pollok

**MODULE – 5 : INDIAN ART, ARTIST AND THEIR WORK**
(6)

Famous Indian Art works, Artists and their works and crafts of India.

**LAB/MINI PROJECT/FIELD WORK**

Field Trips -Art Exhibition & Chennai Egmore Museum

**SUGGESTED READS**

Study about different artists, different types of world art

**REFERENCE BOOKS**


2. The Complete Visual Guide Artists in History - Painting, Sculpture, Styles and Schools (Big Ideas), Robert Cumming, Penguin (September 2015)
### COURSE TITLE

**COURSE TITLE**: SCIENCE OF TEXTILES

**COURSE CODE**: BDA1118

**CREDITS**: 3

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**LEARNING LEVEL**: BTL1,2

**COURSE OUTCOMES**

1. To obtain basic knowledge on Textile Industry and the terminology used in textiles

2. Understand the performance characteristics of fibre, yarn and fabrics, their production process and the fabric construction process

3. Analyze and the different types of fibers and fabrics and their unique characteristics

**Prerequisites**: Nil

---

### MODULE - 1: INTRODUCTION TO TEXTILES


### MODULE - 2: FIBER

**Primary Properties of Fiber** – Length to Width Ratio, Tenacity, Flexibility, Cohesiveness and Uniformity


### MODULE – 3 : YARN

**Spinning** – Spinning methods, Yarn Properties - yarn twist (S&Z directions), count and strength.

**Mechanical Yarn Formation of Cotton, Jute, Linen, Woolen, Worsted & Silk Yarns.**

**Chemical Spinning** – Wet, Melt & Dry spinning of filament yarns.

**Yarn Types** - Ply Yarn, Cable yarn, double yarn and novelty yarns
### MODULE – 4 : WEAVING (8)
Parts of a Basic Loom – Shuttle, Heddle, Reed, Warp beam & Cloth Beam
Basic Weaving operation – Shedding, Picking, Beating, taking in and Letting off
Types of Looms – Handloom, Dobby loom, Power loom, rapier and Jacquard loom
Parts of a fabric – Warp, Weft, Grain, Bias and Selvedge
Basic Weaves – Plain Weave, Basket Weave, Rib, Twill, Satin and Sateen
Complex & Fancy weaves – Swivel, Lappet, Leno, Double Cloth, Pile and Jacquard

### MODULE – 5: KNITTING & NON-WOVEN FABRIC CONSTRUCTION (6)
Differences Between Woven and Knitted Fabrics. Types of Knitting Machines; Circular and Flat Machines.
General Knitting Terms- Wales, Courses, Face and Back, Knitting Needles, Cut and Gauge.
Knit Stitch, Purl Stitch, Miss Stitch and Tuck stitch. Fabrics: Single Jersey, Double Jersey, Interlock, rib
Non-Woven Fabrics: Methods and Materials to Manufacture Non-Woven Fabrics; Bonded Fabrics; Foam Laminated Fabrics; Felt

### LAB / MINI PROJECT/FIELD WORK
Practical testing of fibres /fabrics, Industrial visit to Textile & Fabric Manufacturing Unit and Textile Testing Center

### SUGGESTED READS
Different types of Natural and Synthetic Fibres : Kapok, Pina, Coir, Spider silk, Nylon, Polyurethane,
Specialty Woven and Knitted Fabrics, Technical Textiles

### REFERENCE BOOKS
1. Garment Technology for Fashion Designers, Cooklins , Hayes, MsLoughlin & Fairclough, Wiley India, 2012
3. Textile Science: An Explanation of Fibre Properties, Gohl & Vilensky, CBS Publishers, 2005
4. Textiles, Sara J. Kadolph, Pearson publication, 2009

### E BOOKS
1. Hand Book of Technical Textiles

### MOOC
https://www.mooc-list.com/course/textile-fundamentals-mooc-marist-college
### Course Information

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<tr>
<td>1.</td>
<td>To understand our natural resources, ecosystem and the biodiversity of the planet</td>
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<td>2.</td>
<td>Obtain basic knowledge on environment pollutions, its types and pollutants</td>
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**Prerequisites:** Nil

### Module 1: Introduction to World Art & Cultures (3)
Definition, scope and importance of environmental studies, Need for public awareness. Renewable and non-renewable resources: Natural resources and associated problems. Forest resources: Water resources: Mineral resources: Food resources: Energy resources: Land resources:

### Module 2: ECO Systems (3)
Structure and function of an ecosystem, Concept of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Types of Eco system

### Module 3: Biodiversity and Its Conservation (2)
Bio-geographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Hot-sports of biodiversity. Threats to biodiversity. Endangered and endemic species of India. Conservation of biodiversity

### Module 4: Environmental Pollution (3)
Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear hazards, Solid waste Management, Disaster management: floods, earthquake, cyclone and landslides.

### Module 5: Social Issues and the Environment (3)

### Suggested Reads
- Biogeogenesis, Greenagenda, Sustainability

### Lab / Mini Project/Field Work
- A study on the environment status of the village adopted by HITS
## COURSE TITLE

### VALUE AND ETHICS

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### LEARNING LEVEL

BTL-1,4,5

### COURSE OUTCOMES

1. Understanding values and its importance in current scenario
   - **PO**: 1
2. Understanding human rights and identifying the social evils
   - **PO**: 1
3. Spreading awareness amongst others to help curb injustice and spread human values
   - **PO**: 1

### Prerequisites

Nil

### MODULE - 1: NEED FOR STUDY

(3)


### MODULE - 2: PERSONAL VALUES

(5)


### MODULE - 3: SOCIAL VALUES

(5)


### MODULE - 4: PROFESSIONAL VALUES

(5)

Professional values – Definition – Competence – Confidence – Devotion to duty –Efficiency – Accountability – Respect for learning /learned – Willingness to Learn-Open and balanced mind – Team spirit – Professional Ethics – Willingness for Discussion; Difference between understanding and assuming Time Management: Issues of planning, as well as concentration
(and aligning with self-goals) Expectations from yourself. Excellence and competition, coping with stress, identifying one’s interests as well as strengths.

### MODULE – 5 : BEHAVIOURAL VALUES

Behavioral values – Individual values and group values. Anger: Investigation of reasons, watching one’s own anger; Understanding anger as: a sign of power or helplessness, distinction between response and reaction. Right utilization of physical facilities. Determining one’s needs, needs of the self and of the body, cycle of nature. Relationship with teachers. Inside the class, and outside the class, interacting with teachers. Complimentary nature of skills and values. Distinction between information & knowledge Goals: Short term goals and long term goals; How to set goals; How to handle responsibilities which have to be fulfilled while working for goals.

### LAB/MINI PROJECT/FIELD WORK

Develop short Skit / street play on a topic of social reform and perform in Villages adopted HITS

### SUGGESTED READS

Watch Female Problem Centric Movies Like – Pink

### REFERENCE BOOKS

|---|-----------------------------------------------------------------------------------|

### E BOOKS

<table>
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<tr>
<th></th>
<th><a href="https://www.researchgate.net/publication/293755836_VALUE_EDUCATION_NEEDED_OF_THE_HOUR">https://www.researchgate.net/publication/293755836_VALUE_EDUCATION_NEEDED_OF_THE_HOUR</a></th>
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### COURSE TITLE
**FASHION ILLUSTRATION BASICS**

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#### COURSE CATEGORY
AC
L-T-P-S
0-0-4-2

#### CIA
80%
ESE
20%

#### LEARNING LEVEL
BTL – 2,3,6

#### Course Outcomes

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<tr>
<td>1.</td>
<td>Remembering and understanding the course contents</td>
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<tr>
<td>2.</td>
<td>Applying the knowledge acquired from the course</td>
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<td>3.</td>
<td>Understanding of various approaches to figure drawing.</td>
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#### Prerequisites
BDA1133

### MODULE - 1: INTRODUCTION TO FASHION ILLUSTRATION (10)

Changes in fashion illustration styles and proportion over the centuries. The role of fashion illustration as a mode of expression and representation for contemporary apparel styles and trends.

### MODULE - 2: BASIC GESTURE DRAWING (9)

Make stick figures in different poses, make geometric figures, blocking the human body, bodyline reading through different poses.

### MODULE - 3: FLESHED FIGURE (9)

Understanding Human Anatomy and studying the different body parts in detail.

### MODULE - 4: DRAWING FEATURES (10)

Face analysis. Draw features eyes, nose, ear, lips, face, hands, arms, feet, legs and hairstyles.

### MODULE - 5: THE FASHION FIGURE (10)

Fashion figure - The Greek Canon, 8½, 10 and 12 heads, front, back and ¼ profiles

### SUGGESTED READS

- History of Fashion Illustration, Fashion Illustrators
- Fashion Illustration, Anna Kiper, David & Charles Book, 2011
- Fashion Illustration Children, Patric, John Ireland, BT Bastford Ltd, 2005
- New Fashion Illustration (New Illustration Series) English, Paperback, Martin Dawber 2006

### E BOOKS


### MOOC

- https://www.udemy.com/learn-to-draw-fashion-with-adobe-illustrator-cc-beginners/?siteID=SAyYsTvLiGQ-uauSNP8uukNxryGp.1egTA&LSNPUBID=SAyYsTvLiGQ
- https://www.milanfashioncampus.eu/fashion-illustration
- http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/fashion-illustration-course-online/
- http://awesomeartschool.com/p/fashion-illustration-for-beginners
COURSE TITLE: ADVANCED VISUALIZATION AND REPRESENTATION
CREDITS: 2

COURSE CODE: BDA4142
COURSE CATEGORY: AC
LEARNING LEVEL: BTL - 1, 2, 3

CIA: 80%
ESE: 20%

CO
PO
1. The student shall be able to replicate what he or she sees. Reinforcing the principles of traditional drawing skills. 1
2. Developing new ways of thinking, seeing, and creating (making). 2
3. Understanding the principles of perspective drawing and colour 1

Prerequisites: BDA1133

MODULE – 1: UNDERSTAND BASIC PRINCIPLES OF RENDERING IN COLOR MEDIA (9)
Introduction to colour application based on colour theory (Pigment theory). Introduction to various colour media- dry colour media, colour pencils, pens, crayons, oil pastels, dry pastels, Wet colour media, water colours, poster colours, photo colour inks.

MODULE – 2: COLOUR (10)
Focusing on colour mixing and achieving different nuances of colour. To understand how colours react and combine to give an intended effect/experience. Colour mixing techniques- Cross hatching, smudging, Water colour wash, Imitating/Copying the work of a master artist.

MODULE – 3: COLOUR RENDERING TECHNIQUES (10)
Rendering in detail of at least 4 different materials (e.g. Wood, Plastic, Ceramic, Glass, Fabric etc.) using different mediums.

MODULE – 4: STILL LIFE AND NATURE STUDY (10)
Monochromatic Study of still life Compositions by varying arrangements/by observing from different angles, Multicolor Study of still life Composition by varying arrangements/by observing from different angles, Multicolor Studies of Composition in Nature by observing from different angles and viewpoints. Colour Pencils, Dry Pastels, Water colours, Acrylic/Poster Colours

MODULE – 5: HUMAN ANATOMY (8)
Studies in: Understanding Human Anatomy with respect to realistic proportions
Body balance and proportions - Male & Female, to understand the aesthetics of human postures. Body movements & Postures using live models/photographs/master’s works.

