

Curriculum Structure and Curriculum Content
Department: Fashion & Apparel Design
Program: B.Sc. Fashion & Apparel Design (2023-26 Batch)

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Vision and Mission of KLE Technological University

Vision

KLE Technological University will be a national leader in Higher Education—recognised globally for innovative culture, outstanding student experience, research excellence and social impact.

Mission

KLE Technological University is dedicated to teaching that meets highest standards of excellence, generation and application of new knowledge through research and creative endeavors.

The three-fold mission of the University is:

- To offer undergraduate and post-graduate programs with engaged and experiential learning environment enriched by high quality instruction that prepares students to succeed in their lives and professional careers.
- To enable and grow disciplinary and inter-disciplinary areas of research that build on present strengths and future opportunities aligning with areas of national strategic importance and priority.
- To actively engage in the Socio-economic development of the region by contributing our expertise, experience and leadership, to enhance competitiveness and quality of life.

As a unified community of faculty, staff and students, we work together with the spirit of collaboration and partnership to accomplish our mission.

Vision and Mission Statements of the School / Department

VISION

To be recognized as a Foundation of Innovation and Creativity in fashion education—empowering future designers and industry leaders to shape the world with sustainable and trendsetting fashion, fostering socially responsible entrepreneurs, and inspiring designers committed to ethical practices, sustainability, and the preservation of cultural heritage.

MISSION

The mission is to provide an Academic Programs through Professional learning, so as to bone the skills, nurture creativity, inculcate ethical value in order to face global challenges-

- Foster a dynamic learning environment that nurtures artistic expression, innovative design thinking, and originality while embracing cultural heritage.
- Provide industry-relevant training, expose students to cutting-edge technology, and offer real-world experiences to prepare them for successful careers in fashion and apparel design.
- Advocate for ethical and sustainable fashion practices to shape a responsible and conscious fashion industry while preserving cultural heritage.
- Collaborate with fashion leaders, brands, and institutions to offer futuristic education and opportunities.
- Equip students with the creativity, business acumen, and leadership skills to thrive as successful fashion entrepreneurs and industry trailblazers, integrating traditional craftsmanship with contemporary innovation.

Program Educational Objectives/Program Outcomes and Program-Specific Objectives

Program Educational Objectives -PEO's
1. To ensure students are professionally competent in Apparel designing or entrepreneurship through effective technical and communication skills and are able to provide solutions to garment industry issues for sustainable development.
2. To hold leadership positions in Fashion industry and related sectors such as new product development, technical services, quality assurance, intelligent wearable clothing and Fashion accessories through the use of digital platform. To provide hands-on experience on the upgraded technologies.
3. To identify problems in the Fashion Apparel & accessories domain and provide solutions in techno- economic aspects.
<i>Program Outcomes-PO's</i>
1: Apply the knowledge of theories & principles of design, Fabric Constructions and its Science, History of Art, Fashion theories and Marketing & Merchandising trends of the past to design as per the wants and needs of the customer.
2: Problem analysis: Identify, research, analyse problem areas to formulate fashion & Apparel forecasting based on current trends.
PO 3: Design/Development Product Prototypes: Design of systems, components or processes related to textiles, fashion products and functional apparels so as to meet specifications and with due consideration for public health and safety, and those related to cultural, societal and environmental issues.
PO4: Use research-based knowledge to develop products as per the fashion industry requirements.
PO 5 Modern tool Usage: Apply appropriate CAD and Computer Graphics knowledge to design and create new 2D/3D designs from draft or specification to finished products, including visual display of fashion designs, lifestyle products & portfolio presentation.
PO 6 Fashion Industry and Society: Apply right production methods & value addition to manufacture textile, fashionable & functional garments by considering societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional practice.
PO 7: Environment and sustainability: Understand the impact of the professional fashion design solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
PO 8 Ethics: Apply ethical principles and procedures for professional practice.
PO 9: Individual and Team work: Function effectively as an individual, and as a member or leader in diverse teams and in multidisciplinary settings.
PO 10 Communication: Communicate effectively about textiles & fashion products with society at large, comprehend and write effective reports design documents, make easy to understand effective presentations and give and receive clear instructions.
PO 11 Entrepreneurial Skills & Event Management: Demonstrate general operational procedures required for business profitability and understand the process to successfully conduct an event related to fashion.
PO 12 Lifelong Learning: Recognise the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change in Fashion Industry.

Curriculum Structure –Overall

Semester		Total Program Credits:135				
Course with course code	I	II	III	IV	V	VI
	TEXTILE STUDIES-I 23DFDC101	FABRIC STRUCTURE & COLOURATION 23DFDC106	TEXTILE WET PROCESSING 24DFDC201	APPAREL QUALITY & TESTING 24DFDC204	AI IN FASHION DESIGN 25DFDC301	SMART FASHION TEXTILES & ACCESSORIES 24DFDC304
	TEXTILE STUDIES-I LAB 23DFDP101	FABRIC STRUCTURE & COLOURATION LAB 23DFDP106	FASHION DESIGN & FORECASTING 24DFDC202	HISTORICAL COSTUMES 24DFDC205	FASHION SUSTAINABILITY & INNOVATION 24DFDC302	BOUTIQUE MANAGEMENT 24DFDC305
	FASHION DESIGN & ILLUSTRATION-I 23DFDC102	FASHION DESIGN 23DFDC108	FASHION EVENT MANAGEMENT 24DFDC203	INDIAN TEXTILE ART & CRAFT 24DFDC206	FASHION RETAIL MARKETING & MERCHANDISING 25DFDC302	LEATHER TECHNOLOGY 24DFDC306
	FASHION DESIGN & ILLUSTRATION-I LAB 22DFDC102	FASHION ILLUSTRATION LAB 23DFDP109	ADVANCED FASHION ILLUSTRATION 24DFDP201	HISTORICAL COSTUME EXPLORATION 24DFDP204	ENTREPRENEURSHIP DEVELOPMENT 25DFDC303	FASHION STYLING & VISUAL MERCHANDISING 25DFDP303
	PATTERN MAKING AND GARMENT CONSTRUCTION 23DFDC104	GARMENT DETAILING LAB 23DFDP110	DIGITAL FASHION 24DFDP202	ADVANCED DIGITAL FASHION 24DFDP205	FASHION GRAPHIC DESIGN 24DFDO301	ADVANCED FASHION GRAPHIC DESIGN 24DFDO302
	FASHION COMMUNICATION 23DFDC103	GARMENT MANUFACTURING TECHNOLOGY 23DFDC107	ADVANCE GARMENT CONSTRUCTION 24DFDP203	FASHION DRAPING 24DFDP206	ADVANCE FASHION DRAPING 24DFDP301	INTERNSHIP 25DFDI301
	DIGITAL FLUENCY 23DFDO101	DIGITAL & SOCIAL MEDIA BRANDING 23DFDO102	ADVANCED ENGLISH 24DFDH201	FUNCTIONAL ENGLISH 24DFDH202	FASHION ACCESSORIES 25DFDP301	FASHION PORTFOLIO 24DFDW301
	PROFESSIONAL COMMUNICATION 23DFDH101	INTERMEDIATE ENGLISH 23DFDH102	DESIGN THINKING & 3D PRINTING 24DFDO201	FASHION VISUALISATION: MULTIMEDIA TECHNIQUES 24DFDW201	COSTUME DESIGNING 25DFDP302	CONSTITUTION OF INDIA, PROFESSIONAL ETHICS AND ENVIRONMENTAL STUDIES 25DHSA301
	NEEDLE CRAFT 23DFDP105	FABRIC ARTISTRY & EMBROIDERY 23DFDC111			CRAFT DOCUMENTATION 24DFDW301	
Credits	24	22	22	22	25	20

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Curriculum Structure-Semester wise

Semester - I

No	Code	Course	Category	L-T-P	Credits	Contact Hours	ISA	ESA	Total	Exam Duration (in hrs)
1	23DFDC101	TEXTILE STUDIES -I	PC	3-0-0	3	3	50	50	100	3 HOURS
2	23DFDP101	TEXTILE STUDIES-I LAB	PC	0-0-2	2	4	80	20	100	3 HOURS
3	23DFDC102	FASHION DESIGN & ILLUSTRATION-	PC	3-0-0	3	3	50	50	100	3 HOURS
4	23DFDP102	FASHION DESIGN & ILLUSTRATION-LAB	PC	0-0-2	2	4	80	20	100	3 HOURS
5	23DFDC103	FASHION COMMUNICATION	PC	3-0-0	3	3	50	50	100	3 HOURS
6	23DFDP104	PATTERN MAKING AND GARMENT CONSTRUCTION- 1 LAB	PC	1-0-2	3	5	80	20	100	4 HOURS
7	23DFDP105	NEEDLE CRAFT	PC	1-0-2	3	5	80	20	100	4 HOURS
8	23DFDH101	PROFESSIONAL COMMUNICATION	HS	3-0-0	3	3	50	50	100	3 HOURS
9	23DFDO101	DIGITAL FLUENCY	OE	1-0-1	2	3	80	20	100	3 HOURS
TOTAL				15-0-9	24					

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Semester - II

NO	CODE	COURSE	CATEGORY	L-T-P	CREDITS	CONTACT HOURS	ISA	ESA	TOTAL	EXAM DURATION (IN HRS)
1	23DFDC106	FABRIC STRUCTURE & COLORATION	PC	3-0-0	3	3	50	50	100	3 HOURS
2	23DFDP106	FABRIC STRUCTURE & COLORATION LAB	PC	0-0-2	2	4	80	20	100	3 HOURS
3	23DFDC107	GARMENT MANUFACTURING TECHNOLOGY	PC	3-0-0	3	3	50	50	100	3 HOURS
4	23DFDC108	FASHION DESIGN	PC	3-0-0	3	3	50	50	100	3 HOURS
5	23DFDP109	FASHION ILLUSTRATION LAB	PC	0-0-2	2	4	80	20	100	3 HOURS
6	23DFDP110	GARMENT DETAILING LAB	PC	1-0-2	3	5	80	20	100	4 HOURS
7	23DFDP111	FABRIC ARTISTRY & EMBROIDERY	PC	0-0-2	2	4	80	20	100	4 HOURS
8	23DFDH102	INTERMEDIATE ENGLISH	HS	2-0-0	2	2	50	50	100	3 HOURS
9	23DFDO102	DIGITAL & SOCIAL MEDIA BRANDING	OE	0-0-2	2	4	80	20	100	3 HOURS
TOTAL				12-0-10	22					

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Semester - III

No	Code	Course	Category	L-T-P	Credits	Contact Hour	ISA	ESA	Total	Exam Duration (in hrs)
1	24DFDC201	TEXTILE WET PROCESSING	PC	3-0-2	5	7	50	50	100	3 HOURS+ 3 HOURS
2	24DFDC202	FASHION DESIGN & FORECASTING	PC	3-0-0	3	3	50	50	100	3 HOURS
3	24DFDC203	FASHION EVENT MANAGEMENT	PC	3-0-0	3	3	50	50	100	3 HOURS
4	24DFDP201	ADVANCED FASHION ILLUSTRATION	PC	0-0-2	2	4	80	20	100	3 HOURS
5	24DFDP202	DIGITAL FASHION	PC	0-0-2	2	4	80	20	100	3 HOURS
6	24DFDP203	ADVANCE GARMENT CONSTRUCTION	PC	0-0-3	3	6	80	20	100	3 HOURS
7	24DFDH201	ADVANCED ENGLISH	HS	2-0-0	2	2	50	50	100	2 HOURS
8	24DFDO201	DESIGN THINKING & 3D PRINTING	OE	0-0-2	2	4	80	20	100	3 HOURS
TOTAL				11-0-11	22					

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Semester - IV

No	Code	Course	Category	L-T-P	Credits	Contact Hours	ISA	ESA	Total	Exam Duration (in hrs)
1	24DFDC204	Apparel Quality & Testing	PC	3-0-2	5	7	50	50	100	3 HOURS+ 3 HOURS
2	24DFDC205	Historical Costumes	PC	3-0-0	3	3	50	50	100	3 HOURS
3	24DFDC206	Indian Textile Art & Craft	PC	3-0-0	3	3	50	50	100	3 HOURS
4	24DFDP204	Historical Costume Exploration	PC	0-0-2	2	4	80	20	100	3 HOURS
5	24DFDP205	Advanced Digital Fashion	PC	0-0-2	2	4	80	20	100	3 HOURS
6	24DFDP206	Fashion Draping	PC	0-0-3	3	6	80	20	100	3 HOURS
7	24DFDH202	Functional English	HS	2-0-0	2	2	50	50	100	2 HOURS
8	24DFDW201	Fashion Visualization: Multimedia Techniques	PC	0-0-2	2	4	50	50	100	VIVA VOCE
TOTAL				11-0-11	22					

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Semester - V

No	Code	Course	Category	L-T-P	Credits	Contact Hours	ISA	ESA	Total	Exam Duration (in hrs)
1	25DFDC301	AI in Fashion Design	PC	2-0-2	4	6	50	50	100	2 HOURS + VIVA
2	24DFDC302	Fashion Sustainability & Innovation	PC	3-0-0	3	3	50	50	100	3 HOURS
3	25DFDC302	Fashion Retail Marketing & Merchandising	PC	3-0-0	3	3	50	50	100	3 HOURS
4	25DFDC303	Entrepreneurship Development	PC	3-0-0	3	3	80	20	100	3 HOURS
5	24DFDO301	Fashion Graphic Design	PC	0-0-2	2	4	80	20	100	3 HOURS
6	24DFDP301	Advance Fashion Draping	PC	0-0-2	2	4	80	20	100	4 HOURS
7	25DFDP301	Fashion Accessories	PC	0-0-3	3	6	80	20	100	3 HOURS
8	25DFDP302	Costume Designing	OE	0-0-2	2	4	80	20	100	3 HOURS
9	24DFDW301	Craft Documentation		0-0-3	3	2	50	50	100	Viva Voce
TOTAL				11-0-14	25					

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Semester -VI

No	Code	Course	Category	L-T-P	Credits	Contact Hour	ISA	ESA	Total	Exam Duration (in hrs)
1	24DFDC304	Smart Fashion Textiles & Accessories	PC	3-0-0	3	3	50	50	100	3 HOURS
2	24DFDC305	Boutique Management	PC	3-0-0	3	3	50	50	100	3 HOURS
3	24DFDC306	Leather Technology	PC	3-0-0	3	3	50	50	100	3 HOURS
4	25DFDP303	Fashion Styling & Visual Merchandising	PC	0-0-2	2	4	80	20	100	3 HOURS
5	24DFDO302	Advanced Fashion Graphic Design	PC	0-0-2	2	4	80	20	100	3 HOURS
6	25DFDI301	Internship	PC	0-0-3	3	1	50	50	100	Viva Voce
7	24DFDW302	Fashion Portfolio	PC	0-0-4	4	8	50	50	100	Viva Voce
8	25DHSA301	Constitution Of India, Professional Ethics and Environmental Studies	PC	2-0-0	AUDIT	2	50	50	100	2 HOURS
TOTAL				11-0-11	20					

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Semester	I	II	III	IV	V	VI	Total
Credits	24	22	22	22	25	20	135

List of Open Electives

Sr. No	Name of the Course	Course Code
1	Digital Fluency	23DFDO101
2	Digital & Social Media Branding	23DFDO102
3	Design Thinking & 3D Printing	24DFDO201
4	Fashion Graphic Design	24DFDO301
5	Advanced Fashion Graphic Design	24DFDO302

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Curriculum Content- Course wise

I Semester

Course Code: 23 DFDC101	Course Title: Textile Studies -I	
L-T-P: 3-0-0	Credits:3	Contact Hrs: 3
ISA Marks:50	ESA Marks:50	Total Marks:100
Teaching Hrs: 50		Exam Duration:3 hrs
CONTENTS		
Hrs		
UNIT – 1		
<p>Chapter 1: Natural fibres Introduction to Textile fibers: staple fibre & filament, classification of textile fibers. Vegetable Fibers: Cultivation, properties and applications of cotton. Extraction, properties and application of flax, jute and coir fibres. Animal fibres - Production, properties and applications of wool and silk.</p> <p>Chapter 2: Regenerated fibres Regenerated fibres - Production, properties and applications of viscose rayon, acetate rayon, bamboo and modal fibres.</p> <p>Chapter 3: Synthetic fibres Polymer: Definition, polymerization, degree of polymerization, different types of polymerization-addition and condensation, orientation and crystallinity. Principle of manmade spinning systems – Dry, Wet and Melt spinning. Production, properties and applications of Nylon, polyester, acrylic, modacrylic and elastomeric fibres.</p> <p>Chapter 4: Yarn manufacture -outline Yarn manufacturing process flow chart & its process objectives - Ring spinning and open end spinning. Difference between ring and rotor spinning. Woolen and worsted yarn.</p> <p>Chapter 5: Fibres & blends Blends-Definition, types, advantages and end uses of blended yarn / fabrics, P/C,P/V and P/W.</p> <p>Chapter 6: Sewing threads & Fancy yarns Fancy yarns- Types, properties and end use. Texturization- Types properties and end uses. Sewing threads- types, properties and end use. yarn twist and yarn count, folded yarn -2-ply and 3-ply yarns.</p>		

Chapter 7 Fabric manufacture – preparatory process

Methods of Fabric formation-woven, knitted and nonwovens. Geometrical properties of fabrics –thread density, fabric cover factor, fabric weight –GSM, crimp.

Weaving preparatory process objectives – cone winding, warping, sizing, knotting, drawing-in, denting and pirn winding.

Chapter 8: Weaving

Classification of looms, passage of material through a loom, Types of weaving motions - primary, secondary and auxiliary motions. Types of looms - working of Dobby loom and Jacquard loom.

1. S.P.Mishra, “A Text book of Fibre science and technology”, New age international publishers, Chennai.
2. Klein W., Vol. 2, “A practical guide to Opening and Carding”, The Textile Institute, Manchester, U.K., 2000.
3. Klein W., Vol. 3, “A practical guide to Combing and Drawing”, The Textile Institute, Manchester, U.K., 1987.
4. Chattopadhyay R, Rangasamy R, “Spinning: Drawing, Combing & Roving”, NCUTE Publications, 1999.
5. Lord P.R and Mohamed M.H, “Weaving conversion of yarn to fabric”, Wood head Publishers Ltd UK, reprint, 1992.
6. Ajgaonkar D.B., Talukdar M.K. and Wedekar, “Sizing: Material Methods and Machineries”, Mahajan Publications, Ahmedabad, 1999.
7. Marks R. and Robinson T.C., “Principles of Weaving”, The Textile Institute, Manchester, 1989, ISBN: 0 900739 258.

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Course Code: 23 DFDP101		Course Title: Textile Studies –I Lab	
L-T-P: 0-0-2		Credits: 2	Contact Hrs: 4
ISA Marks: 80		ESA Marks: 20	Total Marks:100
Teaching Hrs: 40			Exam Duration:3 hrs
1	Identification of different fibers by physical method - feel test, burning test, Natural fibres - Cotton, Silk, Wool. Man-Made - Polyester, Viscose, Nylon		
2	Identification of different fibers by physical method- microscopic test.		
3	Identification of different fibers by physical method- chemical method - solubility test- Natural fibres - Cotton, Silk, Wool. Man-Made - Polyester, Viscose & Nylon		
4	Determination of Yarn Twist –TPI		
5	Yarn defect & Visual inspection of various sewing thread packages		
6	Determination of Geometric parameters of woven fabric – Thread count - EPI/PPI, Thread Density		
7	Determination of Geometric parameters of woven fabric – Cover Factor,(Beasley Balance)		
8	Determination of Geometric parameters of woven fabric – Fabric thickness		
9	Determination of Geometric parameters of woven fabric – Thread count - Fabric Weight/GSM		
10	Determination of Geometric parameters of woven fabric – Crimp%		
11	Collection and portfolio preparation of different commercial samples with different Weave structures - Organdy, muslin, taffeta, shantung, canvas, tweed, oxford shirting, monk's cloth, chiffon, georgette, seersucker, denim, gabardine, satin, sateen, brocade, damask, leno or gauze.		
12	Knit structures - single knits - single jersey, Lacoste, double knits - rib knit, purl knit, interlock knit, cable fabric, bird's eye, cardigans,		
13	Non-Woven - Felts, Needle Punch, Tea bag paper, Face cloths, Shingling and Synthetic fiber paper		
14	Collection and development of fabric Apparel - Women's wear (formal, casual, party, sports/active wear, leisure wear) - 4 samples for each category (sample size - 2x2 inch).		
15	Furnishing - Fabric used for curtains, upholstery (furniture cover cloth) (sample size - 4x4 inches)		
16	Household's application - Kitchen towels. Mop cloth, carpets, and table cloth etc. - 2 samples for each category (sample size 4 x 4 inches).		

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Course Code: 23DFDC102	Course Title: Fashion Design & Illustration - 1	
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40		Exam Duration: 3 Hrs
<p>Chapter 1- Fashion terminologies Fashion – Introduction, terminologies - Fashion, Style, Taste, Trend, Fad, Classics, Cycle, Boutique, Haute Couture, Designer, Prêt A Porter, Croque, Muse, Knock Off, Avant-Garde, Toile, Atelier, Bespoke, Collage, Frottage & Montage.</p> <p>Chapter 2 Design, Body types & Silhouette Design – definition – types- Functional, Structural & Decorative Body types & Silhouette -types of silhouettes</p> <p>Chapter 3Figure theory and analysis Figure theory and analysis – 8 Head theory, 10 Head theory & 12 head theory, Figure proportions for men, women and children.</p>		
<p>Chapter 4 - Elements of design Elements of design – line, shape, form, color, space and texture.</p> <p>Chapter 5 - Color Color - Introduction, color wheel - primary, secondary and tertiary. Color dimensions - hue, value and Chroma, tint, tone, shade, color harmony - related & contrasting color harmonies & its sub divisions. Color theory – Prang & Munsell color systems. Color psychology - color and emotions, Indian approach to color.</p> <p>Chapter 6 - Principles of design Principles of design – Balance-formal, informal and Radial, Rhythm, emphasis, harmony and proportion.</p>		
<p>Chapter 7 - Fashion cycle & Fashion theories Fashion cycle, Length of cycle, Fashion theories – Trickle up, Trickle down and Trickle across, Consumer identification with fashion life cycle – fashion leaders/ style Icon/ followers/ innovators/motivators/victims Major fashion Center.</p> <p>Chapter 8- Principle of Fashion movements Principle of Fashion movements: Factors influencing Fashion movement – Accelerating factors, Retarding factors, and Recurring Fashion. Predicting the movement of fashion.</p>		

References

1. Elisabetta Drudi, TizianaPaci, “Figure Drawing for Fashion Design”, Pepin Press Publication, 2002.
2. Gavin Ambrose, Paul Harris, “The Visual Dictionary of Fashion Design”, Bloomsbury Publishing India Private Limited, 2007.

3. James Stockton, "Designers Guide to Colour", Chronicle Books, San Francisco, 1984.
4. Maier, Manfred, "Basic Principles of Design", Van Nostrand Reinhold, 1980.
5. Sharon L Tate, Mona S Edwards, "Inside Fashion Design", Pearson Education India, 2006.
6. Stanyer Peter, "The Complete Book of Drawing Techniques", Arcturus Publishing Ltd., 2003.