LAB/MINI PROJECT/FIELD WORK
Field Visit to Mahaballipuram/ Dakshinchitra / Madras Museum/ Park

REFERENCE BOOKS
1. Betty Edward Fontana- Drawing on the Right Side of the Brain (Publisher: Tarcher; 4 edition (November 2012)
2. Betty Edward Fontana - Color: A Course in Mastering the Art of Mixing Colors (Publisher: Penguin USA (September 2004)

### E BOOKS

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### MOOC

https://www.coursera.org/learn/uva-darden-design-thinking-innovation

### COURSE TITLE

**COMPUTER DESIGN BASICS**

### CREDITS

2

### COURSE CODE

BDA1143

### COURSE CATEGORY

CF

### CIA

80%

### ESE

20%

### LEARNING LEVEL

BTL - 1, 2, 3

### CO

<table>
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<tr>
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<tr>
<td>1. Develop a basic concept of computers &amp; its structure.</td>
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<tr>
<td>2. Enable students to understand the working of commonly used software and their use in business organizations.</td>
<td>5</td>
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<tr>
<td>3. Create small design using tools in Ms. Paint</td>
<td>3</td>
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</table>

### Prerequisites:

Nil

### MODULE - 1 : COMPUTER ORIENTATION

(8)

Introduction to Computer Hardware & Software:

Basic functions of File Management: Managing Windows Explorer; Creating, moving, renaming and deleting folders and files; Understanding file extensions; Viewing storage devices and network connections.

Introduction to the Internet: The role of Internet in design process flow, Internet Browsers, Internet Tools, Search Engines.

### MODULE - 2 : MICROSOFT WORD

(10)

Using templates to create new documents, Creating and editing text, Formatting text, pages, and paragraphs, Adding headers, footers, and page numbers, Applying styles and themes to documents, Creating bulleted and numbered lists, Working with tables, macros, and building blocks, Illustrating documents, Proofing, reviewing, and printing documents

### MODULE - 3 : MICROSOFT EXCEL

(9)

Working with Excel interface, entering data, formatting rows, columns, cells, and data, working with alignment and text wrap, creating formulas and functions, Finding and replacing data, Printing and sharing worksheets, Creating charts and PivotTables, Inserting and deleting sheets
MODULE – 4: MICROSOFT PRESENTATION SOFTWARE (10)

Understanding presentation and types of presentation
Creating presentations from themes and templates, Using and editing slide masters, Changing the layout or theme, Adding pictures, objects, shapes, diagrams, and charts, Working with bullet points, text boxes, and tables, incorporating video, audio, and animation, adding speaker notes and comments, Revising and Running a slideshow, Reusing and sharing PowerPoint presentations

MODULE – 5: SCANNING AND MS. PAINT (9)

Scanning Techniques: Understanding pixels and resolution, choosing scanning software, Resolution, colour modes, scanning for print, for use on websites, converting images and documents to PDFs, Creating PDFs for OCR Explore drawing skills: Working with selection tools, Brush tools, shapes, colors, text

SUGGESTED READS
Excel formulas for data analysis, Layout formation in Word

REFERENCE BOOKS
2. Mastering MS Office – 2000 by Tech Media

E BOOKS

MOOC
https://www.edx.org/school/microsoft

COURSE TITLE
CREATIVE THINKING SKILLS
CREDITS

COURSE CODE: BDA1144
COURSE CATEGORY: CF
LEARNING LEVEL: BTL-2,3,5,6

CREDITS: 0-0-4-2

CIA: 80%
ESE: 20%

Prerequisites : BDA1134

MODULE -1: CREATIVITY (10)
Explanation on creativity, Icebreaker: Thinking Outside the Box, Combining Ideas: How to combine ideas for creative thinking breakthroughs, Combining ideas is one of the fundamental exercises in creative thinking.

MODULE- 2: CREATIVE THINKING TOOLS (9)
Thinking tool no. 1: Kick Cards, 2: The Inverse, 3: Double Six Good Bad Interesting: Get creative thinking with the G.B.I. exercise – Dr Edward de Bono. Brainstorming,
### MODULE – 3 : PRINCIPLES OF CREATIVITY (10)

- Creative Problems: Defining creative problems and solutions.
- Diffusion: Spreading ideas through social networks.
- Divergence and convergence: Staying open and staying focused.
- Exploration: Going where no one has gone before.
- Forced association: Banging things together to create new things.
- Ground Rules: Shared rules that enable safe creativity.
- Jumping: Jumping to new idea domains.
- Practice: Build your 'creative muscle' with regular practice.
- Questioning: Asking things to get the mind going.

### MODULE – 4 : TOOLS FOR DEFINING THE PROBLEM (10)

- CATWOE, Challenge, Chunking, Context Map, A Day in the Life of., Is – Is not, how to: The Kipling method (5W1H), Positives, Negatives, Problem Statement: achieve. Purposing:
- Reverse Brainstorming: , SCAMPER: , Storyboarding: , Visioning: , Wishing:

### MODULE - 5 :TOOLS FOR SELECTING IDEAS (9)

- Concept Screening: , The Hundred Dollar Test: , Negative Selection: , NUF Test:
- Check idea is New, Useful and Feasible., PINC Filter: , Swap sort:

### LAB/MINI PROJECT/FIELD WORK

Ideate and create a socially viable and useful product to solve an existing problem

### SUGGESTED READS

- Six Thinking Hats, Design Thinking

### REFERENCE BOOKS

|   | Rod Judkins, The Art of creative thinking, Sceptre Pub, 2015 |

### E BOOKS

|   | [https://www.pdfdrive.net/six-thinking-hats-e32030055.html](https://www.pdfdrive.net/six-thinking-hats-e32030055.html) |
|   | [https://books.google.co.in/books?id=I1o4DgAAQBAJ&pg=PP1&dq=mooc%20courses%20on%20glass&pg=PT48#v=onepage&q&f=false](https://books.google.co.in/books?id=I1o4DgAAQBAJ&pg=PP1&dq=mooc%20courses%20on%20glass&pg=PT48#v=onepage&q&f=false) |

### MOOC

- [https://iversity.org/en/courses/design-101-or-design-basics](https://iversity.org/en/courses/design-101-or-design-basics)
## CURRICULUM AND SYLLABUS

### B. DES. FASHION & APPAREL DESIGN

#### SEMESTER III

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<td>BTL -1,2</td>
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### COURSE OUTCOMES

1. Develop a holistic understanding of fashion, trends, and forecasting in a global setting.
2. Effectively communicate your understanding of fashion trends in both visual and written form.
3. Understand the relationship from the forecasting to product development and the need for forecasting knowledge for all aspects of apparel and textile businesses.

### Prerequisites
Nil

### MODULE - 1: FASHION FORECASTING (8)

Fashion Forecasting & its types Forecasting (Time based), Short term forecasting, Long term forecasting, Forecasting (Technique based), Judgmental forecasting, Intuitive forecasting, Delphi technique. Process of fashion forecasting; sources of fashion forecasting.

### MODULE - 2: COLOUR FORECASTING (7)

Color Forecasting Its importance, Its impact on fashion scenario, 24 moods categorization

### MODULE – 3: TREND ANALYSIS (8)

Trend Analysis Identification / Selection of target market Trend analysis of earlier seasons to understand trend spotting methods & trend lifecycles Forecast interpretation of the current / subsequent season Developing Style directions based on selected markets Trend reporting & data presentation

### MODULE - 4: TREND ANALYSIS (6)

Trend analysis for the different seasons, Trend Analysis Agencies – WGSN and Promo style, Trend Reports, Google Trends.

### MODULE – 5: TREND STUDY (6)


### SUGGESTED READS


### REFERENCE BOOKS

2. Elaine Stone (2013), Dynamics of Fashion, Fair Child Books
E BOOKS

1. Fashion Sketch Book

MOOC

https://www.udemy.com/learn-to-draw-fashion-with-adobe-illustrator-cc-beginners/?siteID=SAyYsTvLiGQ-uausPN8UukNxyGp.f1egTA&LSNPUBID=SAyYsTvLiGQ

https://www.milanfashioncampus.eu/fashion-illustration

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| CIA | 50% | ESE | 50% |

| LEARNING LEVEL | BTL - 1,2 |

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<tbody>
<tr>
<td>1.</td>
<td>Understand the fashion terminologies, fashion scenario and fashion industry</td>
<td>1</td>
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<tr>
<td>2.</td>
<td>To foster an understanding of international / Indian designers and their work</td>
<td>1</td>
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<tr>
<td>3.</td>
<td>Get an insight into the more recent developments in the field of global fashion and fashion trends</td>
<td>1</td>
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</tbody>
</table>

Prerequisites: Nil

MODULE - 1: INTRODUCTION TO FASHION

Introduction to fashion, Business of Fashion: Importance of Fashion, Economic importance of Fashion Business, Four levels of Fashion (Primary level, Secondary level, Retail level & Auxiliary level) Market segmentation (Demographics, Geographic, Psychographics & Behavioural), Economic Environment, Social Environment

MODULE - 2: FASHION INFLUENCES


MODULE – 3: FASHION THEORIES

Fashion theory – Trickle up, Trickle down and Trickle across
Consumer identification with fashion life cycle – fashion leaders/ Style Icon / followers/ innovators/motivators/ victims

**MODULE – 4 : FASHION SEASONS & TERMINOLOGIES** (8)


**MODULE – 5 : FASHION DESIGNER STUDY** (6)

Designer Study: International & Indian fashion designers and their brands based on following criteria:

**LAB/MINI PROJECT/FIELD WORK**

Visit to Renowned Designers Boutiques in the City

**SUGGESTED READS**

Different types of Culture around the world, National & International fashion Designers

**REFERENCE BOOKS**

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<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gini Stephen Frings (2007), Fashion Concept to Consumer, Pearson</td>
</tr>
<tr>
<td>2</td>
<td>Elaine Stone (2013), Dynamics of Fashion, Fair Child Books</td>
</tr>
<tr>
<td>3</td>
<td>Fred Davis (2002), Fashion, Culture and Identity, University of Chicago Press</td>
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**E BOOKS**

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**MOOC**

https://www.mooc-list.com/course/management-fashion-and-luxury-companies-coursera

https://www.mooc-list.com/course/fashion-style-icons-and-designing-historical-elements-kadenze
COURSE TITLE | TECHNOLOGY OF SEWING | CREDITS | 3
COURSE CODE | BDB1203 | COURSE CATEGORY | PC | L-T-P-S | 2-0-2-0
CIA | 60% | ESE | 40% | INTERNAL EXAM

LEARNING LEVEL | BTL-1,2,3

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<tbody>
<tr>
<td>1.</td>
<td>Understanding the features of sewing Machine its parts and the types of industrial sewing machine</td>
<td>1</td>
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<tr>
<td>2.</td>
<td>Identification of different types of seams, seam finishes, Fullness, Plackets, Pockets sleeves and collar for various garments</td>
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<tr>
<td>3.</td>
<td>Handling the sewing machine and the ability to do stitch basic stitches on fabric</td>
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</table>

Prerequisites: Nil

MODULE - 1 : BASIC INDUSTRIAL TERMINOLOGY (10)

MODULE - 2: SEWING MACHINE PARTS AND FUNCTIONS (10)
Parts and functions of Sewing machine, Types Machine needle, Stitch formation, Sewing machine practice, Care and maintenance, Trouble Shooting, Types of Industrial Sewing Machine, Over lock machine - Parts and functions, Machine practice, Care and maintenance

MODULE – 3 : HAND STITCHES (9)

MODULE – 4 : SEAMS AND SEAMS FINISHES (9)
Seams - Classification - Uses - Properties of Seams - Seam finishes

MODULE – 5 : FULLNESS (8)
Introduction – Darts - Pleats - Tucks - Gathering and Shirring - Flare - Ruffles/ Frills (Straight & Circular) - Types & uses

SUGGESTED READS
Industrial Sewing Mechanism, Stitching Mechanism, Time study, Fundamentals of Apparel, Fitting, Marking, Stitching and Finishing

REFERENCE BOOKS
CURRICULUM AND SYLLABUS

B. DES. FASHION & APPAREL DESIGN

3. Garment Manufacturing Technology, EIRI Board, Engineers India Research Institute

E BOOKS


MOOC

2. Learn to Sew - http://mellysews.com/2015/01/learn-sew-free-online-course.html

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<td>1.</td>
<td>To develop structured garment using draping techniques</td>
<td>2</td>
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<tr>
<td>2.</td>
<td>Creating styles of draped garments manipulating the basic set</td>
<td>2</td>
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<tr>
<td>3.</td>
<td>Create innovative styles of clothes by draping</td>
<td>2</td>
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</table>