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Course Code: 23DFDP102		Course Title: Fashion Design & Illustration – I Lab	
L-T-P : 0-0-2		Credits: 2	Contact Hrs: 4
ISA Marks: 80		ESA Marks: 20	Total Marks: 100
Teaching Hrs: 50			Exam Duration: 3 Hrs
1.	Introduction to art media and its applications.		
2.	Simple rendering of art materials using various mediums - still life of simple objects, fabrics draped, nature sketch of flowers and leaves & landscape painting		
3.	Free hand drawing and grid technique of rendering.		
4.	Design - natural/ geometric/ Abstract/ stylized.		
5.	Principles of perspective drawing - One point, two point and three point perspective drawing.		
6.	Principles of perspective drawing - One point, two point and three point perspective drawing.		
7.	Elements of design – Point & line		
8.	Elements of design - Shape		
9.	Elements of design - Space		
10.	Elements of design - Texture		
11.	Colour theory and colour wheel		
12.	Colour Dimensions		
13.	Colour Harmonies		
14.	Principles of design –Proportion, Balance, Rhythm, Emphasis & Harmony		
15.	Developing designs as per Principles of design –Proportion, Balance, Rhythm, Emphasis & Harmony		
16.	Basic croqui- fashion figure- 8 head (Male & Female)		
17.	Basic coqui- fashion figure- 10 head (Male & Female)		
18.	Basic coqui- fashion figure- 12 head (Female)		

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Course Code: 23DFDC103	Course Title: Fashion Communication	
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40		Exam Duration: 3 Hrs
<p>Chapter 1: Fashion Communication Historical Evolution of Fashion Communication, Role of Communication in the Fashion Industry.</p> <p>Chapter 2: Visual Communication in Fashion Principles of Visual Communication, Fashion Photography.</p> <p>Chapter 3: Fashion Styling Fashion Styling and its Role in Visual Communication, Fashion Illustration and Graphic Design. Visual Branding in the Fashion Industry</p> <p>Chapter 4: Written Communication in Fashion Introduction to Fashion Journalism, Types of Fashion Writing: Reviews, Features, Profiles Writing Techniques for Fashion Journalism, Fashion Public Relations (PR) and Press Releases. Writing Effective PR Material in Fashion.</p> <p>Chapter 5: Digital and Social Media in Fashion Impact of Digital Media on Fashion Communication, Blogging and Content Creation in Fashion, Fashion Blogging-Best Practices.</p> <p>Chapter 6: Leverage Leveraging Social Media for Fashion Communication, Role of Influencers and Bloggers in Fashion Communication.</p> <p>Chapter 7 Marketing and Branding in Fashion Principles of Fashion Marketing, Building and Managing Fashion Brands, Advertising and Promotion in Fashion Communication.</p> <p>Chapter 8: Fashion Communication Ethics Ethical Considerations in Fashion Communication, Cultural Sensitivity and Diversity in Fashion Representation.</p>		

Reference Books

1. Sanda Miller, Fashion journalism: History, Theory and Practice, Bloomsbury publishing, 2018.

2. Kate Nelson Bet, The history and fashion journalism, Berg publishers, 2017.
3. Harriet Posner, Marketing Fashion: Strategy, Branding and Promotion, Laurence king publishing, 2015.
4. Marian Frances Wolbers, Uncovering fashion: Fashion communications across the media, Fairchild.
5. Jay & Ellen Diamond, “Fashion Advertising & Promotion”, Fairchild, 1999
6. Kristen K Swanson, “Writing for Fashion Business”, Fairchild Books Publishers, 2008.

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Course Code: 23DFDP104	Course Title: Pattern Making and Garment Construction- 1 Lab	
L-T-P : 1-0-2	Credits: 3	Contact Hrs: 5
ISA Marks: 80	ESA Marks: 20	Total Marks: 100
Teaching Hrs: 50		Exam Duration: 4 Hrs

1	History of Sewing machine – Introduction, types, functions, attachments and uses. *Sketching the basic sewing machine and it's parts and tools.
2	Maintenance of sewing machines *Learning threading of single needle lock stitch machine *Loading bobbin and bobbin case *Fixing and removing the needle
3	Stitching practice on paper and fabric (straight, curves, corners and circular).
4	Demonstration of taking body measurements. (At least measurements of 15 people to be collected for an average analysis).
5	Development of samples using sewing techniques. basic hand stitches- temporary and permanent stitches, methods, importance and applications of basting, running, tacking, hand overcast, chain, button hole, hemming stitches-plain and blind hemming.
6	Seams and Tucks *Seams - Straight seam, curved, cornered seam, Flat felled seam, French seam, top seam, double top seam, bound seam. *Tucks - Pin, crossed, released, spaces.
7	Plackets and Pleats *Plackets – Continuous bound placket, Bound & trouser traced placket, Construction of faced placket, Zipper plackets. *Pleats - Accordion, knife, box, inverted, gathering, shirring.
8	Design and develop kid's wear- zabra.
9	Design and develop kid's wear – A Line & pleated frocks.

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Course Code: 23DFDP105	Course Title: Needle Craft	
L-T-P : 1-0-2	Credits: 3	Contact Hrs: 5
ISA Marks: 80	ESA Marks: 20	Total Marks: 100
Teaching Hrs: 60		Exam Duration: 4 Hrs

1	Introduction to Needle craft, tools and equipment's used in needle craft.
2	Embroidery-Basic Embroidery stitch. Running stitch, Double running stitch, Back stitch, Kanta work, Steam stitch
	French knot , Lazy daisy, Whipped running stitch, Split stitch, Chain stitch
	Feather stitch, Twisted chain stitch, Fly stitch, Button hole stitch, Satin stitch
3	Weaving Spider web, Padded satin stitch , Bullion knot, Applique, Patch work
4	Spilt work , Bead work, Cut work, Zig –Zag chain, Couching work
5	Cross stitch, Fish bone, Herring bone, Mirror work, Ribbon work
6	Knitting Interlock, Purl, Stocking, Rib, Garter
7	Crochet Single, Double, Treble
8	Macramé Knots, Braiding
9	Design and Develop the product – Crochet.
10	Design and Develop the product – Macrame.

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Course Code: 23DFDH101	Course Title: Professional Communication- I	
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 42		Exam Duration: 3 Hrs

Chapter No. 1. Basics- English Communication

Course Introduction, Explanation of template mix-ups with correct usages & necessity of grammar in error detection, Usage of tenses

Chapter No. 2. Vocabulary and grammar

Vocabulary, Word Formation and Active and Passive Voice

Chapter No. 3. Bouncing Practice

Definition and types of bouncing and its practice with examples, reading skills, free style speech. Individual presentation.

Chapter No. 4. Rephrasing and Structures

Comprehension and Rephrasing, PNQ Paradigm and Structural practice

Chapter No. 5. Dialogues

Introduction of dialogues, Situational Role plays,

Chapter No. 6. Business Communication

Covering letter, formal letters, Construction of paragraphs on any given general topic.

Text Book:

References:

1. Collins Cobuild Advanced Learner's English Dictionary
2. Raymond Murphy - Intermediate English Grammar, Cambridge University Press
3. Martin Hewings- Advanced English Grammar, Cambridge University Press.

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Course Code: 23DFDO101		Course Title: Digital Fluency	
L-T-P : 1-0-1		Credits: 2	Contact Hrs: 3
ISA Marks: 80		ESA Marks: 20	Total Marks: 100
Teaching Hrs: 40			Exam Duration: 3 Hrs
1	Introduction to Computer Hardware with specifications like Calibrated Monitors, Pen table, Processer, Ram, Hard Drive etc, Operating systems, Windows and Mac.		
2	Introduction to office automation, CAD, Graphic Design, Textile Design, 3D modelling and rendering, virtual prototyping, pattern making		
	Exploring Microsoft Word, Word processing for creating design reports, proposals, and documentation		
	Exploring MS Power point, creating presentations for design concepts using PowerPoint		
	Exploring Microsoft Excel, Spreadsheet applications for budgeting and basic calculations		
3	Google Suite: Email Management and professional communication. Cloud Storage, Photos, Calendar Maps etc		
	Google workspace for collaborative projects, including Docs, Sheets and Forms		
	Virtual Meetings, Team collaboration, Design review and presentation using Zoom, Google Meet, MS Team		
	Online safety measures to protect personal information and data		
4	Connect with design community: Exploring Online platforms and forums for connecting with fellow designers		
	Discovering fashion specific resources, blogs, and websites for inspiration		
	Creating digital mood boards, developing visually compelling digital mood boards for design presentation.		
5	Mind Mapping tools for design ideation		
	Online research for in-depth trend analysis and market research		
	Introduction to Typography, Digital File Extensions and management,		
6	E Commerce Platforms: Explore e-commerce platforms and their suitability for fashion businesses		
7	Emerging technology in Fashion industry: Virtual Reality (VR), Augmented reality (AR), Artificial Intelligence (AI), Machine Learning, Smart Textiles and wearable technology, Internet of Things (IoT), Sustainable technology, Voice Commerce,		
8	CANVA Designs		

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SEMESTER-II

Course Code: 23DFDC106	Course Title: Fabric Structure and Coloration	
L-T-P: 3-0-0	Credits:3	Contact Hrs: 3 /week
ISA Marks:50	ESA Marks:50	Total Marks:100
Teaching Hrs:45	I Year / II Sem	Exam Duration:3 hrs
<p>Chapter-1 Introduction to Weaving Introduction to Weaving, History of weaving, Terminology, Preparation for weaving, Essential weaving operations-Shedding, Picking, Beating up, Ting Up and Letting Off, Selvedges.</p> <p>Chapter-2 Woven fabric formation Classification of Woven fabrics based on fiber content, weave structure, and finish. Exploration of weaving patterns and structures (jacquard weave, dobby weave, leno weave, etc.) Quality Assessment of Woven Fabrics- Methods for evaluating woven fabric quality (fabric count, yarn density, fabric appearance, etc.), finishing processes & identifying woven fabric defects.</p> <p>Chapter-3 Applications & Innovations in Woven Fabric Design Woven fabric applications in various industries (garment, home textiles, technical textiles, etc.). Recent developments and innovations in woven fabric design. Eco-friendly weaving practices and fabric options.</p>		
<p>Chapter-4 Knitted Fabric Structure Introduction to Knit, Terminology, Classification of Warp & Weft Knitting Warp Knitting- Functional elements of Warp Knitting & Patterning in Warp Knitting. Weft knitting - Yarn selection and characteristics, Principle Stitches in Weft Knitting, Basic Structure and notations.</p> <p>Chapter-5 Non-woven fabric structure Introduction to Nonwoven Textiles- Definition and classification of nonwoven textiles History and significance of nonwoven fabrics, different formation methods of nonwoven fabrics (dry-laid, wet-laid, spun bond, melt blown, needle punch, etc.).</p> <p>Chapter-6 Trends and Innovations in Knit & Nonwoven Textiles Recent developments, innovations and technologies in knitting & Nonwoven Textiles. Eco friendly Materials and Practices.</p>		
<p>Chapter-7 Introduction to Fabric Coloration History of fabric coloration, overview of fabric coloration, basic principles of coloration, Introduction to dyeing and printing, Terminologies, types, dyeing methods, textile printing, common styles and methods of textile printing.</p> <p>Chapter-8 Preparation and Pre-treatment Introduction to the fabric preparatory processes, Terminologies, singeing, designing, scouring, bleaching, mercerizing processes.</p>		

Reference books

1. Fabric Structure and Design by N. Gokarneshan
2. Principles of Fabric Formation by P.K. Chakraborty
3. Textile Weaving and Design by K.P. Thakur
4. Handloom Weaving Technology by R. K. Biswas
5. Woven Textiles: Principles, Technologies, and Applications by K. Das
6. Textile Design: A Practical Approach by I. R. Campbell and A. P. J. Baguley
7. Woven Fabrics: Principles and Applications by V. K. Kothari and M. Jassal
8. Nonwoven Textiles" by Harold N. G. Wadsworth and Stanley Backer
9. "Knitting Technology: Kadiresan & Dr. Jayaprakash & other authersimportant

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Course Code: 23DFDP106	Course Title: Fabric Structure and Colouration Lab	
L-T-P : 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks: 100
Teaching Hrs: 56		Exam Duration: 3 Hrs

1	Elements of design –design, draft, peg plan, weave repeat,
	Determination of different fabric structure & analysis- Plain weave, Rib weave, Basket weave.
	Determination of different fabric structure & analysis- Twill weave, Left hand twill weave, Right hand will weave
	Determination of different fabric structure & analysis -Un even right-hand twill weave, even right-hand twill weave.
2	Determination of different fabric structure & analysis– Sateen weave, Sateen weave, herring bone.
	Analyse the fabric structure and properties of woven fabric and develop the weave layout for the same.
3	Desizing of cotton fabric using acid.
	Pre-processing of textiles: scouring of cotton fabric
4	Pre-processing of textiles: Bleaching of cotton fabric
	Pre-processing of textiles: Optical whitening, mercerization

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Course Code: 23DFDC107	Course Title: Garment Manufacturing Technology	
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40		Exam Duration: 3 Hrs

Chapter 1- An overview of Indian Garment Industry: Organizational structure and value chain of the garment industry, Garment product types. Different types of Garment manufacturing system in India- Garment production system- batch production system, straight line production system, progressive bundle system, unit production system, and piece work.

Chapter 2- Seams and stitches: types and end use, selection of right garment manufacturing machineries Preproduction activity: Pre-production & TNA meetings.
Sewing: single needle lock stitch machine, parts and functions.

Chapter 3- Sampling department- importance of sampling department, objectives, types of sample- prototypes, fit sample, pre-production sample - developing samples, sample types, sample approvals, lab dip, yarn dip, bit loom, strike offs, size set, production sample, shipment sample.

Chapter 4 - Introduction to Spec sheet and its importance, technical design reading, Tech pack analysis & objective, creating tech pack.

Chapter 5 - Garment Production sequence: Sourcing- Fabric and accessory sourcing and its types Fabric selection, pattern making, marker planning- requirements, methods of marker planning, marker duplicating. Spreading: requirement of spreading, methods of spreading. Cutting- requirements of cutting, methods of cutting. Cutting machines and its working principle, recent advancements in cutting, working environment and safety measures. Sorting, numbering and bundling.

Chapter 6- Garment finishing- equipment's used & types of finishing,
Garment pressing: methods & types, Steam boilers, pressing tables
Garment folding - methods & types,
Garment packing -types, methods & different types of packing materials. Packing instructions of the customer should be followed
Warehousing - assortment and storage methods/outbound stock inspections, cartons marking for shipment

Chapter 7 - Trims- types (Labels, linings, interlinings, wadding, lace, braid, elastic, hook and loop fastening, shoulder pads, eyelets and. zip fasteners, buttons, tags). Fusing – Fusing process, advantages and fusing equipment. Fusing machines, fusing materials, components of fusing, types of resin coating & its applications for various garment products

Chapter 8- In process quality inspection, objectives, advantages, inspection methods. Final inspection, random inspection, AQL inspection method for shirts, trouser and kid's garments.

References

1. Rajkishore Nayak Rajiv Padhye, "Garment Manufacturing Technology" Ist Edition, woodhead publication, 2015.
2. Ganesan, P., Gopalakrishnan, D., Karthik, T, "Apparel manufacturing technology", CRC Publication, 2016.
3. Gerry Cooklin, Steven George Hayes, John McLoughlin, Dorothy Fairclough. "Cooklin's Garment Technology for Fashion Designers", John Wiley & Sons, 2011
4. Francis Cherunilam, "International Buisness Text and Cases", Prentice Hall India, 2009
5. Harold CarL Barbara Latham. "The Technology of Clothing Manufacture", Wiley,1994.
6. T.A.S Balagopal, "Export Management ", New age Publishers,2008.

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Course Code: 23DFDC108	Course Title: Fashion Design	
L-T-P: 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40		Exam Duration: 03 hrs

Chapter No. 1 Design

Design –Definition, Types, design development, motif, pattern and layout, design manipulation, inspiration from nature and history.

Chapter No. 2 Fashion clothing categories

Fashion clothing categories - Introduction, types, based demography & psychographic, styling, price and size ranges for men's, women's and kid's wear.

Chapter No. 3 Fashion illustration

Introduction to fashion illustration and brief history of fashion illustration. Study of well-known fashion illustrators (René Bouché, David Downton, Jason Brooks, Lorenzo Mattotti). The role of fashion illustration as a mode of expression and representation for contemporary apparel styles and trends.

Chapter No. 4 Fashion, Culture & Visual Art

Fashion, Culture & Visual Art- High culture, Pop culture, Low culture

Fashion & Visual Art - Art

Study fashion in relation with Modernity and Technological advancement; Street styles

Chapter No. 5 Factors Affecting Clothing

Factors Affecting Clothing

(i) Protection,

(ii) Ritualistic /culture

iii) Adornment

- Adornment through Clothes

- Adornment through Body - Body Modification, Scarification, Tattooing, Body painting & Piercings

(iv) Identification

- Identification of Social Status

- Identification of Rank

- Identification of Profession

- Identification of Marital Status

- Identification of Individual Status in a Tribe

Chapter No. 6 Fashion Psychology

Fashion Psychology, role of clothing in physical, social, psychological and cultural scenario, How dress affects behaviour: Enclothed cognition, First impression, Halo Effect Stereotyping, perceptions, Clothing and gender differentiation and psychological obsolescence.

Chapter No. 7 Indian fashion designers

Indian fashion designers - Sabyasachi Mukherjee, Ritu Kumar, Ritu Beri, JJ Valaya, Wendell Rodrick's, Raghavendra Rathod, Manish Malhotra, and their brands based on following criteria - Introduction of the designer, education, specialty, brand / label, contribution to fashion, product range, outlets, collection showcase. Fashion brands, fashion capitals, fashion icons and role of fashion in movies, sports and politics.

Chapter No. 8 International fashion designers

International fashion designers- Christian Dior, Gianni Versace, Coco Chanel, Donna Karan, Tommy Hilfiger, Calvin Klein and their brands based on following criteria - Introduction of the designer, education, specialty, brand / label, contribution to fashion, product range, outlets, collection showcase. Fashion brands, fashion capitals, fashion icons and role of fashion in movies, sports, and politics.

References

1. Elisabetta Drudi, Tiziana Paci, "Figure Drawing for Fashion Design", Pepin Press Publication, 2002.
2. Gavin Ambrose, Paul Harris, "The Visual Dictionary of Fashion Design", Bloomsbury Publishing India Private Limited, 2007.
3. James Stockton, "Designers Guide to Colour", Chronicle Books, San Francisco, 1984.
4. Maier, Manfred, "Basic Principles of Design", Van Nostrand Reinhold, 1980.
5. Sharon L Tate, Mona S Edwards, "Inside Fashion Design", Pearson Education India, 2006.
6. Stanyer Peter, "The Complete Book of Drawing Techniques", Arcturus Publishing Ltd., 2003.

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Course Code: 23DFDP109	Course Title: Fashion Illustration Lab	
L-T-P : 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks: 100
Teaching Hrs: 52		Exam Duration: 3 Hrs

1	Design development – motif, pattern and repeats, full, 1/4 th , 1/2, 3/4 th drop, brick, mirror, ogee
	Develop designs inspired from history
2	Fashion illustration of women - 8 head, 10 head, and 12 head fashion figures
	Fashion Croqui of women with Various Views- Front, Back, Side & 3/4 th
	Model drawing – Children and male figures.
3	Body Details - Face, eyes, nose, lips, ears, arms and legs.
	Hair styling - Women/men basics.
4	Fabric rendering - Learning to simulate textures of various fabrics - Cotton, silk, fur, net, leather, velvet, denim, corduroy, georgette, chiffon, knitted, crochet, lace, embroidered and printed.
5	Sketching and rendering of garment features collars - shirt, shawl, mandarin, flat, peter pan, yokes - yoke with fullness, yoke without fullness, pockets - patch, welt, side, kangaroo, in-seam pocket, cuffs - single, double, pointed, French and band cuff, sleeves - set-in sleeve and bodice combination sleeve. Plackets.
	Sketching and rendering of garment features - blouses - formal and casual, shirts - men and women, skirts - flared, pencil, circular, pegged, gored, trousers - pencil, pleated, bell bottom, cargo, pedal pushers,
6	Development of folio with design concepts inspired by one Indian Designer - Sabyasachi Mukherjee, Ritu Kumar, JJ Valaya, Wendell Rodrick's, Raghavendra Rathod, Manish Malhotra, Bhumika, Shyamal.
	Development of folio with design concepts inspired by one International Designer - Christian Dior, Gianni Versace, Coco Chanel, Donna Karan, Calvin Klein.

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Course Code: 23DFDP110	Course Title: Garment Detailing Lab	
L-T-P : 1-0-2	Credits: 3	Contact Hrs: 5
ISA Marks: 80	ESA Marks: 20	Total Marks: 100
Teaching Hrs: 54		Exam Duration: 4 Hrs

1	Preparation of basic block - Pattern set (bodice front, back, sleeve, skirt -front and back), development of basic pattern set.
	Dart Manipulation- Introduction, types, application and uses (pivot and slash technique).
	Fullness - Introduction, types of fullness, application and uses, development of Samples Garment detailing
	Dart Conversions - single dart and double series. Conversion of darts to tucks, pleats, gathers, and style lines. Radiating and graduating darts.
2	Major components - Introduction, definition, terms, application, classification and types, development of samples. <ul style="list-style-type: none"> • Collars - Definition, terms, classification and types - Peter pan, sailor, turtle collar, shawl, formal shirt collar, mandarin collar and with its variations - construction. • Yokes - Definitions, purpose, types - with fullness and without fullness, shapes - construction • Sleeves – Definition, purpose, terms, classification and types – set in, plain puff sleeve, raglan, Magyar sleeve.
	Minor components - Introduction, definition, terms, application, classification and types, development of samples. <ul style="list-style-type: none"> • Pockets - Definitions, purpose, types - patch pockets, patch pockets with flap, seam pockets, welt pockets and variations. • Cuff - Definitions, purpose, types – single, double and shaped cuff. • Plackets - Definition, types - self placket, continuous bound placket, two piece sleeve placket and shirt placket. • Neck line finishes - Definition, types – piping (piping with cord and piping without cord), facing (bias facing, shaped facing) bias binding.
	Trims-Definition, types, frills, ruffles, ricrac, faggoting, applique, lace, motifs, scallop edging, smocking, basic embroidery, decorative fastenings. Development of folio.
3	Demonstration of garment categories - Silhouettes - variations, torso dress, princess line, panel, with waistline, without waist line garments.
	Incorporation of garment closures on samples - Introduction, types - Hook and eye, press buttons, shirt button and button holes, visible and concealed zippers, Velcro. Development of folio.
4	Design Garments – Circular Skirt and Long Skirt
	Develop Garments – Circular Skirt and Long Skirt
	Design garments for women using major and minor components. (Two Garments)
	Develop garments for women using major and minor components. (Two Garments)

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Course Code: 23DFDP111	Course Title: Fabric Artistry & Embroidery	
L-T-P : 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks: 100
Teaching Hrs: 60		Exam Duration: 4 Hrs

1	Introduction to Traditional embroidery- Karnataka, Punjab, Rajasthan, and Uttar Pradesh
	Kasuti of Karnataka <ul style="list-style-type: none"> • Gavanthi • Murgi • Negi • Menthi
	<ul style="list-style-type: none"> • Applique work of Orissa • Embroidery of Rajasthan • Phulkari of Punjab • Chikankari of Uttar Pradesh
2	Introduction to Traditional embroidery- Chamb Rupal Himachal, Embroidery of Manipur, Embroidery of Gujarat
	<ul style="list-style-type: none"> • ChambaRupal Himachal • Embroidery of Manipur • Embroidery of Gujarat
	<ul style="list-style-type: none"> • Kashida of Kashmir • Kntha of Bengal • Mirror (Shisha) work
	<ul style="list-style-type: none"> • Metal Embroidery • Aari
3	Introduction smocking technique
	Developing samples using smocking technique (10)
4	Design and develop 1 products embellishing with embroidery (any 3)
	Design and develop 1 products using smocking technique

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Course Code: 23DFDH102	Course Title: Intermediate English	
L-T-P : 2-0-0	Credits: 2	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40		Exam Duration: 3 Hrs

Chapter No. 1. Fashion Vocabulary and Descriptive Writing

Basic Fashion Vocabulary, Descriptive Writing for Fashion, Fashion Product Descriptions, Fashion Picture Descriptions

Chapter No. 2. Fashion Presentation and Speaking Skills

Basic Verbal Communication in Fashion, Fashion Show and Tell, Fashion Role Play, Fashion Presentation Skills

Chapter No. 3. Basic Fashion Communication Strategies

Writing Simple Fashion Emails, Fashion Social Media Basics, Visual Communication in Fashion, Fashion Presentation Practice

Chapter No. 4. Portfolio Development and Final Project

Portfolio Development, Presentation Preparation, Portfolio Presentation

Text Book:

References:

1. Collins Cobuild Advanced Learner's English Dictionary
2. Raymond Murphy - Intermediate English Grammar, Cambridge University Press
3. Martin Hewings- Advanced English Grammar, Cambridge University Press.