Prerequisites : Nil

MODULE - 1 : HUMAN FIGURES TYPES AND INTRODUCTION (10)
Human Figures - Eight Head Theory - Types of Figures Body Measurements - Importance - Types & Measuring Techniques - Precautions - Measurement Charts

MODULE – 2 : IMPORTANCE OF PATTERN (10)
Patterns - Importance - Pattern Information - Types Spreading & Pattern Layout - Importance - Spreading methods/machines. Pressing Tools - Methods Importance of Pressing

MODULE – 3 : INTRODUCTION TO DRAPING (12)
**MODULE – 4: SLOPER PREPARATION**  

**MODULE – 5: SKIRT VARIATIONS**  
Basic skirt and variations – flared skirt, circular skirt and Wrap skirt

**SUGGESTED READS**
Types of pattern making, Pattern Preparation using dress form, Dart location, Grading & Marker Making & Skirt – Yoke – Flounce – gored – panel

**REFERENCE BOOKS**
2. Draping for Apparel Design, 2013, Helen Joseph-Armstrong

**E BOOKS**

**MOOC**
1. http://mooc.live/sewing-for-beginners-online-course/

---

**COURSE TITLE**  
RASERITIZE COMPUTER DESIGN

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<tr>
<td>Understanding Rasterize computer designing tools</td>
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<td>Creating designs and image editing</td>
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**Prerequisites : BDA1142**

**MODULE - 1: UNDERSTANDING OF RASTER AND VECTOR GRAPHICS**  
Principles of Bitmap graphics and file formats, Bitmap Vs. vector graphics, differentiation, their usage and applicability, Introduction to digital color theory and calibration, Graphical interface using Photoshop, Conversion of vector image to raster and vice a versa.
<table>
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<tr>
<th>MODULE - 2: INTRODUCTION TO ADOBE PHOTOSHOP</th>
<th>(12)</th>
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<tbody>
<tr>
<td>Introduction to Tools, Image size &amp; Resolutions, Understand basic and commonly used Photoshop tools and Palettes, Selecting correct file size and resolution depending on required outcome, Selection Tools, Saving and Importing</td>
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<tr>
<th>MODULE - 3: IMAGE EDITING, TYPOGRAPHY, BRUSHES</th>
<th>(10)</th>
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<tbody>
<tr>
<td>Using layers, Layer styles, Transforming images, Creating and using brushes, Understanding Typography</td>
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<tr>
<th>MODULE – 4: PATHS AND VECTOR SHAPES</th>
<th>(12)</th>
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<tbody>
<tr>
<td>Mastering the Pen tool, Using the paths palette, Editing paths; saving paths; reshaping; converting paths to selection; stroking and filling paths, Create shapes, rasterize a shape layer, transform a shape layer, Converting between paths and selection borders, Silhouetting with paths</td>
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<th>MODULE – 5: APPLYING FILTERS, COLOUR TONE ADJUSTMENTS AND MANAGEMENT</th>
<th>(10)</th>
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<tr>
<td>Use of certain filters to create print patterns and effects, Working on Backgrounds, Scanning and Printing in Photoshop, Cleaning hand drawn sketches in Photoshop</td>
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<table>
<thead>
<tr>
<th>REFERENCE BOOKS</th>
</tr>
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<tbody>
<tr>
<td>1 Eismann, Katrin, Photoshop Retouching Techniques, Simmon – Steve</td>
</tr>
<tr>
<td>2 Adobe Photoshop CS6, Class room in a book, Dorling Kingslay Pub, 2013,</td>
</tr>
<tr>
<td>3 Photoshop CS6 In Simple Steps, Anand book house, Delhi, 2015</td>
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<th>E BOOKS</th>
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<tr>
<td>2 <a href="http://www.mypracticalskills.com/store/photoshop-for-fashion-ebook/">http://www.mypracticalskills.com/store/photoshop-for-fashion-ebook/</a></td>
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<td><a href="https://www.mooc-list.com/course/learn-designing-using-adobe-photoshop-scratch-eduonix">https://www.mooc-list.com/course/learn-designing-using-adobe-photoshop-scratch-eduonix</a></td>
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## COURSE TITLE

**FASHION PHOTOGRAPHY**

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## LEARNING LEVEL

BTL - 1,2,3,4

## COURSE OUTCOMES

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<tbody>
<tr>
<td>1.</td>
<td>Understanding and handling camera for effectively communicating ideas</td>
<td>1, 4</td>
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<tr>
<td>2.</td>
<td>Creating the look through fashion styling and capturing the visual image</td>
<td>4</td>
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## Prerequisites
Nil

## MODULE - 1 : INTRODUCTION TO PHOTOGRAPHY

(7)
Parts of a camera

## MODULE - 2 : ELEMENTS OF PHOTOGRAPHY

(8)
Elements of photography, lighting, camera techniques, Depth of Field and Focus and framing

## MODULE – 3 : PREPARATION FOR THE SHOOT

(11)
Selection of location for an indoor / outdoor, Creation of a suitable ambience / backdrop for shoot, Sourcing and coordination of clothes and accessories according to a theme / season, criteria and selection of model, Coordination of movement, mood and image of model and apparel

## MODULE – 4 : FASHION PHOTOGRAPHY

(10)
Photography in indoor and outdoor shoots – Settings and techniques

## MODULE – 5 : FASHION PHOTO SHOOT

(12)
Model Photo Shoot with Styling, for magazine cover and posters

## LAB / MINI PROJECT / FIELD WORK

As per Assignment

## SUGGESTED READS

Wildlife Photography & Sports Photography

## REFERENCE BOOKS

1. Langford Fox, sawdon Smith, Basic Photography, Taylor and Francis, 2012

## E BOOKS


## MOOC

http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/fashion-photography-course/

http://www.londonschooloftrends.com/e-learning/fashion-photography
# Advanced Fashion Illustration

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<td>CO</td>
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<td>PO</td>
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<tr>
<td>1.</td>
<td>To realize the requirement for illustration skills as an essential tool of visual communication for the industry</td>
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<tr>
<td>2.</td>
<td>To develop skills in Fashion Model Drawing (drawing from a live model)</td>
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<tr>
<td>3.</td>
<td>Capacity to draw figures and sketch features, postures and fleshed figures in various postures with detailing</td>
<td>4</td>
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**Prerequisites:** BDA1141

**MODULE - 1: INTRODUCTION TO CHILDREN’S CROQUI** (10)

Introduction to children’s Croqui – Different ages, postures, stylization, developing theme based design illustration for kids collection

**MODULE - 2: MALE CROQUI** (9)

Stick and flesh out figures and Poses

**MODULE - 3: MALE STYLIZED CROQUIS** (9)

Theme based stylized collection

**MODULE - 4: FLAT DRAWING** (10)

Development of flat sketches for garments, rendering flat sketches.

**MODULE - 5: FABRIC AND GARMENT RENDERING** (10)

Draped garment croquis, fabric rendering on croquis (Printed cotton, silk chiffon, velvet, denim, wool and knit)

**SUGGESTED READS**

Rendering techniques

**REFERENCE BOOKS**

2. Fashion Illustration Children, Patric, John Ireland, BT Bastford Ltd, 2005

**E BOOKS**


**MOOC**
### COURSE TITLE

**COURSE TITLE:** MINI PROJECT – CRAFT STUDY  
* (Summer 5 Days)  
**CREDITS:** 1

| CIA | 100% | ESE | 0% |

| LEARNING LEVEL | BTL-2,3,4 |

### COURSE OUTCOMES

1. Understanding Crafts of India and their the production process  
2. Understanding the problems associated with the craft & the craftsmen and creating solutions to those problems  
3. Society Interaction and contribution to social upliftment

**Prerequisites:** BDA1131, BDA1133

### MODULE - 1: LITERATURE STUDY  
Field Study Day 1

Learning about the different indigenous crafts of India. Identifying local craft development centers and crafts.

### MODULE - 2: ON SITE STUDY  
Field Study Day 2

Observation – Craft Development Procedure

### MODULE – 3: DATA COLLECTION  
Field Study Day 3

Collection of Data about the craft & craftsmen thru survey / questionnaire / interview.  
Recording of data using pictures, videos, sketches & sample collection.

### MODULE – 4: DATA ANALYSIS  
Field Study Day 4

SWOT Analysis, Problem Identification & Finding Solutions

### MODULE - 5: DESIGN SOLUTION  
Field Study Day 5

Providing solution to the problem identified in the form of designs & preparation of document

### REFERENCE BOOKS

1. *Crafts of India - Handmade in India – Aditi Ranjan & MP Ranjan, Council of Handicraft Development Corporations*
### SEMESTER IV

<table>
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<tr>
<th>COURSE TITLE</th>
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**LEARNING LEVEL**  
BTL - 1, 2, 4

**COURSE OUTCOMES**  

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<tbody>
<tr>
<td>1.</td>
<td>Obtain basic knowledge on World Textiles to understand the techniques used for different World Textiles</td>
<td>1</td>
</tr>
<tr>
<td>2.</td>
<td>Recreating knowledge gained by developing period costumes using drapes</td>
<td>1</td>
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<tr>
<td>3.</td>
<td>Using skill creating miniature prototypes of period costumes</td>
<td>2</td>
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</table>

**Prerequisites:** BDA1103, BDB1117

**MODULE - 1 : HISTORY OF TEXTILES & COSTUME**  
(7)

Introduction:  
- Pre-historic reference- development- adoption of fibrous apparel- initial manufacture of clothes.  
- Earlier decoration of textiles- hand printing-screen printing-roller printing.

**MODULE - 2: EUROPEAN & EASTERN TEXTILES**  
(8)

- **European Textiles**  
  
- **Far East Textiles**  
  - Chinese Textiles-Silk- Motifs and designs- Animal motifs-The tiger-dragon, phoenix and unicorn

- **Middle East Textiles**  
  - Egypt, African, Motifs of Egyptian Fabrics-Coptic Textiles-Tapestry weaving.

**MODULE - 3 : COSTUMES OF EUROPEAN COUNTRIES**  
(7)

Costumes of European countries –Italy, France, Greece, Roman, Sweden & Germany

**MODULE - 4: COSTUMES OF FAR EASTERN COUNTRIES**  
(7)

- Japan, Korea, Srilanka, Pakistan, Malaysia, China, Burma, Thailand & Philippines.

**MODULE - 5 :AMERICAN & AFRICAN COSTUMES**  
(7)

- North and South America –Men & Women costumes of difference states of America. Popular African costumes

**LAB / MINI PROJECT/FIELD WORK**

An Industrial Visit to Hyderabad Doll Museum / Chennai Egmore Children’s Museum

**SUGGESTED READS**

Study about different types of world Textiles and costumes

**REFERENCE BOOKS**


**E BOOKS**

COURSE TITLE: FABRIC STUDY
CREDITS: 3

COURSE CODE: BDB1217
COURSE CATEGORY: PC
L-T-P-S: 2-0-2-0

CIA: 60%
ESE: 40%

LEARNING LEVEL: BTL - 2,3

CO | COURSE OUTCOMES | PO
--- | --- | ---
1. | To obtain basic knowledge on construction techniques of fabrics | 1 |
2. | Handling different types of fabrics | 1 |
3. | Understanding fabric based on tactile and visual impression | 1 |
4. | Capacity to visualize and represent fabrics suing illustration | 2 |

Prerequisites: BDA1118

MODULE - 1: CONSTRUCTION TECHNIQUES (8)
Woven & Knitted Fabrics, Non-Woven, Crochet, Tatting, Macramé, Felted Fabrics & Lace

MODULE - 2: COTTON & WOOL FABRICS (10)
Bedford Cord, Canvas, Calico, Cambric, Casement, Chambray, Cheese cloth, Chino, Corduroy, Damask, Denim, Dotted Swiss, Drill, Flannelette, Gabardine, Gingham, Organdy, Oxford, Plisse, Poplin, Seersucker, Terrycloth, Voile etc.
Wool: Differentiation between Woolen and Worsted fabric. Cloth, Boucle, Cavalry Twill, Flannel Gabardine, Serge, Wool, Blanket Boiled wool, Tweed Fabrics

MODULE – 3: SILK & PILE FABRICS (10)
Silk : Brocade, Charmeuse, Crepe, Duppion, Eri, Habutai, Matelasse, Matka, Muga, Noil, Pongee, Reeled Silk, Shantung, Spun silk, Surah, Taffeta, Tussar, Chiffon, Georgette, Organza, etc.
Cut & Uncut piles - Corduroy, Velour Velveteen, Velvet, Synthetic Fur, Terry

MODULE – 4: KNIT FABRICS (9)
Single Jersey, Double Knit, Interlock, Fleece, Knit terry, Velour, Tricot, Pique, Raschel, etc.

MODULE 5 – NON-WOVENS (9)
Non-Woven Fabrics, Suede and Rexine

LAB / MINI PROJECT/FIELD WORK
A visit to Fabric Stores and Retail Shop to study fabrics

SUGGESTED READS
Study of Special fabrics, Fabric Manipulation


MOOC
### Reference Books

<table>
<thead>
<tr>
<th></th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Understanding Fabrics, Akshay Fabrics, Sarv International, 2017</td>
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### E-Books

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<td><a href="http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf">http://cbseacademic.in/web_material/doc/fashion_studies/3_XII_Text_Book.pdf</a></td>
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### MOOC

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<td><a href="https://www.mooc-list.com/course/innovation-fashion-industry-futurelearn">https://www.mooc-list.com/course/innovation-fashion-industry-futurelearn</a></td>
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### Course Title: Textile Dyeing and Printing

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<td>Textile Dyeing and Printing</td>
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- **CIA:** 50%
- **ESE:** 50%

**Learning Level:** BTL-2,3,4

### Course Outcomes

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<tr>
<td>Understanding the importance of fabric processing</td>
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<tr>
<td>Understanding the procedure to dye and print fabrics</td>
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</tr>
<tr>
<td>Awareness about the environmental hazards caused by the effluents of Wet processing industry</td>
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**Prerequisites:** BDA1118

#### Module - 1: Fabric Processing

(7)


#### Module - 2: Dyes and Pigments

(7)

History of Dyes, Natural – Animal, Plant and Mineral Sources and Mordants. Synthetic - Direct, Vat, Sulphur, Reactive, Naphthal, Acid, Basic and Disperses

#### Module - 3: Dyeing Methods

(7)


#### Module - 4: Printing

(8)

MODULE - 5: FINISHING (7)


SUGGESTED READS

Environmental pollution due to Textile Industry effluents

REFERENCE BOOKS

1. Color and Design on Fabric, Creative publishing, USA, 2000
3. Textile Science, Gohl & Vilensky, CBS Publishers, New Delhi, 2005

E BOOKS


MOOC

https://www.mooc-list.com/course/textile-fundamentals-mooc-marist-college

COURSE TITLE | ENGLISH FOR FASHION INDUSTRY | CREDITS | 2
---|---|---|---
COURSE CODE | BDB1219 | COURSE CATEGORY | PD | L-T-P-S | 2-0-0-0
CIA | | | | ESE | 50% INTERNAL EXAM

LEARNING LEVEL | BTL - 1,3

CO | COURSE OUTCOMES | PO
---|---|---
1. | Understanding Communication in Fashion, Retail, Garment and Textile Industry | 1
2. | Ability to communicate using fashion terms and terminologies | 5
3. | Ability to clearly understand, listen and speak for a successful career in the fashion and related industry | 5

Prerequisites : ELA1102

MODULE - 1: INTRODUCTION TO BASIC TERMS AND EXPRESSIONS IN RETAIL INDUSTRY (5)

Introduction to various basic terms and expressions used in the Fashion Industry supported by visual representation through PPTs and videos staring from historical usage evolving to current scenario and its transition over past.

MODULE - 2: COMMUNICATION TERMS AND USAGE FOR TEXTILES (5)

Make students familiar with various technical and commercial terminology and communication usage pertaining to Textiles including types, description, processes and trade through Power point presentation and videos.
MODULE – 3: COMMUNICATION TERMS AND USAGE REGARDING GARMENT CONSTRUCTION (5)
Impart required knowledge technical terms and customary expressions used in the Fashion/Garment industry and make them practice the use of these.

MODULE – 4: FASHION TERMINOLOGY AND EXPRESSIONS ON GARMENT PRODUCTION (5)
Familiarise the students the various technical and customary terms and expressions used in Garment manufacturing field including factories, shops and other establishments and make them use and practice to become conversant.

MODULE - 5: FASHION RETAIL, EVENTS AND PROMOTION VOCABULARY AND EXPRESSIONS (5)
Induct the students to use of various commercial, technical and customary terms, expressions and usage in the fields of Fashion Retail & Promotion, Fashion Events and other areas pertaining to Fashion Industry.

SUGGESTED READS
Fashion Blogs, Fashion web pages

REFERENCE BOOKS

E BOOKS

MOOC
http://mooec.com/courses/presentation-impact-technique

COURSE TITLE
BASIC PATTERN MAKING AND GARMENT CONSTRUCTION
CREDITS
5

COURSE CODE
BDB1241
COURSE CATEGORY
PC
L-T-P-S
0-1-8-0

CIA
80%
ESE
20%

LEARNING LEVEL
BTL -2,3

CO
COURSE OUTCOMES
PO
1. Ability to develop traditional Indian Ethnic Wear
   2
2. Ability to develop western wear garments
   2
3. Capacity to develop any type of women’s wear
   2

Prerequisites : Nil

MODULE - 1: NECK VARIATIONS (15)
Necklines - round, jewel, square, 'V' shaped, straight, curved, sweet heart, Neck line finishes:- shaped facing, corded or piped neck line, bias facing and binding.
## MODULE - 2: COLLARS AND YOKES (12)

## MODULE – 3 : SLEEVE (15)
Sleeve – set in sleeves – plain sleeve, puff gathered top and bottom, bell sleeve, bishop sleeve, Sleeveless style - Cape sleeve. Style with bodice and sleeve combined – raglan sleeve, kimono sleeve

## MODULE – 4 : PLACKETS AND POCKETS (15)
Plackets and its varieties – conspicuous and inconspicuous, Pocket and its varieties. Buttons and Buttons holes.

## MODULE – 5 : CUFF APPLICATION (15)
Cuff application and attachment with sleeve, Basic and Exaggerated cuff pattern.

### SUGGESTED READS
Collar & Sleeve attachments and variations

### REFERENCE BOOKS

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Author(s)</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>1</td>
<td>More Dress Pattern Designing</td>
<td>Natalie Bray</td>
<td>Blackwell Series, 2010</td>
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<td>3</td>
<td>Sewing for Fashion Design.</td>
<td>Nurie Relis/Gail Strauss-Reston Publishing Co</td>
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### E BOOKS

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<td><a href="http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/pattern-cutting-course/">http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/pattern-cutting-course/</a></td>
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<td><a href="http://mooc.live/fashion-design-through-patternmaking-the-sloper-online-course/">http://mooc.live/fashion-design-through-patternmaking-the-sloper-online-course/</a></td>
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### COURSE TITLE
**DESIGN PROCESS**

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### LEARNING LEVEL

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<tr>
<td>1.</td>
<td>Ability to think out of box</td>
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<tr>
<td>2.</td>
<td>Ability to create working boards and learning to pitch their ideas</td>
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<tr>
<td>3.</td>
<td>Develop innovative prototypes</td>
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### Prerequisites:

**MODULE - 1 : INTRODUCTION TO DESIGN** (8)

Introduction to design process, design brief, constrains and criteria for designing

**MODULE - 2: DESIGN APPROACH** (10)

Working Boards – Preliminary concept using story board, mood board, material board, form board

**MODULE - 3: IDEA GENERATION** (10)

Brain storming, Mind mapping, research, market study, forecast, Inspiration and doodling

**MODULE - 4: PRESENTATION** (8)

Concept of presentation, surface development, exploratory drawings, illustrations, specification sheet, cost sheet and technical packages.

**MODULE - 5: PROTOTYPE DEVELOPMENT** (10)

Development of design collection based on trend forecast

### SUGGESTED READS

Google Trends, WGSN & Promostyl Trends & forecast

### REFERENCE BOOKS

2. Basic Principles of Design, Manfred Maier, Vol. 1-4

### E BOOKS


### MOOC

https://www.coursera.org/learn/uva-darden-design-thinking-innovation

https://www.mooc-list.com/course/innovation-entrepreneurship-design-thinking-funding-coursera
COURSE TITLE | TEXTILE DYEING AND PRINTING - LAB | CREDITS | 2
---|---|---|---
COURSE CODE | BDA1243 | COURSE CATEGORY | AC | L-T- P-S | 0-0-4-0
CIA | 80% | ESE | 20%
LEARNING LEVEL | BTL - 1,2,3

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<td>1.</td>
<td>Understanding the method of creating surface designing using traditional printing dyeing and fabric manipulation techniques</td>
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<tr>
<td>2.</td>
<td>Developing samples with surface manipulation based on theme</td>
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<td>3.</td>
<td>Capacity to create design using surface manipulation</td>
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</table>

Prerequisites: BDA1118

**MODULE - 1 : BLOCK PRINTING**

Block development process, Pigment colours, Fabric Preparation, Single colour and, multiple colour block printing

**MODULE - 2: DYEING**

Fabric Single Colour Dyeing, Marbling, Batik printing, Tie & Dye – marbling, pleating, gathering, twisting & coiling, Folding, Stitching, Ruching and knotting

**MODULE - 3: SCREEN PRINTING AND STENCILING**

Screen Development, Single and multiple colour printing. Stencil development and Single and multiple colour printing

**MODULE - 4: FABRIC PAINTING**

Fabric suitable for painting, Fabric painting strokes – free style, finger, dry, one stroke painting

**MODULE - 5: SEWING MACHINE WORKS**

Quilting – Corded, flat, stuffed. Patchwork – four square, pinwheel, logwood, abstract and Applique – Direct & reverse

**SUGGESTED READS**

Latest Printing methods, Popular trends in printing

**REFERENCE BOOKS**

3. Color and Design on Fabric, Creative publishing, USA, 2000

**E BOOKS**

2. [http://content.inflibnet.ac.in/data-server/eacharya-documents/56b0853a8ae36ca7bfe81449_INFIEP_79/13/ET/79-13-ET-V1-S1__unit_1.pdf](http://content.inflibnet.ac.in/data-server/eacharya-documents/56b0853a8ae36ca7bfe81449_INFIEP_79/13/ET/79-13-ET-V1-S1__unit_1.pdf)

**MOOC**

https://www.udemy.com/t-shirt-design-workshop-01-foundation/
https://www.udemy.com/t-shirt-design-workshop-part-2/
**COURSE TITLE**: VECTOR COMPUTER DESIGN  
**CREDITS**: 3  
**COURSE CODE**: BDA1244  
**COURSE CATEGORY**: AC-L-T-P-S  
**CIA**: 80%  
**ESE**: 20%  
**LEARNING LEVEL**: BTL -1,2,3,6  

### COURSE OUTCOMES

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<td>1</td>
<td>Understanding the basic tools of vector software and developing basic pattern set using tools.</td>
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<tr>
<td>2</td>
<td>Create flat drawings</td>
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<td>3</td>
<td>Develop prints and patterns</td>
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**Prerequisites**: Basic computer knowledge

**MODULE - 1: INTRODUCTION TO VECTOR GRAPHIC SOFTWARE** (10)

Getting to Know the Work Area, Selecting and Aligning, Creating and Editing Shapes, Transforming Objects, Drawing with the Pen and Pencil Tools

**MODULE - 2: BASIC DRAWING, COLORING AND ARRANGEMENT OF OBJECTS** (12)

Color and Painting, Working with Type, Working with Layers, Working with Perspective Drawing, Blending Colors and Shapes, Working with Brushes

**MODULE - 3: WORKING ON TECHNICAL DRAWINGS** (15)

Creating basic garments and their templates, creating necklines, collars, sleeves, hemlines, gathers, cowls, darts etc. Concentrating on small trims, like buttons, buckles, zippers, lace, ties, etc

**MODULE - 4: SURFACE DESIGN AND FABRIC PRINTS** (12)

Working on trim / embroidery / print design. Develop textile prints and various colorways

**MODULE - 5: TECHNICAL SPEC SHEET** (15)

Completing the technical drawings with the specs and measurements, Applying Effects, Applying Appearance Attributes and Graphic Styles, Working with Symbols, Combining Illustrator CS6 Graphics with Other Adobe Applications

**SUGGESTED READS**

Basics of Computer & Fashion illustration

**REFERENCE BOOKS**

1. Vijay Mukhi’s, CorelDraw 3.0, Ballet of Graphics, BPB publication, NewDelhi, 1993
2. William D. Harrel, CorelDraw! 5 Revealed, Galgotia publication, 1995

**E BOOKS**

1. [https://www.coreldraw.com/static/cdgs/pdfs/dx4/CDTS_Case_Study_Lindex_EN_Letter.pdf](https://www.coreldraw.com/static/cdgs/pdfs/dx4/CDTS_Case_Study_Lindex_EN_Letter.pdf)

**MOOC**

COURSE TITLE: INDIAN TEXTILES AND COSTUMES
COURSE CODE: BDB1301
CREDITS: 3
COURSE CATEGORY: PC
LEARNING LEVEL: BTL – 1,2

1. Understanding the vastness and variety of the traditional textiles of India
2. Understanding the present status of the traditional Indian Textiles and the practices adopted by designers to revive it
3. Designing and developing collection using traditional textiles and costumes.