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Course Code: 23DFDO102	Course Title: Digital & Social Media Branding	
L-T-P : 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks: 100
Teaching Hrs: 56		Exam Duration: 3 Hrs

1	Introduction digital branding and its importance.
	Case study on fashion brands and designers branding assets
2	Create digital branding content like about us, skills, academic designs etc
	Create branding assets like Logo, images, icons etc
	Create mood board and layouts for website, social media and marketing
3	Create an account and sub domain with Word Press
	Explore and apply Word Press theme for fashion branding
	Create posts with fashion branding content
	Create About us and contact us page
	Create post and page content using text, images, link and gallery
4	Create categories, tags and featured images
	Crat Menus and widgets
5	Design branding assets like flyers, posters and banners
	Create social media professional accounts with proper has tags/usernames
	Create social media posts using website link, text and flyers
6	Create landing page using Convertkit
	Publish and generate traffic to social media and website

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III Semester

Program: III Semester B Sc Fashion & Apparel Design		
Course Title: Textile Wet Processing		Course Code: 24DFDC201
L-T-P : 3-0-2	Credits: 5	Contact Hrs: 3+4
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 45+40	Examination Duration: 3 hrs	
UNIT I Chapter 1 Dyeing Introduction to Coloration, Terminologies, Classification of dyes, Theory of Dyeing, Styles of Dyeing, Mechanism of dyeing. Chapter-2 Dyeing of Cellulosic and Protein fabrics Dyeing of Cellulosic and Protein fabrics (Natural and Man-made Fabrics) using Direct, Basic, acid, vat, reactive, Sulphur and Disperse dyes, Properties and Applications Chapter-3 Eco-friendly Dyeing Natural Dyes, Eco-friendly Dyeing, Objectives, Significance, Applications.		
UNIT II Chapter-4 Printing Introduction, History, Terminologies, Styles of Printing, Different types of Printing using pigments and dye classes, Different types of machineries used for Printing. Chapter-5 Chemical Finishing Classification of finishes, Chemical Finishing-Application of Water repellent/proof, Flame retardant, Mildew proof, anti-static, soil release, UV protection, antimicrobial, odour control and fragrance finishes, durable press, wrinkle free. Chapter-6 Garment Processing and Finishing Garment Processing and Finishing: Processing of grey fabric garments, Garment dyeing, Machinery for garment dyeing, Garment finishing and Printing.		
UNIT III Chapter-7 Sustainability Ethical fashion-Introduction, Definition, Criteria, Importance, Need of Sustainability in textile production, Use of Eco-labeled chemicals and dyes. Chapter-8 Recent Trends and Innovation Green Processing, Green marketing, Dyeing Machineries, Biodegradable packages.		

References:

1. C.V Koushik and Antao Irwin, "Chemical Processing of Textiles – Preparatory process and dyeing" NCUTE 2003.
2. Marie Christine Noel and Michael Cailloux, "Printed Textile Design" Paperback publisher, 2015
3. K.L.Mittal and Thomas Bhaners, "Textile Finishing: Recent development and Future Trends" ISBN 9781119426769, 2017.
4. J.N. Chakraborty, "Fundamentals and Practices in Colouration of Textiles", Woodhead publications, 2014.
5. V.A. Shenai, "Principles & Practice of Dyeing", Sevak Publications, Bombay, 2000
6. Arthur D Broadbent, "Basic Principles of Textile Coloration", Society of Dyers and Colouris, 2001.
7. Bhagwat R.S "Handbook of Textile Processing Machinery", Colour Publication, Mumbai, 1999.

Course Title: Textile Wet Processing Lab	
1	Dyeing of cotton using Basic dyes Dyeing of cotton using Direct dyes Dyeing of cotton using Vat dyes
2	Dyeing of silk using Acid dyes Dyeing of Knit using Basic dyes Dyeing of Knit using Acid dyes
3	Dyeing of Cotton and Silk using Different types of Natural dyes
4	Dyeing of Nylon using Acid dyes Dyeing of Acrylic using Basic dyes
5	Tie and Dye (10 samples)
6	Printing –Block Printing Printing-Screen Printing Eco-Printing

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Program: III Semester B Sc Fashion & Apparel Design		
Course Title: Fashion Design & Forecasting		Course Code: 24DFDC202
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
UNIT I Chapter 1- Fundamentals of Design thinking Overview of Design thinking, Definition and Importance, History and key stages of design thinking, principles and Applications of design thinking in fashion design Creative Thinking – introduction, process, Types and importance of Creative Thinking in modern design. Chapter 2- Research and Concept Development Research and Design Process - Research Types and Sources for Design Collections, Conceptualization and Ideation Techniques The Design Process: From Concept to Creation Crafting and Interpreting Design Briefs Techniques for Idea Generation: Brainstorming and Mind-Mapping Exploring Inspiration: Meaning and Sources Chapter 3 - Creative Visual Boards Definition and Purpose, Types of Visual Boards, Elements and principles of Visual Communication, Developing Concept Boards, Mood Boards, story board, client board, texture boards, color board, trim board, design development board, lookbook board and technical board. Advanced Techniques and Innovations in Visual Boards.		
UNIT II Chapter 4 - Fashion trend and Forecasting Introduction and types of forecasting (time Based) short-term, long-term forecasting, Fashion Forecasting Process, Application of Fashion Forecasting, Fashion forecasting services and resources. Chapter 5 - Color Forecasting Definition and Scope, The Role of Color in Design, Evolution of Color Trends, The Psychology of Color, The Color Forecasting Process- Research and Data Collection, Analyzing Current and Emerging Color Trends, Developing Color Palettes, Seasonal Color Trends, Color and Brand Identity in Fashion, Application of Color Forecasting and Color Forecasting Resources and Agencies. Chapter 6 - Trend Analysis Trend Analysis- Trend forecasting- Introduction, Objectives. Importance of Trend Analysis, Theories and Concepts in Trend Analysis, Process and application of Trend Analysis and Trend presentation.		

UNIT III

Chapter 7 - Design Layout

Design Layout- Design direction, attitude in a pose, Design Emphasis, Stylization for Designers, Design objectives, Design Journal pages, Design journal, Thumbnail sketches, maximizing design impact, composition direction, grouping figures, layout or line-up.

Chapter 8- Sustainable Fashion

Sustainable Fashion- Meaning and significance; Environmental concerns related to fashion, linear fashion and circular fashion. 4R's in Sustainability- Repair, Recycle, Reuse, and Reduce. Moving towards sustainable fashion- ECO Fashion, Slow Fashion, Environmental impact of fast fashion. Life cycle thinking & Sustainable design strategies.

References

1. Bina Abbing, "Fashion Sketchbook", Fair child Books, Canada, 7th Edition, 2019.
2. Brockman HL, "Theory of Fashion Design" John Wiley and Sons. Inc., New York, 1990.
3. Jaeil Lee, Comitte Steen, "Technical Source Book for Designers", Bloomsbury Academic USA, 2nd edition, 2015.
4. Stecker P, "The Fashion Design Manual", Macmillan, Australia, 1997.
5. Tisianna Paci, "Figure Drawing for Fashion Design", Pepin Press Publication, 2002.
6. Karl Aspelund. (2010). *The Design Process*. Fairchild Publications.
7. Bryan Lawson. (2005). *How Designers Think: The design process demystified*. Biddles Ltd.
8. Nigel Cross. (2011). *Design Thinking*. Breg Publishers.

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Program: III Semester B Sc Fashion & Apparel Design		
Course Title: Fashion Event Management		Course Code: 24DFDC203
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
UNIT I Chapter 1 - Introduction to event management Overview of the fashion industry, Importance of events in fashion, Types of fashion events (fashion shows, product launches, trade shows, pop-up shops, etc.), roles and responsibilities of a fashion event manager. Chapter 2- Fashion Events Research and Planning Event concept development, Setting objectives and goals, Budgeting for fashion events, Creating a timeline and schedule, Selecting venues and locations Fashion Shows – Formats, Arenas and Elements, Special events, Fashion videos, and editorial coverage. Chapter 3 - Event Marketing and Promotion Marketing strategies for fashion events, social media promotion, Collaborations and partnerships, Media relations and PR strategies, Creating and distributing press releases and Guest list management and invitations.		
UNIT II Chapter 4- Design and Production Event design principles, Stage and runway design, Lighting, sound, and audiovisual requirements, Décor and ambiance, Fashion event production techniques and working with designers, models, and stylists. Chapter 5 -Fashion Show Production Types of fashion shows, Planning a fashion show sequence, Model casting and fittings, Garment selection and styling, Choreography and rehearsals and Backstage management. Chapter 6- Event Laws & Licenses Relevant Fashion events laws, licenses and permissions, Legal contracts-constructing a contract, trade mark and service mark, Official bodies and contracts, Security related issues: Handling other legal issues of event management.		

UNIT III

Chapter 7- Digital and Virtual Events

Planning virtual fashion events, using technology and software for virtual events, engaging online audiences, Virtual event platforms and tools and measuring the success of virtual events.

Chapter 8- Sustainable Event Management

Importance of sustainability in fashion events, Eco-friendly event planning practices, Sustainable materials and resources, reducing waste and carbon footprint and Promoting sustainability through events.

References

1. Alexandre de Betak, et al., "Betak - Fashion Show Revolution", Phaidon Press, 2017.
2. Posner, Harriet "Marketing Fashion" Laurence King Publishing, 2011
3. Diamond, Ellen and Jay "Fashion Advertising and promotion" Fairchild Publications, 1999
4. Raj, Razaq "Events Management: Principles and Practice" Sage Publications, 2013
5. Harichandan, C.P. "Events Management" Global Vision Publications, 2010
6. Bladen, Kenell, Abson and Wilde "Events Management: An Introduction" Routledge Publications, 2012
7. Dennis Nothdruff, Marylou Luther, & Zandra Rhodes, "50 Fabulous Years in Fashion" YaleUniversity Press, New Haven, 2019.
8. Paula Taylor, "How to Produce a Fashion Show from A to Z", Pearson Prentice Hall, Boston, 2013.
9. Julia Rutherford Silvers, "Professional Event Co-ordination", Wiley, 2nd edition, UnitedKingdom, 2012.

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Program: III Semester B Sc Fashion & Apparel Design		
Course Title: Advanced Fashion Illustration		Course Code: 24DFDP201
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	High end rendering techniques- Sketching ruffles, cascades, cowls, smocking, shirring, gathers, gores, pin tucks. luxe fabric rendering, black fabric rendering, design & render gown & bridal wear.	
2	Creating illusion in garments - Line, shapes, form, space, texture, colours, and silhouette. (2 each)	
3	Designing of various garments from the following categories - Children wear, women's wear & men's wear: evening wear, summer wear, winter wear and party wear (any 2 categories).	
4	Fashion sketching of advanced illustration techniques and 3 dimensional views (only hand) - Foreshortening of figures	
5	Design layout- Direction, attitude in a pose, emphasis & stylization	
6	Fashion sketching of advanced illustration techniques and 3 dimensional views (only hand) - grouping of figures	
7	Research design- design journal pages, Preparation of portfolio based on inspiration, mood, colour, client, texture and fabric swatch boards based on current trend.	
8	Design development - thematic figure composition.	

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Program: III Semester B Sc Fashion & Apparel Design		
Course Title: Digital Fashion		Course Code: 24DFDP202
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Introduction to Computer Aided Design-Fundamentals, general process of design, application of computers in design, benefits of CAD and CAD in today's fashion industry.	
2	Introduction to Fashion Design Software's- tools in detail, enhancing images, Masking, transforms, working with layers. Merging & blending layers, text effects. Creating an advertising brochure, Brand Label, care label designing, logo designing, development of Visiting card, letterhead.	
3	Creating various boards- Mood, Inspiration, client boards using Photoshop based on chosen theme. Creating various boards- colour and Texture boards using Photoshop based on chosen theme.	
4	Accessory Designing using software- Introduction, Learning basic tools. Using Basic Shapes, Transformations, Duplicate, Cloning. Applying fill, outlines, special effects, shaping objects, creating custom Shapes using basic shapes and other drawing tool, working with the text, Effects, shaping object with envelope tool, Power Clip objects, splitting and erasing portion of objects. Creating fashion accessories like necklace, bracelet, anklets, ear ring, and head gear etc.	
5	Motifs development – Natural, Stylised, Geometric & Abstract Motifs development -Layouts– ½ drop, ¼ drop, ¾ drop & Brick repeat Symmetrical and Asymmetrical designs	
6	Design & develop flat sketches for the following: Children – Girls (A-line & yoke frock). (any 1) Design & develop of flat sketches for the following: Boys (shirt & shorts). (any 1) Design & develop of flat sketches along with stitch specification for the following: Adults – Women 's (Top, Skirt, gown). (any 2) Design & develop of flat sketches along with stitch specification for the following: Adults –Men 's (Shirt, Kurta, Trouser). (any 2)	

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Program: III Semester B Sc Fashion & Apparel Design		
Course Title: Advance Garment Construction		Course Code: 24DFDP203
L-T-P: 0-0-3	Credits: 3	Contact Hrs: 6
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 60	Examination Duration: 4 hrs	
1.	Design Kid's wear- Girl's frock, Boy's shirt and short - Select suitable fabrics for the design developed. - Interpret the methods of drafting & appropriate pattern making techniques for different types of garments. - Create the specification, Sheet. - Construction of the garments - Estimate the layout for fabric - Develop cost sheets	
2.	Design Women's wear- Casual wear – Top and Bottom. - Select suitable fabrics for the design developed. - Interpret the methods of drafting & appropriate pattern making techniques for different types of garments. - Create the specification, Sheet. - Construction of the garments - Estimate the layout for fabric - Develop cost sheets	
3.	Design Women's wear- Formal wear: Peg skirt and Peplum Top. - Select suitable fabrics for the design developed. - Interpret the methods of drafting & appropriate pattern making techniques for different types of garments. - Create the specification, Sheet. - Construction of the garments - Estimate the layout for fabric - Develop cost sheets	
4.	Design Men's wear- Formal wear: Trouser and Blazer. - Select suitable fabrics for the design developed. - Interpret the methods of drafting & appropriate pattern making techniques for different types of garments. - Create the specification, Sheet. - Construction of the garments - Estimate the layout for fabric - Develop cost sheets	