Prerequisites: BDB1117

MODULE 1 – WOVEN TEXTILES OF INDIA
Dacca Muslin, Kullu, Kinnaur and Manipur shawls.
Saris of India - Kancheepuram, Dharmavaram, Kerala Kasavu, Pochampalli, Sungadi, Maheshwari, Paithani, Patola, Varanasi Brocade, Saulkuchi, Chanderi, Kota, Jamdani and Baluchar.

MODULE 2 – PRINTED TEXTILES OF INDIA
Pabuji ki Phad, Mata Ni Pachadi, Patachitra, Pichwai, Roghan and Kalamkari

MODULE 3 – PAINTED TEXTILES OF INDIA
Block Printed - Bagh, Sangneer, Bagru. Dabu and Ajrak,

MODULE 4 – COSTUMES OF INDIA
Regional Costumes of Tamil Nadu, Kerala, Karnataka, Maharashtra, Madhya Pradesh, Rajasthan, Gujarat, Manipur and Kashmir.

MODULE 5 – DANCE COSTUMES OF INDIA
Bharathanatayam, Mohiniattam, Bangra, Katakhali, Manipuri and Odissi.

LAB/MINI PROJECT/FIELD WORK
Visit to Craft bazar and Traditional Fabric Exhibitions

SUGGESTED READS
Period Textile and Costumes under different era and kings

REFERENCE BOOKS

E BOOKS
2. http://cbseacademic.in/web_material/Curriculum/Vocational/2015/Traditional_India_Textile_and_Basic_Pattern_Dev_XII/CBSE_Traditional_Indian_Textiles%20_XII.pdf
CURRICULUM AND SYLLABUS

B. DES. FASHION & APPAREL DESIGN

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<td>Understanding the Industrial Manufacturing process of apparels</td>
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<tr>
<td>2</td>
<td>Understanding the status of the Indian mass garment production unit</td>
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<tr>
<td>3</td>
<td>Capacity to relate to what was learnt in the class room to the industry when</td>
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Prerequisites : BDB1231

MODULE 1 – TEXTILE INDUSTRY

Overview of Textile and Garment Industry, Indian garment Industry, Organizational Structure and Work Flow in a Garment Unit

MODULE 2 – PRE PRODUCTION PROCESS

Design Process and Schedule, Role of Designer, Fabric Approval Process, Count, GSM, Weave, Lab Dips, Yarn Dips, Print & Embroidery, Artwork, Knit downs, Desk Looms, FPT, Fabric Store, Merchandising Department, Sourcing, Size Chart

MODULE 3 – SPREADING & CUTTING


MODULE 4 – SEWING ROOM AND FINISHING

Types of Industrial Sewing Machines, Line Layout and Types, Line Efficiency, Operation breakdown of garment, finishing process flow, Pressing, Types of pressing equipment’s, Folding, Types of Folds, packing, Types of Packages, barcoding

MODULE 5 – QUALITY CONTROL

Quality Control, Importance of Quality Control and Checks, Inspection systems, Inspection - Pilot, Mid & Final, Quality Control - Fabric, Sample, Marker, Spreading, Cutting, sewing, pressing and Finishing, Quality Manual and ISO, Time Study, SAM

LAB / MINI PROJECT/FIELD WORK

Visit to Apparel Manufacturing Unit

SUGGESTED READS

Lean Manufacturing Process, Slow & Fast Fashion

REFERENCE BOOKS

<p>| | |</p>
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<thead>
<tr>
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<tbody>
<tr>
<td>1</td>
<td>Handbook of Garment Manufacturing Technology, EIRI Board of Consultants, EIRI,</td>
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<tr>
<td></td>
<td>Delhi, 2003</td>
</tr>
<tr>
<td>2</td>
<td>Managing quality in the Apparel Industry, Padip &amp; Satish, New Age Int. Publishing,</td>
</tr>
<tr>
<td></td>
<td>1998</td>
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<td>3</td>
<td>The Technology of Clothing Manufacture, Harold Carr &amp; Barbara Latham, Blackwell</td>
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<tr>
<td></td>
<td>Publishing, 2004</td>
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</table>
# E Books

2. [http://www.fashiondex.com/Bubonia_Sample_1.pdf](http://www.fashiondex.com/Bubonia_Sample_1.pdf)

# Mooc

- [https://www.edx.org/course/fundamentals-manufacturing-processes-mitx-2-008x-0](https://www.edx.org/course/fundamentals-manufacturing-processes-mitx-2-008x-0)

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## Course Title

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## Learning Level

- BTL – 2,3,4

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## Internal Credits

- 50%

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## Learning Outcomes

1. Understanding the environmental impact of the Textile and Fashion on the ecosystem
2. Awareness about the various issues caused by improper use of resources around the world
3. Creating or developing sustainable practices to protect and preserve resources

## Prerequisites

- BDA1119

---

## Module 1 — Introduction to Sustainability (5)

- Ecosystem, Triple bottom line approach, Resource, Reduce, Reuse, Recycle

## Module 2 — Sustainability in Apparel & Textile Industry (5)

- Sustainable Industrial Development and its relevance in context of Textiles & Fashion Industry, Ecological footprint

## Module 3: Fashion Case Studies (5)

- Recycle Fashion Case study

## Module 4: Measures of Sustainability (5)

- Measuring Sustainable Production and Sustainability Index, certifications and Index

## Module 5: Sustainable Practices (5)

- Sustainable Practices in India and World – Past and Present

---

## Lab / Mini Project/Field Work

- As per Assignment

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## Suggested Reads

- Sustainable practices around the world

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## Reference Books

**COURSE TITLE**

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**CIA**

50%

**LEARNING LEVEL**

BTL – 1,2

**LEARNING OUTCOMES**

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<td>Capacity to relate to what was learnt in the class room to the industry</td>
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**Prerequisites:** BDB1201

**MODULE 1 – EXPORT AND RETAIL MERCHANDISING**

(5)

Definition of Merchandising, Merchandiser, Role of Merchandiser, Merchandising Plan, Supply Chain, Time Action Plan, Tech Pack, Merchandising Vocabulary

**MODULE 2 – ORGANIZATION STRUCTURE**

(5)

Organization Structure of Export House and Buying House

**MODULE 3 – RETAIL STRUCTURE**

(6)

Retail structure, Stock Turn, Stock, Shortage, Percentage of stock shortage, Mark-ups, markdown, discount, discount percentage

**MODULE 4 – FASHION SUPPLY CHAIN**

(6)

Evolution of Fashion Merchandising, Components of Fashion Supply Chain, Sourcing, Material Sourcing and Buying, Vendor Management

**MODULE 5 – LOGISTICS**

(5)

Documentation, Logistics and Transportation, outsourcing and Distribution

**LAB / MINI PROJECT / FIELD WORK**

NA

**SUGGESTED READS**

Luxury Brands, Slow and Fast Fashion
### REFERENCE BOOKS

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<th>Title</th>
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<th>Year</th>
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<td>1</td>
<td>Fashion – From Concept to Consumer</td>
<td>Gini Stephens, Prentice Hall</td>
<td>2007</td>
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<td>Fashion Marketing</td>
<td>Mike Easey, Blackwell Publishers</td>
<td>2009</td>
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### E BOOKS

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### MOOC

https://www.coursera.org/learn/mafash

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# COURSE TITLE
- **KID'S PATTERN MAKING & GARMENT CONSTRUCTION**

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**COURSE OUTCOMES**

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**Prerequisites:**

**MODULE 1 - NEW BORN GARMENTS**  
Bib, Panty, Jabla, Napkin

**MODULE 2 – TODDLER 1 – 2 YEAR OLD**  
Boy – Shirt, knickers & baba suit, Girls Frock - Smocked, A line, Summer

**MODULE 3 – KIDS 3 – 10 YEARS**  
Boy – Shirt & Shorts, Girls – Gathered Frock and Midi set

**MODULE 4 – TEEN KIDS 11 – 16 YEARS**  
Boys – T Shirt and Track pant, Girls – Gagra Choli & Traditional Pavadai & Blouse

**MODULE 5 – DESIGN & DEVELOPMENT**  
Construction and Pattern Development of designer replica of kid's wear

**SUGGESTED READS**
- Kids Summer frock and Jumper

**REFERENCE BOOKS**

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**E BOOKS**

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**MOOC**

- http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/pattern-cutting-course/
- http://mooc.live/fashion-design-through-patternmaking-the-sloper-online-course/
COURSE TITLE | SURFACE ORNAMENTATION | CREDITS
---|---|---
SURFACE ORNAMENTATION | | 2

COURSE CODE | COURSE CATEGORY | CREDITS | CIA | L-T-P-S | ESE
---|---|---|---|---|---
BDB1332 | PC | 2 | 80% | 0-0-4-2 | 20%

LEARNING LEVEL | COURSE OUTCOMES | PO
---|---|---
BTL – 2,3,4 | 1. Understanding the basic embroidery stitches | 1
2. Ability to do traditional Indian embroidery and the different fabric construction techniques | 2
3. Capacity to incorporate and develop new design using surface embellishments | 2

Prerequisites: BDB1243

MODULE - 1: BASICS OF EMBROIDERY (7)
Basic equipment’s – selection of needle, thread and fabric, methods of transferring the design, care and preservation of embroidery articles.
Flat Stitch – Running, Back, Stem, Cross Stitch, Satin stitch, Long and Short.
Knotted Stitches - Bullion knots, French Knots
Linked or chain stitch – Chain, Lazy daisy. Looped stitch: Blanket Stitch, Feather.

MODULE - 2: EMBELLISHING TEXTILES (5)
Theme or Fashion Forecast based motifs using Sequin work, bead work, mirror work, Metal Work, Applique, Aari, Couching, drawn thread work and Machine Embroidery

MODULE – 3: TRADITIONAL INDIAN EMBROIDERY (6)
Chikankari, Pulkari, Kasuti, Kantha, Kashida, Chamba Rumal and kutch embroidery

MODULE – 4: FABRIC CONSTRUCTION TECHNIQUES (6)
Theme or Fashion Forecast based motifs using Knitting and crochet

MODULE 5 – TRADITIONAL EMBROIDERY OF THE WORLD (6)
Theme or Fashion Forecast based motifs using Macramé and Tatting

LAB / MINI PROJECT/FIELD WORK

NA

SUGGESTED READS
Embroidery through the ages in different parts of the world

REFERENCE BOOKS
2. Embroidery Designs, Nirmala C. Mistry, Navneet Pub, 2004

E-BOOKS

MOOC
https://www.craftsy.com/embroidery
https://embroiderersguild.com/index.php?page_no=227
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**COURSE OUTCOMES**

1. Understanding the basic tools of CAD software and developing basic pattern set using tools.
2. Create grading, marker planning for the basic set patterns
3. Develop new patterns using the basic set on CAD system

**Prerequisites**: BDB1142, BDB1242

**MODULE 1: INTRODUCTION TO MANUAL GRADING** (7)
PLM, PDM, Grading, Principles of Grading, Nest, Nest point and Types of Grading

**MODULE 2: APPAREL CAD AND PATTERN DEVELOPMENT** (8)
Introduction to CAD, Digitizing Patter, Hardware requirement, Preparation of Basic set – Bodice front, Back and Sleeve using CAD

**MODULE 3: PATTERN DEVELOPMENT AND GRADING** (7)
Development of Skirt, Shirt and trouser using CAD. Computerized Grading of bodice and Shirt

**MODULE 4: MARKER AND LAY PLANNING** (6)
Generation of marker and Lay planning, and Specification Sheet Generation

**MODULE 5: FASHION STUDIO** (6)
Fashion mockup on models material draping, fabric rendering, print repeat creation, and colorways generation

**LAB / MINI PROJECT/FIELD WORK**
NA

**SUGGESTED READS**
Gerber, Lectra and optitex software
3D Scanning and imaging

**REFERENCE BOOKS**
1. Pattern Grading For Women’s Clothing, Gerry Cooklyn, Blackwell Series, 2009

**E BOOKS**

**MOOC**
[http://au.autodesk.com/au-online/classes-on-demand/autocad](http://au.autodesk.com/au-online/classes-on-demand/autocad)
[https://www.tukatech.com/education](https://www.tukatech.com/education)
### COURSE TITLE
TEXTILE INTERNSHIP

### CREDITS
2

### COURSE CODE
BDB1334

### COURSE CATEGORY
PC

### Credits Distribution
L-T-P-S: 0-0-0-0

### CIA
100%

### ESE
0%

### LEARNING LEVEL
BTL – 2,3,4,5

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<td>2. Understanding the short term and long terms targets of an organization and its planning and execution methods</td>
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<tr>
<td>3. Analyzing the impact of organization on Society</td>
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### Prerequisites
BDB1235

### MODULE 1: LITERATURE STUDY
DAY 1

- Learning about the specific Textile Industry, Its History and Organization structure

### MODULE 2: ON SITE STUDY
DAY 2 - 3

- Observation – Process and Procedures, Development of generic & Cognitive skills

### MODULE 3: DATA COLLECTION
DAY 4 - 5

- Internship Log book, Collection of Data about the industry process, statistics thru survey / questionnaire / interview Recording of data using pictures, videos, sketches & sample collection.

### MODULE 4: INTERNSHIP JOB ROLE
DAY 6 - 30

- Working in the industry

### MODULE 5: DOCUMENTATION
POST INTERNSHIP

- Internship Report - Preparation of internship report document & PPT

### LAB / MINI PROJECT/FIELD WORK
NA

### SUGGESTED READS
Mean, Average, Strength & Weakness analysis

### REFERENCE BOOKS

### E BOOKS

### MOOC
https://www.mooc-list.com/course/writing-case-studies-science-delivery-novoed
### COURSE TITLE
MARKETING AND ENTREPRENEURSHIP DEVELOPMENT

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<td>To understand the basics of Marketing and Entrepreneurship</td>
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<td>2.</td>
<td>Capacity to understand the importance of consumer and to effectively manage an organization as an entrepreneur</td>
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<td>3.</td>
<td>Understanding the qualities of an successful entrepreneur and using the same for professional success</td>
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**Prerequisites**: BDB1302

### MODULE 1: MARKETING
(4)
Marketing concept – Marketing Environment – Customer oriented organization – Marketing interface with other functional areas marketing in a globalized environment. 4 P’s of Marketing (Marketing Mix) and Promotion methods (Promotional Mix). Advertisement and personal selling

### MODULE 2: PRODUCT PLANNING
(5)
Product planning, design & development – Product life cycle – Market Segmentation & Targeting and positioning, developing marketing mix, pricing decisions – channel design and management – Retailing and wholesaling – promotion methods. Product Classification

### MODULE 3: CONSUMER BEHAVIOR AND BRAND
(5)
Introduction to Consumer behavior – influencing factors – Consumer Buying process. Types of Buyers. Industrial buyer against individual buyer and strategies of Marketing for each. Branding and its importance in Marketing, Brand development.

### MODULE 4: ENTREPRENEURSHIP
(5)
Nature, Functions, Types, Characteristics, importance and Scope of Entrepreneurship, Economic Development and Entrepreneurship; Entrepreneurship and Psychological Factors, Definition, Qualities and Features of Entrepreneurs. Theories of Entrepreneurship

### MODULE 5: ENTREPRENEURSHIP MANAGEMENT
(5)
Entrepreneurship and Management; Training and Development Program; Evaluation of entrepreneurship development; Development of support system; Business Promotion form of Business, Organization, Need of License, Capital issues and Legal environment

### LAB / MINI PROJECT/FIELD WORK
NA
**SUGGESTED READS**

Government subsidies and supports to set up industries, Small scale enterprise and large scale enterprise

**REFERENCE BOOKS**


**E BOOKS**


**MOOC**

http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/fashion-buying-techniques-course/

http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/social-media-course-online/

---

**COURSE TITLE**

Costing and Lean Manufacturing Process

**COURSE CODE**

BDC1362

**COURSE CATEGORY**

PE

**CREDITS**

3

**INTERNAL LEARNING LEVEL**

BTL – 3,4,5

**COURSE OUTCOMES**

1. Capacity to understand the importance of costing and the factors influencing costing
2. Ability to calculate costing of garments
3. Understanding Lean manufacturing process and following the same for maximum production efficiency

**Prerequisites :** BDB1302

**MODULE 1 : COSTING**

(6)

Cost Accounting, Management Accounting & Financial Accounting, Classification of Costing – Direct, Indirect and Overheads, Costing & pricing,

**MODULE 2 : TYPES OF COSTING**

(6)

Material Costing, Labour Costing & Manufacturing Cost Stages of Costing – Precosting, Line adoption and Production costing

**MODULE 3 : INTRODUCTION TO LEAN MANAGEMENT**

(5)

Introduction to lean Manufacturing, Lean Management, Lean practices – Kaizen, SS
**MODULE 4: LEAN MANAGEMENT – TERMS** (7)

Total LEAN Management, Introduction to LEAN Pillars, and Types of Wastes and its impact on organizational Performance TFM, TPM, TQM, TSM, THM, MUDA, MURI, 7-LEAN Wastes

**MODULE 5: LEAN MANUFACTURING** (7)

Total Flow Management and Importance of VSM Value Stream Mapping - TFM, FLOW, SCM, SMED, LEAN, KANBAN, MODULAR SYSTEM, TQM, THM, HR, Quality Circles, TPM, OEE, Productivity, Efficiency, Capacity and Capacity Utilization

**LAB / MINI PROJECT/FIELD WORK**

To do the costing of a garment incorporating all the costing parameters (Direct cost, Indirect cost, Material cost etc.) Calculation of Marker Efficiency, Trims and accessories used, cutting, sewing, finishing printing/emb. (if applicable) cost, overheads calculations etc.

**SUGGESTED READS**

The Toyota Way, Best 5S Practices and KAIZEN, Six Sigma Belt

**REFERENCE BOOKS**

1. Handbook of garment manufacturing Technology, Eiri Board of Consultants & Engineers 2012

**E BOOKS**

3. http://dspace.bracu.ac.bd/bitstream/handle/10361/2823/07304011.pdf?sequence=1

**MOOC**

https://www.edx.org/course/lean-production-tumx-qpls3x

https://www.coursera.org/learn/lean-manufacturing-services
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<td>2</td>
<td>Capacity to understand and appreciate successful brands retail/business plans</td>
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<td>Ability to manage store and create a business plan to start own boutique</td>
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Prerequisites: BDB1302

**MODULE 1: MANAGEMENT**  
(5)  
Definition, Nature and Purpose, Introduction to Modern Business organizations, Types of ownership, Levels of management, functions of manager

**MODULE 2: INTRODUCTION TO MANAGEMENT PROCESS**  
(5)  
Planning – Importance, types & steps of planning process, Organizing, Staffing, Leading and Controlling

**MODULE 3: ORGANIZING AND DECISION MAKING**  
(7)  
Types of Organizational structures, line, staff function, responsibility and authority, Decision making – types of decisions, factors affecting Decision making, Process of rational decisional making, techniques of decision making

**MODULE 4: DIRECTION CONTROL AND EVALUATION**  
(5)  
Functions of directing – Planning, budgeting, resource allocation, time plan, production. Control process – production flow, quality, cost

**MODULE 5 : EVALUATION AND BUSINESS ECONOMICS**  
(7)  
Analysis of positives and negatives, modification of future plans, Demand and Supply – basic costing, budgeting, capital and revenue, marketing introduction and growth mapping

**LAB / MINI PROJECT/FIELD WORK**  
NA

**SUGGESTED READS**  
Fashion Business, Brands & Brand Movement

**REFERENCE BOOKS**


**E BOOKS**


**MOOC**

https://www.coursera.org/learn/business-model-canvas
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<td>2. Creating the look though fashion styling</td>
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**Prerequisites**: BDB1233, BDB1201

**MODULE 1: INTRODUCTION TO STYLING** (4)
Introduction to styling, Examine fashion styling as it relates to retailing, manufacturing, career paths, and specialized and private uses

**MODULE 2 : HAIR STYLING & MAKE UP** (5)
Understanding the dynamics of image making in fashion shows, celebrity, look book, music, promos, advertising, e commerce, digital video and films. Analyze body types, Figure types and visual correction, fabrics, colors and designing marketing strategies from a styling perspective

**MODULE 3 : STYLING & PRESENTATION** (5)
Rules of fashion styling in the planning, development, and presentation of diverse types of clothing.

**MODULE 4 : COSMETICS** (5)
Fundamentals of cosmetics, accessories, makeup, hair & hair styling to create look.

**MODULE 5 : STYLING FOR A CLIENT** (5)
Create a plan for a client incorporating style, image and identity using visual and written presentation. Creating look for 2D (Print media) & 3D (Tv Music Video ect.,)

**LAB/MINI PROJECT/FIELD WORK**
As per Assignment

**SUGGESTED READS**
Study of famous fashion photographers and stylist, Vogue, Cosmopolitan, ELLE, and International Fashion Magazines

**REFERENCE BOOKS**
2. Basic fashion design styling, Jacqueline Mc Assey,

**E BOOKS**

**MOOC**
[https://www.3coloursrule.com/training/](https://www.3coloursrule.com/training/)

[http://www.arts.ac.uk/fashion/courses/short-courses/onlinecourses/fashion-styling-course-online/](http://www.arts.ac.uk/fashion/courses/short-courses/onlinecourses/fashion-styling-course-online/)
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#### Learning Level
BTL – 2,3,4

#### Course Outcomes (PO)

| 1. | Understanding the method to develop and construct basic men’s wear pattern | 1 |
| 2. | Capacity to manipulate basic patterns to develop new designs | 2 |
| 3. | Ability to create and recreate any men’s wear | 2 |

#### Prerequisites: BDB1241

### Module 1: Shirts

Construction of Basic Shirt, Slack Shirt, Inner vest and T-Shirt

### Module 2: Trouser

Construction of Brief, Trouser, Track pant and shorts

### Module 3: Jacket

Construction of formal Jacket, Waist Coat and Tie

### Module 4: Ethnic Wear

Construction of Pyjama, Kurtha and Sherwani

### Module 5: Design & Development

Construction and Pattern Development of designer replica of men’s wear

### Lab / Mini Project / Field Work

NA

#### Suggested Reads

- Traditional & Designer men’s wear in India and abroad

#### Reference Books


#### E Books


#### MOOC

- http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/pattern-cutting-course/
- https://www.fashionexpresslearning.co.uk/sewing-menswear
## CURRICULUM AND SYLLABUS