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Program: III Semester B Sc Fashion & Apparel Design		
Course Title: Advanced English		Course Code: 24DFDH201
L-T-P : 2-0-0	Credits: 2	Contact Hrs: 2
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs:42	Examination Duration: 3 hrs	
Module No. 1. Communication Skills Tools of Communication, Listening, Body Language: Common Postures and Gestures, Open and Closed Body Language, Body Language in Corporate Scenarios, Voice: Pitch, Pace, and Pause, Verbal Language: Positive & Negative Vocabulary, Corporate Email Etiquette, Business Report Writing, Corporate Conversations		
Module No. 2. Presentation Skills Group Presentation, Individual Presentation, and Feedback, Making Interactive Presentations, Types of Questions, Taking Off and Signing Off Differently, Captivating Your Audience, Corporate Presentations, Written Speech Drafting and Outlining Presentations		
Module No. 3. Spoken English Phonetic and Non-Phonetic Languages, Introduction to IPA, sounds in English, Syllables, Word Stress, Rhythm, Pausing, and Intonation		
Module No. 4. Written English Vocabulary Enhancement Strategies, Root Words in English, Grammar Improvement Techniques, Dictionary Usage, Similar and Contradictory Words, Business and Professional Correspondence, Summary and Precis Writing		
Text Book: NA		
References <ol style="list-style-type: none">4. Diana Booher - Communicate with Confidence, Mc Graw Hill Publishers5. Norman Lewis–Word Power Made Easy, Goyal Publishers6. Cambridge Advanced Learner’s Dictionary, Cambridge University Press.		

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Scheme Program: III Semester B Sc Fashion & Apparel Design		
Course Title: Design Thinking & 3D Printing		Course Code: 24DFDO201
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 30	Examination Duration: 3 hrs	
1	Module 1: Introduction to Design thinking in Fashion Technology Introduction to Social Innovation with design process: - Significance, Goals, and Phases Empathy: - What is Empathy, Need for Empathy, Ways to empathize, interaction protocol, Interview questionnaire for target groups, Social problem articulation: - Stakeholders and their needs, Empathy Map, Problem statement Generate Solutions for social problem: -Significance of ideation; Tools to ideate: Brainstorming, Idea Filtering; Idea Evaluation	
2	Module 2: Introduction to 3D Printing in Fashion Technology Introduction to 3D Printing in Fashion Technology: - Steps in 3D Printing process, Additive manufacturing, Type of Additive Manufacturing, FDM (Fused Deposition Modelling), SLS (Selective Laser Sintering), SLA (Stereo lithography), Components of an FDM 3D Printer, support and raft of a 3D model, Materials used in 3D printing, why 3D Printing is Required in Fashion Design Technology, applications of 3D printer in Fashion Technology.	
3	Module 3: Basics of CAD and ON SHAPE software. Introduction CAD: - Principle of Projection, Orthographic Projection, First angle projection Pictorial projection to orthographic projection. Introduction to ON SHAPE software: use of sketch, Extrusion, revolved protrusion, fillet, trim, sweep, loft, part drawing, assembly of parts	
4	Module 4: CAD model Slicing using Ultimaker software. Introduction to Ultimaker, modifying the dimensions of the model, rotation of the model, assigning material to the filament, layer height selection, wall thickness, fill density, speed of nozzle, temperature of nozzle and printing bed, support for the model, travel, build plate adhesion using skirt, brim, raft. 3D printing using Fused Deposition Modelling: Introduction to Fused Deposition Modelling, parts of FDM, working principle of extruder, stepper motor, preparation of acetone and ABS paste, lcd display to control nozzle temperature and bed temperature, control the axis movement, print from media, controlling the speed of nozzle, replacing the filament.	
5	Module 5: Feedback and Report Writing Stakeholder feedback: -User-experience feedback, Identify limitations and scope for further improvement Report writing and Presentation: - Guidelines for research and citation, Assignment description, Bibliography, Conclusion, Presentation skills and tips.	

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Semester: IV

Program: IV Semester B Sc Fashion & Apparel Design		
Course Title: Apparel Quality & Testing		Course Code: 24DFDC204
L-T-P : 3-0-2	Credits: 5	Contact Hrs: 3+4
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40+48	Examination Duration: 3 hrs	
UNIT I Chapter 1 Introduction to quality standards Introduction to quality standards, Evolution of quality, quality planning, quality control, quality assurance, total quality management. Chapter 2 Quality Standards Quality Management System- Quality policy, Quality standards: importance, benefits, levels and sources of standards- ISO, AATCC, ASTM, BS, BIS. Chapter 3- Eco Standards Eco friendly textiles and garments: Global scenario, eco textiles, eco standards and certifications - ISO 14001, Eco-mark, Oeko Tex 100, GOTS.		
UNIT II Chapter 4 – Quality Specifications Garment Specifications, Analysis of pre-sample specification of garment, understanding of quality assurance in terms of measurement, sewing operations and finishes. Chapter 5 – Quality testing Determination of fabric tensile, tearing and bursting strength. Determination of stiffness, crease, drape of fabrics. Fabric hand feels and its importance. Measurement of fabric by KES and FAST system and its application in garment production. Chapter 6- Introduction to Colorfastness Introduction to Colorfastness, Types of colorfastness, Factors affecting the colorfastness property of a dyed material, Methods and equipment's used to determine colorfastness to washing, colorfastness to rubbing, colorfastness to perspiration and colorfastness to light.		

UNIT III

Chapter 7 - Quality Assurance in Supply Chain Management

Quality assurance practices in the garment supply chain. Vendor evaluation and selection criteria, ethical considerations in supply chain management.

Chapter 8- Sustainability in supply chain & value chain in garment Industry.

Facilities in environment management, BRSR certification process.

References

1. Amutha K, "A Practical Guide to Textile Testing", Woodhead publishing India Pvt. Ltd., 2016.
2. David H, "ISO 9000 Quality System Handbook", Butterworth publishing, New Delhi, 2006.
3. Juran J M and Gryna, F M, "Quality Planning and Analysis - From Product Development through Use", Tata McGraw Hill Publishing Limited, New Delhi, 2001.
4. Pradeep V Mehta, "Managing Quality in Apparel Industry", NIFT publication.
5. Purushothama B, "Effective Implementation of Quality Management Systems", Woodhead Publishing India Pvt. Ltd., 2010.
6. Purushothama B, "Implementing ISO 9001:2015", Woodhead Publishing India Pvt. Ltd., 2015.
7. Saville, B.P. "Physical testing of textiles", Woodhead Publishing Ltd and CRC Press LLC, 1999.
8. Subrata Das, "Quality Characterization of Apparel", Woodhead Publishing India Pvt. Ltd., 2nd edition, 2019.
9. Subrata Das, "Product Safety and Restricted Substances in Apparel", Woodhead publishing India Pvt. Ltd., 2nd edition, 2016

Course Title: Apparel Quality & Testing Lab

1	Fabric Performance Evaluation: -Measurement of fabric stiffness.
2	Fabric Performance Evaluation: -Assessment of fabric crease recovery.
3	Evaluation of Color Fastness to Rubbing Using a Crock Meter
4	Assessment of Pilling Resistance in Fabric
5	Determination of Fabric Tearing Strength.
6	Determination fabric tensile strength by tensile strength tester.
7	Evaluation of Fabric Seam Slippage
8	Assessment of Color Fastness to Washing Using Standard Method
9	Drapability Test for Fabric Evaluation
10	Understanding different light setup and mechanism of Colour cabinet. Grey Scale Reading for Color Assessment

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Program: IV Semester B Sc Fashion & Apparel Design		
Course Title: Historical Costumes		Course Code: 24DFDC205
L-T-P: 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
UNIT I		
Chapter 1		
Introduction to world textiles and costumes- History, Functions of clothing, Textile Motifs -Types of motifs from India, China, Japan, Persia		
Chapter 2		
Ancient Textiles & costumes- Egypt, Mesopotamian, Greek, Roman & Japanese.		
Chapter 3		
Textiles & costumes -		
<ul style="list-style-type: none">• French Costumes during renaissance 1400-1600• English costumes - English Costume during Middle Ages, Victorian & Edwardian era• American costumes: American costumes from 18th to 20th centuries.		
UNIT II		
Chapter 4		
Ancient Indian textiles & costumes- Indus Valley & Vedic		
Chapter 5		
Ancient Indian textiles & costumes- Mauryan, Kushans, Satavahanas, & Gupta		
Chapter 6		
Textiles & costumes-		
<ul style="list-style-type: none">• Mughal• Colonial and Post-Colonial Clothing		

UNIT III

Chapter 7 - Regional Costumes of India- North & Eastern states of India

Traditional costumes of North India - Jammu & Kashmir, Punjab, Himachal Pradesh, Haryana, Uttaranchal and Uttar Pradesh.

Traditional costumes of Eastern states of India – West Bengal, Bihar, Jharkhand, Arunachal Pradesh, Assam, Sikkim, Nagaland, Manipur, Mizoram, Meghalaya and Tirupura.

Chapter 8 - Regional Costumes of India- South & Western states of India

Traditional costumes of Southern states of India – Tamil Nadu, Kerala, Karnataka and Andhra Pradesh.

Traditional costumes of Western states of India – Rajasthan, Gujarat, Maharashtra, Madhya Pradesh and Goa.

References

1. Jamila BrijBhusan Master piece of Indian jewellery, Taraporevala- Bombay,1979.
2. Jamila BrijBhusan, The Costumes and textiles of India, Taraporevala- Bombay.1958
3. Konemann A history of Fashion in the 20th Century - 1974
4. Parul Bhatnagar, Traditional Indian costumes & textiles||, Abhishek Publication.2004
5. Phyllis Tortora, Keith Eubank Survey of historical costumes, A History of western dress||, , Fairchild Publication,2009
6. A History of Fashion – Gertrud Lehnert
7. Indian Costumes – Renee W. Chase
8. Costume, Textiles and jewellery of India – Vandana Bhandari
9. World Dress Fashion in Detail – RosemaryCrill, Jennifer Wearden and Verity Wilson

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Program: IV Semester B Sc Fashion & Apparel Design		
Course Title: Indian Textile Art & Craft		Course Code: 24DFDC206
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
<p>Unit I</p> <p>Chapter 1 Handloom and Handicrafts– Introduction, History of handicrafts in India, types of textile art and craft in India.</p> <p>Chapter 2 Introduction to the basic concept in art & crafts. Factors influencing Craft - Social, Economic, Psychological, Technological influence. Production & Market. Current Scenario of art & crafts in India - Current scenario of textile Art & craft in Domestic and International Market.</p> <p>Chapter 3 Textile Art & Craft of South India- Doll Making, Ganjifa Art, Hase Chittara, Mysore Paintings, Ivory Carving, Kasuti, Ilakal Saree, Mysore Silk, Ayurvedic textiles, Mural Paintings, Banana Fibre products, Coir Products, Kanjeevaram Saris, Tanjore Paintings, Stone Carving, Dhokra Craft, Bidiri Craft, Nirmal Artworks, Cheriya Paintings, Kondapalli Toys Made Of Softwood, Kalamkari Paintings, Leather puppets, Mangalgi, and Pochampalli Sarees.</p>		
<p>Unit II</p> <p>Chapter 4 Textile Art of Northern India- Kashida, Carpets Rugs, Pashmina Shawls, Haryana Weaving – durries, Chamba rumal, Shawls, Phulkari, Durries ,Chanderi Sarees, Maheshwari Saris, Leather Craft.</p> <p>Chapter 5 Art & Craft of Northern India- Jootis, Mud Work, Godna Art, Wrought Iron Craft, Gond Painting, Pithora painting, Mandana painting, Nandna Print, Papier Mache, Silverware, and Woodworks and Haryana -Pottery.</p> <p>Chapter 6 Textile Art & Craft of West India- Phad Painting, Pichwais, Blue Pottery, Applique Work, Usta Art, Printing – Bagru hand block printing, Sanganeri Block Printing, Khavda Pottery, Bandhej, Patola, Rogan art, Kutch embroidery. Warli Painting, Paithani Saris, Kolhapur Chappal, crochet, Kaavi art & Hand Painted Tiles,</p>		

Unit III**Chapter 7**

Textile Art of North-East India- Weaving Craft, Silk Textiles, Textiles of Meghalaya, Traditional Weaving of Mizoram, Iepcha weaving, Risha handwoven cloth, Kantha, Jamdhani, Baluchari, Tangail, Pipli appliqué, Bandhas of Odisha, Bavanbutti weaving and Kheta embroidery.