### B. DES. FASHION & APPAREL DESIGN

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### LEARNING LEVEL

- BTL – 1,3,4,5,6

### COURSE OUTCOMES

**PO**

1. To apply ones knowledge of basic inputs on Kids wear to develop a range

   1,2

2. To conceptualize and implement design process to create a collection reflecting their technical accomplishments

   2,3,4

### Prerequisites

BDB1242, BDB1201, BDB1331

### MODULE 1: DESIGN BRIEF

Design Brief for development of Kids wear range based (5 nos.) on Theme or Forecast

### MODULE 2: BOARDS DEVELOPMENT

- Story Board, Mood Board, Material Board, Form Board, Market Survey, Forecast, Inspiration and Doodling

### MODULE 3: DESIGN DEVELOPMENT

- Sourcing, Surface Development, Exploratory Drawings, Illustrations - Hand & Digital, Spec Sheet, Cost Sheet and Tech Pack

### MODULE 4: PATTERN MAKING & GARMENT FIT

Development of Avant Garde - Kids wear range – Patterns and muslin Fit

### MODULE 5: FINAL PROTOTYPE GARMENT

Development of final kids wear range (2 Selected Garments)

### LAB/ MINI PROJECT/FIELD WORK

NA

### SUGGESTED READS

- Kids Summer frock and Jumper

### REFERENCE BOOKS


### E BOOKS


### MOOC

### CURRICULUM AND SYLLABUS

#### B. DES. FASHION & APPAREL DESIGN

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#### CO COURSE OUTCOMES

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<td>1.</td>
<td>Understanding the basics of Visual Merchandising</td>
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<td>2.</td>
<td>Developing window display on using mediums and props</td>
<td>4</td>
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<tr>
<td>3.</td>
<td>Develop 3D Virtual Reality user interface for visual displays</td>
<td>4</td>
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**Prerequisites : BDB1304**

#### MODULE 1: INTRODUCTION TO RETAIL FORMAT

(4)

Shopping Experience attached to retail format – Indian and International, Consumer Behaviour and Vendor Management

#### MODULE 2: STORE AND BRAND

(5)

Store façade design, Branding, Branding identity, How big brands work, Marquee display, landing display, Constraints of area design, importance of branding and unique identity

#### MODULE 3: VISUAL MERCHANDISING

(5)

Image of brand & Customer, Visual merchandising, corporate hierarchy and role of visual merchandiser

#### MODULE 4: VISUAL MERCHANDISING KIT

(5)

Props Mannequins, Signage’s, merchandise and Planogram, Bay Charts, Fixtures, Lighting Techniques, Window Dressing, Draping and Typography.

#### MODULE 5: SPACE PLANNING

(5)

Presentation format in digital and analog media, Computer Rendering, Planning and 3D Display in Virtual Reality Software.

**LAB / MINI PROJECT/FIELD WORK**

NA

**SUGGESTED READS**

- Store Design
- Studies on Brand and their displays

**REFERENCE BOOKS**


**E BOOKS**

1. [http://shodhganga.inflibnet.ac.in/bitstream/10603/18574/9/09_chapter%204.pdf](http://shodhganga.inflibnet.ac.in/bitstream/10603/18574/9/09_chapter%204.pdf)

**MOOC**

COURSE TITLE: FASHION ACCESSORIES
COURSE CODE: BDA1345
CREDITS: 2

CIA: 80%
ESE: 20%

LEARNING LEVEL: BTL – 2,3,6

COURSE OUTCOMES
PO
1. Understanding the trends and history of Fashion accessories
   1
2. Develop and create fashion accessories using various materials and methods
   2
3. Capacity to create unconventional material into products
   2

Prerequisites: BDB1132, BDB1117

MODULE 1: INTRODUCTION TO FASHION ACCESSORIES (4)

MODULE 2: FASHION ACCESSORIES – BAGS / HAT (5)
Develop theme or Fashion Forecast based accessories (Bag / Hat) using various materials colours and surface embellishments

MODULE 3: FASHION ACCESSORIES – SHOES / BELT (5)
Develop theme or Fashion Forecast based accessories (Shoes / belt) using various materials colours and surface embellishments

MODULE 4: FASHION ORNAMENTS (5)
Cutting folding saw piecing, wire work all in awling, scoring, etching and threading. Develop any three theme or Fashion Forecast based Fashion ornaments (Ring/ Head gear/ nose ring/ earring/ bangle/ bracelet/ watches/ anklet/ toe ring /neck ornament ) using various materials colours and surface embellishments

MODULE 5: RECYCLED ACCESSORIES (5)
Develop theme or Fashion Forecast based products using unconventional material

LAB/MINI PROJECT/FIELD WORK
As per Assignment

SUGGESTED READS
History of development and use of fashion ornaments over the ages

REFERENCE BOOKS
1. Handmade in India, Aditi Ranjan & MP Ranjan, Mapin Pub Ltd, 2014
2. Fashionpedia, Fashionary International Lts, Hongkong, 2017

E BOOKS

MOOC
http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/fashion-accessories-design-course/
https://www.milanfashioncampus.eu/online-accessories-design-course
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<td>1.</td>
<td>Basic understanding of knitting process and industrial production methods</td>
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<tr>
<td>2.</td>
<td>Capacity to create knitted structures by hand</td>
<td>2</td>
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<td>3.</td>
<td>Ability to stitch and created fashion knitted garments</td>
<td>2</td>
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**Prerequisites:** BDA1118, BDB1217, BDB1332

**MODULE 1: KNITWEAR**

Knitting – machines, methods and types.

**MODULE 2: HAND KNITTING & CROCHET**

Theme based Sample Creation of various knitted & Crochet structures

**MODULE 3: HAND KNITTED PRODUCT**

Creation of theme based knitted sweater, socks and cap for a baby

**MODULE 4: CONSTRUCTION OF KNITTED PRODUCT**

Pattern making and construction of Tank top and leggings in knitted fabrics.

**MODULE 5: DRAPE GARMENT**

Creation of fully fashioned draped garment using knitted material

**LAB / MINI PROJECT/FIELD WORK**

Visit to Tirupur knitting Industry

**SUGGESTED READS**

Knitting news, Jacquard knitting and latest updates in knitting industry

**REFERENCE BOOKS**

1. Fundamentals and advances in knitting technology, Sadhan Chandra Ray

**E BOOKS**


**MOOC**

http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/lingerie-swimwear-design-course/

http://sixtyandme.com/3-amazing-online-knitting-courses-for-complete-beginners/
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<td>Understanding the film and theater production process and needs</td>
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<td></td>
<td>2</td>
<td>Creating impact through clothes in sets</td>
<td>2</td>
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<td>2</td>
<td>Capacity to research history and literature and recreate period costumes based on the information collected</td>
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Prerequisites: BDB1216, BDB1301, BDB1343, BDB1341

**MODULE 1: THEATER SETTING**


**MODULE 2: UNDERSTANDING PERIOD SETTING IN A THEATER**

Research on period, background to recreate garment based on history and literature sources.

**MODULE 3: FILM COSTUME**

Analysis of a cult film to analyze the integration between plot, characterization and costume. Hair (wigs) and makeup overview.

**MODULE 4: PROTOTYPE FOR COSPLAY**

EVA foam technique (seal, paint and heat set), Worbla technique (armour making, small costume pieces using heat activated materials), Costume ageing – dyeing.

**MODULE 5: EMERGENCE OF STYLE ICONS**

A study on various style icons and the costumes and style and image created by them in Indian and hollywood movies

**LAB / MINI PROJECT / FIELD WORK**

NA

**SUGGESTED READS**

Best dressed people in India and Abroad, Costumes of periods

**REFERENCE BOOKS**

2. The Cornicle of Western costume, John Peacock, Thames & Hudson, 2010

**E BOOKS**


**MOOC**

http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/fashion-styling-course/
## COURSE TITLE
FASHION AND APPAREL BRANDING

## CREDITS
3

## COURSE CODE
BDC1473

## COURSE CATEGORY
PE

## L-T-P-S
3-0-0-0

## CIA
50%

## ESE
50%

## LEARNING LEVEL
BTL – 1,2,3,4,5,6

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<tr>
<td>2. Analyzing case studies on brands and luxury business</td>
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<tr>
<td>3. Creating personal branding</td>
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## Prerequisites:
BDC1363, BDB1343, BDB1242

## MODULE 1: FASHION BRANDING (4)
Fashion Branding, Story Telling, Cultural Branding, Branding and Management

## MODULE 2: CASE STUDIES (6)

## MODULE 3: LUXURY, MARKET & CREATION (6)
Luxury - Introduction, Understanding, Types, social status and Symbol - domestic and International, Growth of Luxury Business, selectively trade up and trade down
Steps to create premium/ Luxury, Brand management Advertising & PR for luxury products.

## MODULE 4: BRANDING OF ACCESSORIES (5)

## MODULE 5: CORPORATE DESIGNING (5)
Designing corporate uniform for a client based on their need, theme and industry.

## LAB / MINI PROJECT/FIELD WORK
NA

## SUGGESTED READS
Best dressed people in India and Abroad, Costumes of periods

## REFERENCE BOOKS
1. Fashion from concept to consumers – Gini Stephens Frings

## E BOOKS

## MOOC
[http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/luxury-brand-management-course/](http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/luxury-brand-management-course/)
[http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/fashion-business-course/](http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/fashion-business-course/)
COURSE TITLE: PROFESSIONAL DEVELOPMENT

COURSE CODE: BDB1401

COURSE CATEGORY: PD

CREDITS: 2

L-T-P-S: 2-0-0-0

CIA: 50%

ESE: 50%

LEARNING LEVEL: BTL - 5

COURSE OUTCOMES:

1. To become aware of key factors that aid to shape their character and professional look

2. Practicing professionalism in terms of manners, behavior, etiquette and attitude

3. Commanding the art of communication and positive thinking for success in all spheres of life

PO: 1

PO: 5

PO: 5

Prerequisites: ELA1102, BDB1219

MODULE 1: MANNERS AND ETIQUETTES (5)

Making Introduction, Shaking Hands, Receiving Visitors in Office & House, Parties and Party rules, Social behavior in public space and Work place behavior and etiquettes

MODULE 2: PERSONAL GROOMING & FORMAL DRESSING (4)

Well Groomed Man and well-groomed Woman, Business Casuals, Formal Dress Code, Indian Dressing and Western Dressing

MODULE 3: DINING ETIQUETTE (5)

Rationale for Dining Etiquette, Table setting, Napkin, Cutlery, eating considerations, soup, braking bread, avoiding elementary dining mistakes, Ordering, Paying Bills, tipping and Buffet Dining Etiquettes

MODULE 4: PERSONALITY DEVELOPMENT (5)

Defining Personality, Personality Development Factors, Art of good conversation, Speech Delivery, Types of communication, Written, Non-verbal, Verbal, online communication, Importance of listening & Art of listening

MODULE 5: POWER OF POSITIVE THINKING (5)

Thinking Power – seven steps for dealing with doubts, Traits of positive thinkers and high achievers, Goals and techniques for positive thinking, Enhancement of concentration through positive thinking and practicing a positive life style

LAB / MINI PROJECT / FIELD WORK

NA

SUGGESTED READS

Travel Etiquette and Cross Cultural considerations

REFERENCE BOOKS


2. Corporate Grooming and Etiquette, Sarvesh Gulati, Rupa Publications Pvt. Ltd., India, 2010
E BOOKS
1. http://estudantedavedanta.net/Personality-Development.pdf

MOOC
https://www.coursera.org/browse/personal-development?languages=en
https://www.edx.org/course/communication-skills-and-teamwork

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<tr>
<td>1. Ability to develop traditional Indian Ethnic Wear</td>
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<td>2. Ability to develop western wear garments</td>
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<tr>
<td>3. Capacity to develop any type of women’s wear</td>
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Prerequisites: BDB1231, BDB1241

MODULE 1: SALWAR AND VARIETIES (10)
Construction of Salwar, Kameez, Chudithar and Patiyala

MODULE 2: BLOUSE AND VARIETIES (15)
Construction of Ladies blouse, katori blouse and princess cut blouse

MODULE 3: SKIRTS (10)
Construction of 8 gore inner skirt, Circular, Pleated Skirt, Divided and Balloon skirt

MODULE 4: EVENING WEAR (10)
Bias Draped Slip, Halter neck, Off shoulder and evening wear full length dress

MODULE 5: DESIGNER KNOCKOFF DEVELOPMENT (15)
Construction of Pattern Development of designer replica of Indian women’s wear (Lehenga / Gagra Choli)

LAB/MINI PROJECT/FIELD WORK
As per assignment

SUGGESTED READS
Indian Bridal wear collections & Latest collection by leading Brands and designers

REFERENCE BOOKS
2. Pattern Grading For Women’s Clothing, Gerry Cooklyn, Blackwell Series, 2009
## E BOOKS

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## MOOC

- [http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/pattern-cutting-course/](http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/pattern-cutting-course/)
- [http://mooc.live/fashion-design-through-patternmaking-the-sloper-online-course/](http://mooc.live/fashion-design-through-patternmaking-the-sloper-online-course/)

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<tr>
<td>1.</td>
<td>Understanding of Intimate Apparel History, its market, Industry and trends</td>
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<td>Correlate various styles, sizes and shapes of lingerie to specific body type and lifestyle</td>
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**Prerequisites:** BDA1102, BDB1217, BDB1241

## MODULE 1: INNER WEAR BASICS


## MODULE 2: FOUNDATION SHAPE WEAR

- (10) Construction of Basic bra, camisole, knickers, bikini, swimsuit.