Chapter 8

Art & Craft of East India- Pattachitra, Jadupatua Painting, Sohrai Painting, Madhubani, Thangka Painting, Mask, Bamboo Craft, Saphee Lanphee, Bamboo and Cane work.

References

1. Aditi Rajan & M.P. Rajan, 'Crafts of India- Handmade in India', Mapin Publication Pvt Ltd, 2014
2. Jaya Jaitly, 'Crafts Atlas of India', Niyogi Books, 2012
3. Marthand Singh, 'Handcrafted Indian Textiles', Roli Books, 2005
4. Craft Traditions of India-Past, Present and Future, NCERT publication, 2011
5. K. Prakash, 'Warli, Traditional Folk art from India', Shree Book Center, 2016
6. Chattopadhyaya K.D, Indian Carpets and Floor Coverings, All India Handicrafts Board, New Delhi, 1977
7. K. Prakash, 'Rajasthani Folk Art' English edition publishers

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Program: IV Semester B Sc Fashion & Apparel Design		
Course Title: Historical Costume Exploration		Course Code: 24DFDP204
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Design development – Types of motifs from India, China, Japan, Persia and develop contemporary motifs	
2	Create contemporary motifs inspired from traditional motifs.	
3	Sketching of costumes (men & women) of Egypt & develop contemporary design	
4	Sketching of costumes (men & women) of Greek & develop contemporary design	
5	Sketching of costumes (men & women) of Roman & develop contemporary design	
6	Sketching of costumes (men & women) of Japanese & develop contemporary design	
7	Sketching of costumes – Indus valley & develop contemporary design	
8	Sketching of costumes (men & women)– Vedic & develop contemporary design	
9	Sketching of costumes (men & women)–Mauryan & develop contemporary design	
10	Sketching of costumes (men & women) –Kushan & develop contemporary design	
11	Sketching of costumes (men & women) – Gupta & develop contemporary design	
12	Sketching of costumes –Mughal (men & women) & develop contemporary design	
13	Sketching of costumes - North India (men & women)	
14	Sketching of costumes – South India (men & women)	
15	Sketching of costumes – East India (men & women)	
16	Sketching of costumes - Western India (men & women)	
17	Preparation of concept, Research and Mood board for contemporary design based on one world costume	
18	Preparation of concept, Research and Mood board for contemporary design based on one Indian costume.	

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Program: IV Semester B Sc Fashion & Apparel Design		
Course Title: Advanced Digital Fashion		Course Code: 24DFDP205
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Introduction to CAD fundamentals Application of Computer software in design Advantages of CAD in Fashion Design Current Trends in Fashion CAD	
2	Study of Design Software Different Softwares used in Fashion and apparel Design with specifications Various software with designing features and application. Criteria to select a software.	
3	Introduction to fashion designing tools Designing using software tools in detail (Basic and advance, workspace and layouts) Image editing, Enhancing, Masking, Transformation, Merging and Blending, Working with layers. Design a Fashion Editorial using Designing and editing tools	
4	Fashion Projects and Boards Painting and Rendering using Software Creating & Manipulating Fashion model Drawing. Creation of Boards- Mood board, Color board, Texture board Client Board, client board for a chosen theme.	
5	Motif Development Mind mapping & Motif development Use the motif for pattern creation – Pattern layout - ½ drop, ¼ drop, ¾ drop & Brick repeat, Mirror, Toss repeat. (any 3) Create all over, Seam less pattern Design and develop of Saree with Borders, Pallu and Allover.	

6	Designing Apparels Design women 's casual, party, night, sports, office/formal wears using software. (Any 3) Design men 's casual, party, night, sports, office/formal wears using software. (Any 3) Design children casual, party & night wears using software. (Any 2)
7	Flat sketches, Spec sheets and Cost sheets Design & develop flat sketches along with stitch specification for the following: - Children – Girls (A-line & yoke frock). Boys (shirt & shorts). -Adults – Women 's (Top, Skirt, gown) Men 's (Shirt, Kurtha, Trouser) For the same create spec sheets, cost sheets for each garment using software's.
8	Introduction to PDS Introduction, pattern for digitizing, Pattern Design – Introduction to PDS (pattern design screen), File menu, Opening and saving, Managing Pieces on the screen, measure, Edit and View functions. Point & Notch Functions, line functions, Piece functions. Prepare basic Pattern set, grade the patterns to smaller, larger size, Grading and create Marker plan – A-Line Frock Skirt Shirt Dress/ Top Shorts/Trousers and Kurtha.

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Program: IV Semester B Sc Fashion & Apparel Design		
Course Title: Fashion Draping		Course Code: 24DFDP206
L-T-P: 0-0-3	Credits: 3	Contact Hrs: 6
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 60	Examination Duration: 4 hrs	
1	Draping Introduction to draping. Terminologies used in Draping Tools and Equipment used in Draping Principles & techniques of draping.	
2	Draping Basic Blocks Dress form and fabric selection Draping Steps of basic patterns – Basic Bodice (Front and Back) Basic Skirt (Front and Back) Basic Sleeves	
3	Developing Design Variations Bodice variations- Dart Manipulation and variations- French Dart Neck line Darts Armhole Dart Center Front Dart Shoulder Dart Insertion of Gathers, Tucks and Pleats Draping to Style Lines – Panel line, Princess line (Armhole, Shoulder) Draping Cowl –creating a cowl Dress using any of Cowl draping techniques	
4	Draping Yokes -Midriff yoke -Straight Yoke -Hip Yoke Fabric preparation, Draping method, Marking and Truing. Drape a Yoke dress for women (Skirt or Top)	
5	Draping Sleeves Sleeves – -Gathered Sleeves -Leg-O-Mutton - Bishop Sleeve Fabric preparation, Draping method, Marking and Truing. Drape a Innovative sleeves suitable for women's Top	



6	Developing Garments Straight Shift Sheath Dress Princess Dress
7	Creative Draping Origami Zero waste Drape a Garment using combining any of the creative draping methods
8	Garment Draping and Construction Skirt & Top using draping technique with combining any of the draping techniques with any two Style features. Evening gown using draping technique based on theme, with any two Style features.

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Program: IV Semester B Sc Fashion & Apparel Design		
Course Title: Functional English		Course Code: 24DFDH202
L-T-P: 2-0-0	Credits: 2	Contact Hrs: 2
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 2 hrs	
Chapter No. 1. Fashion Vocabulary and Descriptive Writing Basic Fashion Vocabulary, Descriptive Writing for Fashion, Fashion Product Descriptions, Fashion Picture Descriptions		
Chapter No. 2. Fashion Presentation and Speaking Skills Basic Verbal Communication in Fashion, Fashion Show and Tell, Fashion Role Play, Fashion Presentation Skills		
Chapter No. 3. Basic Fashion Communication Strategies Writing Simple Fashion Emails, Fashion Social Media Basics, Visual Communication in Fashion, Fashion Presentation Practice		
Chapter No. 4. Portfolio Development and Final Project Portfolio Development, Presentation Preparation, Portfolio Presentation		
Text Book: References: <ol style="list-style-type: none"> 1. Collins Cobuild Advanced Learner's English Dictionary 2. Raymond Murphy - Intermediate English Grammar, Cambridge University Press 3. Martin Hewings- Advanced English Grammar, Cambridge University Press. 		

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Program: IV Semester B Sc Fashion & Apparel Design		
Course Title: Fashion Visualization: Multimedia Techniques		Course Code: 24DFDW201
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 50	Examination Duration: VIVA	
1	Introduction to fashion film & short storytelling. How to structure a story (Head, Body, Tail).	
2	Writing dialogues, narration, and creating a script.	
3	Assignment: Write a short fashion-themed story (30-60 seconds concept). Convert the story into a scene-wise script with dialogues/narration.	
4	Planning shots: Camera angles, movements, A-roll & B-roll. Identifying shooting locations, props, and lighting.	
5	Assignment: List shot divisions & shooting plan (framing & composition).	
6	Mobile filmmaking basics: Exposure, focus, white balance, and frame rates. Using natural & artificial lighting.	
7	Dialogues, voiceover, and background sounds. Noise control and use of external mic.	
8	Assignment: Practice shooting stable, well-lit shots with a mobile phone. Record voiceovers & dialogues for their film.	
9	Advanced camera movements: Dolly, pan, tilt, handheld vs. tripod shots.	
10	Assignment: Shoot 5 different camera angles/movements for practice.	
11	Adobe Premiere Pro: Timeline, cutting clips, and arranging sequences.	
12	Adding background music, sound effects, and color correction basics	
13	Assignment: : Import clips and start assembling the film in Premiere Pro. Edit & enhance audio and color grading for their film.	
14	Adding titles, animations, transitions, and final touch-ups. Rendering : Export to various media	
15	Assignment: Add opening/closing titles, graphics & effects. Render a movie to various media.	
	Photography – <ul style="list-style-type: none"> History, Overview, Relationship between Fashion and Photography. Types of Photography Camera and working principles of professional camera, equipment and accessories, criteria for selecting camera and lens. 	
	Developing <ul style="list-style-type: none"> Types of photography Shoots Angles Lighting Setups Compositions 	

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Semester: V

Program: V Semester B Sc Fashion & Apparel Design		
Course Title: AI in Fashion Design		Course Code: 25DFDC301
L-T-P : 2-0-2	Credits: 4	Contact Hrs: 5
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs + Viva	
<p>Chapter 1: Basics of Artificial Intelligence</p> <p>Introduction to Artificial Intelligence, Importance of AI in Fashion Design, Machine Learning and Intelligence: The Turing Test, Learning Mechanisms in Machines: Perception and Language, Application Areas of AI in Fashion, Tools and Techniques Used in AI</p> <p>Chapter 2: Chatbots and AI-Powered Shopping</p> <p>Basics of NLP (Natural Language Processing): ELIZA, Chatbots, Specialized Chatbots Conversation Commerce: Natural Language Queries, Shopping and Messaging, Personalized Shopping Experiences, Bot-to-Bot Interaction, Context-Based Decision Making, Live Chat. How Machines Read: Tokenization, Word Embeddings, part-of-Speech Tagging, Names Entity Recognition.</p> <p>Chapter 3: Fashion Through the AI Lens – Smart Mirrors & Vision</p> <p>Retail Meltdown Smart Mirrors : Data Collection, Social Sharing, Checkout Integration and Implementation in Retail Environments Introduction to Computer Vision, Image Processing Techniques: Transformation, Filtering, Feature Extraction Image Classification and Advanced Visual Technologies</p> <p>Chapter 4: Intelligent Fashion Systems – Neural Networks & Image Search</p> <p>Image-Based Applications in the Fashion Industry, Image Tagging, Reverse Image Search, Visual Search Neural Networks Overview: Feedforward, Recurrent, and Convolutional Neural Networks, Training Neural Networks, Datasets Adversarial Examples and Implications in Fashion AI</p>		

Chapter 5: Virtual Stylists and Fashion Assistants

AI Personal Stylists and Virtual Assistants, Voice Interfaces and Features of Style Assistants

Case Study: Amazon Echo Look

Image-Based Reviews and the Future

Artificial General Intelligence: Hybrid Intelligence and Ethical Considerations

Chapter 6: Fashion Services Powered by Data

Subscription Models in Fashion, Types: Brand-Based, Targeted, Consumable, Rental, and User-Selected Digital Personalization: Role of Recommendation Engines, Data Science in Customer Segmentation and Engagement

Chapter 7: Solving Fit with AI – Sizes and Style Matching

The Fit Problem in Fashion, Basics and Applications of Predictive Analytics

Learning Fit Preferences, Implementing Predictive Analytics Systems

Data Visualization and Use of Enterprise Tools

Legal Aspects: GDPR, Third-Party Vendors, Data Ethics

Chapter 8: Trend Forecasting

AI for Trend Forecasting in Fashion, Social Media Mining and Analysis

Introduction to Data Mining Techniques

Tools: APIs, Web Scraping, and Web Crawlers

Ethical and Future Considerations in AI for Fashion

Practical's

List of Activities (ISA)