## MODULE 3: SHAPEWEAR

- (10) Sizes and cups. Size chart, Alteration and transformation of base patterns, Familiarisation with specialised assembly machines

## MODULE 4: CORSETS

- (12) Construction of shapewear and seamless shapewear, Maternity, Sports Lingerie, Construction and evolution of Corset and Boning.

## MODULE 5: DESIGNER PROTOTYPE

- (12) Study of contemporary trends and styles. Analysis of historical movements and current trends for the preparation and development of an underwear, corsetry and swimwear collection to acquire a comprehensive vision of the evolution and development of the current trends within the market to help them create their own personal style.

## LAB/MINI PROJECT/FIELD WORK

As per Assignment
### Reference Books


### E Books

1. [http://www.fashioncampus.it/fashion%20programs/lingerie%20swimwear%20design.pdf](http://www.fashioncampus.it/fashion%20programs/lingerie%20swimwear%20design.pdf)
2. [https://www.patternmakerusa.com/pdfs/Lingerie.pdf](https://www.patternmakerusa.com/pdfs/Lingerie.pdf)

### MOOC

[http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/lingerie-swimwear-design-course/](http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/lingerie-swimwear-design-course/)

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**Course Title**: Advanced Draping Techniques  
**Course Code**: BDB1433  
**Course Category**: PC L-T-P-S 0-0-4-0  
**CIA**: 80%  
**ESE**: 20%  
**Learning Level**: BTL – 2,3,6  
**Credits**: 2

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<td>To develop structured garment using draping techniques</td>
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<tr>
<td>Creating trousers and dresses by draping</td>
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</tr>
<tr>
<td>Capable of manipulating any type of fabric to create innovative and beautiful women’s wear</td>
<td>2</td>
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**Prerequisites**: BDB1231

**Module 1: Draping Components** (5)
- Mandrian, Shirt, Shawl collar, cowls & Sleeves; ruching, fluting

**Module 2: Dress** (5)
- Shift, Sheath, Princess Dress and Strapless Dress – Torso and Bra top; halter neck, cowl neck dress, Basic Trouser and one variation

**Module 3: Asymmetrical Garment** (4)
- Asymmetrical garments using Gathers, Pleats and Tucks, off shoulder dress and Evening wear

**Module 4: Printed Fabric Drapes** (5)
- Grain Manipulation, Striped, Checked fabric drapes.

**Module 5: Fabric Drapes** (5)
- Draped garments with Satin, Crepe, Silk and Elastomeric Fabrics

**Lab/Mini Project/Field Work**: NA

**Suggested Reads**: NA
## REFERENCE BOOKS

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<th>Author(s)</th>
<th>Publisher</th>
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<tr>
<td>1</td>
<td>Pattern Making for Fashion Design</td>
<td>Helen J Armstrong</td>
<td>Prentice Hall, UK</td>
<td>2009</td>
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<tr>
<td>2</td>
<td>Pattern Grading For Women’s Clothing</td>
<td>Gerry Cooklyn</td>
<td>Blackwell Series</td>
<td>2009</td>
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<tr>
<td>3</td>
<td>Pattern Cutting &amp; Making Up</td>
<td>Martin Shoben &amp; Janet Ward</td>
<td>CBS Publishers</td>
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## E-BOOKS

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## MOOC

- [http://mooc.live/sewing-for-beginners-online-course/](http://mooc.live/sewing-for-beginners-online-course/)

## COURSE TITLE

**Portfolio Development**

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>PORTFOLIO DEVELOPMENT</td>
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<tr>
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<tbody>
<tr>
<td>BDB1434</td>
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### Course Category

- **PC**
- **L-T-P-S**
- **CIA**
- **LEARNING LEVEL**
- BTL – 2,3,4,6

### Course Outcomes

1. Understanding the design development process
2. Creating a prototype of design collection
3. Creating digital portfolio of their works

### Prerequisites

- BDB1231

### Module 1: Design Development

Research, Mind Mapping, Inspiration, Theme, Client Study, mood board & Story board - Design brief, Development of theme and range

### Module 2: Market Survey and Fabric Development

Market Survey, Fabric and trim Development and Sourcing, Swatch and trim board

### Module 3: Illustration & Tech Pack

Fashion Illustration, Flat sketches, tech pack, Spec sheet Cost sheet

### Module 4: Digital Portfolio Creation

Graphic design enhancement using Corel Draw, Photoshop, Illustrator and Flash

### Module 5: Creation of E-Portfolio

Developing a personal style and communicating ideas. Creation of blog or web page using WordPress or social network sites

### Lab / Mini Project/Field Work

NA
**SUGGESTED READS**
Sourcing, Merchandising, Fashion Forecasting; Blogs and Web page creations

**REFERENCE BOOKS**
1. Fashion Illustration, Anna Kiper, D&C limited Pub, 2011

**E BOOKS**
1. [https://process.arts.ac.uk/sites/default/files/pecha-kucha_milan_dieffenbacherfinal.pdf](https://process.arts.ac.uk/sites/default/files/pecha-kucha_milan_dieffenbacherfinal.pdf)

**MOOC**

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<tr>
<td>1.</td>
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<tr>
<td>To apply ones knowledge of basic inputs on women’s wear to develop a range</td>
<td>1,2</td>
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<tr>
<td>2.</td>
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<tr>
<td>To conceptualize and implement design process to create a collection reflecting their technical accomplishments</td>
<td>2,3,4</td>
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**Prerequisites**: BDB1242, BDB1201, BDB1331

**Module 1: Design Brief** (12)
Design Brief for development of women’s wear range based (5 nos.) on Theme or Forecast

**Module 2: Boards Development** (12)
Story Board, Mood Board, Material Board, Form Board, Market Survey, Forecast, Inspiration and Doodling

**Module 3: Design Development** (15)
Sourcing, Surface Development, Exploratory Drawings, Illustrations - Hand & Digital, Spec Sheet, Cost Sheet and Tech Pack

**Module 4: Pattern Making & Garment Fit** (15)
Development of western wear Avant Garde – Women’s wear range – Patterns and muslin Fit

**Module 5: Final Prototype Garment** (20)
Development of final Women’s wear range (2Selected Garments)

**LAB/MINI PROJECT/FIELD WORK**
As per Assignment

**REFERENCE BOOKS**
### E BOOKS

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### MOOC


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### COURSE TITLE

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<th>GARMENT INTERNSHIP (45 DAYS)</th>
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### COURSE OUTCOMES

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<tbody>
<tr>
<td>1. Understanding the structure and functions of various departments in an organization</td>
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<tr>
<td>2. Understanding the short term and long term targets of an organization and its planning and execution methods</td>
<td>5</td>
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<tr>
<td>3. Analyzing the impact of organization on Society</td>
<td>5</td>
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### Prerequisites:

BDB1235, BDB1334

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### MODULE 1: LITERATURE STUDY

DAY 1

Learning about the Garment Industry, Its History and Organization structure

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### MODULE 2: ON SITE STUDY

DAY 2 - 3

Observation – Process and Procedures, Development of generic & Cognitive skills

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### MODULE 3: DATA COLLECTION

DAY 4 - 5

Internship Log book, Collection of Data about the industry process, statistics thru survey/questionnaire / interview Recording of data using pictures, videos, sketches & sample collection.

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### MODULE 4: INTERNSHIP JOB ROLE

DAY 6 - 30

Working in the industry

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### MODULE 5: DOCUMENTATION

POST INTERNSHIP

Internship Report - Preparation of internship report document & PPT

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### LAB / MINI PROJECT / FIELD WORK

NA

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### SUGGESTED READS

Mean, Average, Strength & Weakness analysis

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### REFERENCE BOOKS

2. Statistical Methods, SP Gupta, Sultan Chand & Co, 2016

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### E BOOKS


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### MOOC

https://www.mooc-list.com/course/writing-case-studies-science-delivery-novoed
### CURRICULUM AND SYLLABUS

#### B. DES. FASHION & APPAREL DESIGN

**SEMESTER-VIII**

<table>
<thead>
<tr>
<th>COURSE TITLE</th>
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**LEARNING LEVEL**

BTL – 1,2,3,4,5 & 6

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<tbody>
<tr>
<td>1.</td>
<td>Understanding of basics learnt in the last 5 semesters and the ability to incorporate the same effectively</td>
<td>1</td>
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<tr>
<td>2.</td>
<td>Capacity to create a complete design collection from concept to end product following guidelines with the help of a mentor</td>
<td>2</td>
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<tr>
<td>3.</td>
<td>Ability to establish self as a designer and showcase the product in a fashion show</td>
<td>4</td>
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**Prerequisites:** BDB1345, BDB1435, BDB1434

**MODULE 1: SELECTION OF DESIGN COLLECTION CATEGORY**

One of the following category must be selected as the basics for developing the design collection - Sportswear / Eveningwear / Ethnic / Fusion/ Sleepwear/ Maternity / Avant Garde/ Theatre / Physically challenged / Work wear.

Fabric Development and exploration focusing on womenswear, men’s wear or kids wear.

**MODULE 2: RESEARCH AND DEVELOPMENT PROCESS**

Research, Mind Mapping, Inspiration, Theme, Client Study, Mood board & Story board - Design brief, Development of theme and range, Market Survey, Fabric and trim Development and Sourcing, Swatch, trim board, Fashion Illustration, Flat sketches, tech pack, Spec sheet Cost sheet

**MODULE 3: PATTERN MAKING & GARMENT CONSTRUCTION**

Developing patterns for the final seven selected design, muslin test fit and final garment construction.

**MODULE 4: CREATION OF ACCESSORIES, LOOK AND STYLING**

Developing complimenting accessories to the design collection, fashion styling to create look book by fashion photoshoot and updating of e-portfolio

**MODULE 5: FASHION RAMP WALK**

Back stage work, model selection, theme, backdrop and music for ramp, choreography and presentation of design collection as fashion show

**LAB / MINI PROJECT/FIELD WORK**

**SUGGESTED READS**

Trends in Fashion Ramp walk & Fashion Show

**REFERENCE BOOKS**

1. Fashion – From Concept to Consumer – Gini Stephen Frings

**E BOOKS**


**MOOC**

[http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/fashion-marketing-course-online/](http://www.arts.ac.uk/fashion/courses/short-courses/online-courses/fashion-marketing-course-online/)