Topic	Problem Statement	Tools Used	Activity	Weightage
Textile Patterns	How can AI tools be used to create stylish textile designs in natural, geometric, stylized, abstract forms and creation of textile repeats and layouts?	Patterned AI/ Arbreeeder	Students create a pattern concept, input prompts into AI tools, and compare AI-generated patterns with their original ideas.	10
Design – I	How can AI help create original fashion illustrations and garment designs various categories and different occasions faster and more creatively?	Staiyl /Fashable	Students design garments based on a theme, use AI to generate versions from prompts, and evaluate similarities and differences.	30

Fashion Accessories	How can AI help design different styles of fashion accessories by changing color, texture, and shape?	Designify	Students create accessory designs, generate AI outputs, and analyze how well AI matches their vision in terms of style and customization.	20
3D Garment Design and Fashion Visualization	How can we develop an efficient 3D garment design system that enables realistic fabric draping, motion simulation, and texture mapping?	CLO 3D	Students create a garment pattern, simulate into a 3D garment, creating a realistic texture mapping and get into 3D avatars.	10
Creating Augmented Reality (AR) Experiences	How can augmented reality be used to create interactive fashion experiences that allow users to virtually try on garments and accessories in real time?	Lens Studio	Students create AR-based try-ons including virtual clothing and accessories.	10

ESA

	Case Studies			
1	Natural fibre & Textile production	Research and Presentation on any one topic	20	Presentation and VIVA
2	Generative Design			
3	Trend Forecasting			
4	Fashion Retail			
		Total	100	

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Program: V Semester B Sc Fashion & Apparel Design		
Course Title: Fashion Sustainability & Innovation		Course Code: 24DFDC302
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
Unit I Chapter 1- Introduction to Fashion Sustainability Understanding Sustainability: Definition and relevance in fashion. Fast Fashion vs. Slow Fashion, Environmental Impact of Fashion, Social Impact of Fashion, Economic Considerations, Supply Chain Transparency, Global Policies and Frameworks: SDGs, international agreements, regulations (e.g., EU Green Deal, circular economy policies). Chapter 2 Sustainable Design Principles Circular Fashion, Zero-Waste Design, Slow Fashion and Longevity, Sustainable Fabric Choices, Sustainable Dyeing and Finishing. Chapter 3 Transforming fashion System Adaptability, Optimized lifetime, Low- impact use, Service and sharing, Local, Biomimicry, Speed, Needs & Engaged		
Unit II Chapter 4 - Innovation in Materials and Technology Material Innovation, Digital Fashion, 3D Printing and Customization, Blockchain for Transparency, AI and Data in Sustainability. Chapter 5 - Sustainable Business Models Circular Business Models, Fashion as a Service (FaaS), Sustainable Retail Practices, Eco-Branding and Marketing, Challenges and Opportunities Chapter 6 – Social Innovation and Ethical Practices Ethical Fashion Movements, Consumer Awareness and Behavior, Diversity and Inclusion in Fashion, Empowering Communities, Certifications and Standards		

Unit III**Chapter 7 - Fashion and the Circular Economy**

Circular Fashion Systems, Waste Management, Clothing Rental and Resale and Extended Producer Responsibility (EPR).

Case Studies: Brands successfully implementing circular fashion (e.g., Eileen Fisher, H&M's Conscious Collection).

Chapter 8- The Future of Fashion Sustainability

Future Trends in Sustainable Fashion, Technological Advancements, Designing for the Future, Policy and Industry Collaboration, Future-Oriented Brands and Innovations

References

1. Fletcher, K. & Grose, L. (2011). Fashion & Sustainability: Design for Change, Laurence king publication Ltd.
2. Fletcher, K. & Grose, L. (2014). Sustainable Fashion and Textiles, Routledge Taylor & Francis Group
3. Marsha A Dickson, Suzanne Loker & Molly Eckman (2009). Social Responsibility in the Global Apparel Industry, Fairchild books.
4. L. Horne (2012), New product development in textiles: Innovation and Production, Wood head Publication
5. Safia Minney (2011). Naked Fashion: The New Sustainable Fashion Revolution, Published by New International.
6. Thames & Hudson (2012). The Sustainable Fashion handbook, Sandy black publication.
7. Walker, S. & Giard, J. (2013). The handbook of Design for Sustainability, Bloomsbury publication

[BACK](#)

Program: V Semester B Sc Fashion & Apparel Design		
Course Title: Fashion Retail Marketing & Merchandising		Course Code: 25DFDC302
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
UNIT I Chapter 1- Fashion Marketing Introduction to Fashion Marketing - Fashion and Fashion Marketing –Marketing- Fashion Marketing- Fashion Marketing in Practice, - Fashion Marketing Concepts - Marketing Research and Types of Research. Market mix 4P’s & 4C’s. Chapter 2 Consumer behavior & Market Segmentation Consumer behavior – Definition, Importance, Advantages, Problems, Levels- Major Factor Influencing Consumer behavior – Consumer Decision Making. Market Segmentation – Advantages, Problems, Levels - Types of Market Segmentation – Fashion Market segmentation - Types of Market Segmentation – Target Marketing - Product Positioning. Chapter 3 Fashion Marketing Planning & Product Development Marketing management – Objectives, Importance & Process. Fashion marketing planning – introduction – planning process and objectives, Fashion Marketing Strategies, Fashion Product and Development – product mix and Range planning. Pricing planning and strategies – Functions, Factors influencing pricing, Methods of setting price for new product.		
UNIT II Chapter 4 - Merchandising Introduction to Merchandising -Understanding fashion merchandising - Scope of merchandising, Fashion merchandising terminology, Role of merchandiser. Types of merchandising – Export house- Manufacturer-Buying house, Buying agency-Selection of buyers and buying agency. Chapter 5 - Merchandise Planning Merchandise Planning – Merchandise Planning: Definition, types, Process of Merchandising, Analysis and Comparisons of Past sales to forecast demand, Assortment Planning; Challenges and Importance of Merchandise Planning. Chapter 6 – Marketing Channels and Product Analysis Marketing Channels and Product Analysis: Marketing Budget, Idea Generation, Quick Reaction, Just-In-Time, Merchandiser Calendar, Trend Analysis, Forecast Analysis, Ideas for Product Line, Point of Purchase (POP) and Point of Sale (POS), Planning, Directing, Lead Time Coordinating, and Regulating.		

UNIT III

Chapter 7 - Retail Marketing

Retail Marketing - Definition, Importance, types, retail organization structure, store – buying, selling, retailing formats, and responsibilities. Fashion Stores: Factory Outlets, Wholesale, and Franchisee, Retail, and Departmental Store, shopping mall and, E-commerce. Fashion Store Chains. Retail Branding and Positioning: Definition, Importance of branding, Functions, Building and managing retail brand identity, Positioning strategies and differentiation in retail.

Chapter 8- Fashion Promotions

Fashion Promotions: Marketing Channels, Planning and Direction, Retail Advertising, Publicity, Special Events, Visual Merchandise, Personal Selling, Promotion Ethics, and Relationship Marketing. Digital Marketing in Retail - Digital marketing strategies for retail businesses, Ecommerce platforms and online retailing, social media Platform – Email, Content, and Native Advertising and Internet marketing – Search Engine Optimization (SEO) Search Engine Marketing (SEM).

References

1. Marketing The Basics by Karl Moore and Niketh Pareek, Routledge Publications, 2010
2. Merchandising Theory, Principles and Practices by Grace I Kunz Fairchild Publications, 2009
3. Fashion from Concept to Consumer by Gini Stephens Frings, Pearson Prentice Hall, 2007
4. Inside the fashion Business by Jeannette A. Jarrow, Prentice Hall, 2002.
5. Leslie Davis Burns, Kathy K Mullet, “The Business of Fashion”, Fairchild Books, 1997.
6. Mike Easey, “Fashion Marketing”, Blackwell Publications, 3rd edition, 2009.
7. Nancy J Rabolt, Judy K Miler, “Concepts and Cases in Retail and Merchandise Management”, Fairchild Books, 1997, ISBN-13: 978-1563670862.
8. Patricia Mink Rath, Richard Petrizzi, Penny Gill, “Marketing Fashion – A Global Perspective”, Bloomsbury Publishing India Private Limited, 2012.

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Program: V Semester B Sc Fashion & Apparel Design		
Course Title: Entrepreneurship Development		Course Code: 25DFDC303
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
UNIT I Chapter 1 Entrepreneurship Introduction Introduction of entrepreneurship-definition, characteristics and functions; types of entrepreneurs; role of entrepreneurship in economic development, myths of entrepreneurship, entrepreneur vs. manager, Entrepreneur vs Intrapreneur. Entrepreneurial Journey. Chapter 2 Entrepreneurship & Opportunity Identification Factors affecting entrepreneurial growth– concept, functions & problems. Business opportunity identification; idea generation-sources of new ideas, product identification, feasibility analysis, steps in setting up of small business enterprise. Chapter 3 Formulation of Business Plan Preparing a business plan; meaning, concepts and significance of a business plan, formulating a business plan, network analysis, common errors in business plan. Business Model Generation Canvas to support Business Plan completion.		
UNIT II Chapter 4 Taxation, Inventory and Working capital Financing: Financial planning, sources of finance, capital structure, management of working capital, inventory management, fundamentals of taxation. Chapter 5 Lease finance Lease finance: meaning, types, merits and demerits, difference between hire purchase and leasing. Chapter 6 Small scale Industry & Ownership Micro, Small and Medium Enterprises (MSME): Definition as per the Ministry of MSME, importance of small-scale industry, government concessions and encouragement to MSME, procedure for registering MSME under UDYAM portal, Types of ownership – sole proprietorship, partnership and co-operative, limited liability Companies– merits and demerits.		

UNIT III**Chapter 7 Strategies for Growth**

Incubation & start India -Introduction to Startup Ecosystem in India, Access to Funding, Market Expansion Strategies, Innovation and Technology Adoption, Regulatory Support and Policy Advocacy Networking and Ecosystem Building.

Chapter 8 Financial support & Social responsibilities

Government agencies and financial institutions – NSIC, SIDO, SSIB, SSID and Industrial estates. Environmental considerations and social responsibilities of entrepreneur.

Mini project: Develop a model for entrepreneurship plan.

References

1. Marketing The Basics by Karl Moore and Niketh Pareek, Routledge Publications, 2010
2. Merchandising Theory, Principles and Practices by Grace I Kunz Fairchild Publications, 2009
3. Fashion from Concept to Consumer by Gini Stephens Frings, Pearson Prentice Hall, 2007
4. Inside the fashion Business by Jeannette A. Jarrow, Prentice Hall, 2002.
5. Leslie Davis Burns, Kathy K Mullet, "The Business of Fashion", Fairchild Books, 1997.
6. Mike Easey, "Fashion Marketing", Blackwell Publications, 3rd edition, 2009.
7. Nancy J Rabolt, Judy K Miler, "Concepts and Cases in Retail and Merchandise Management", Fairchild Books, 1997, ISBN-13: 978-1563670862.
8. Patricia Mink Rath, Richard Petrizzi, Penny Gill, "Marketing Fashion – A Global Perspective", Bloomsbury Publishing India Private Limited, 2012.

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Program: V Semester B Sc Fashion & Apparel Design		
Course Title: Advanced Fashion Draping		Course Code: 24DFDP301
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Advance Draping- -Introduction to the concept of advance draping, Historical Influence and Importance. -Terminologies and Principles	
2	Essentials for draping - Basic tools- Dress form, Fabric, Pins, Draping tape, cord, Dot and cross paper, Tracing wheel, Marking & Cutting Tools. - Dress forms – Components, Types, POM, Selection & Preparation of Dress form Muslin – Types, Study of Grains, types of muslin, preparation of muslin. - Draping Steps.	
3	Draping by Ruching, Fluting and Pleating - Muslin/ Fabric preparation, Draping method, Marking and Truing. -Design a garment using Ruching, fluting and Pleating Draping method (any1)	
4	Draping by Cascade and Ruffling method- - Muslin/ Fabric preparation, Draping method, Marking and Truing. - Design a garment using Cascade/Ruffling Draping method (any1)	
5	Cowl Draping – Sleeves, Bodice, Skirt - Muslin/ Fabric preparation, Draping method, Marking and Truing. - Design a garment using Cowl Draping method (any1)	
6	<i>Draping and construction</i> - Designing Bustier and swim suit - Draping the Designed garments - Preparing a Slopers for standard size.	
7	Creative Draping- - Subtract cutting, TR Cutting, Zero-Waste, - Introducing Twist and Knots in draping. - Design and develop a complete garment by combining any of the above techniques.	

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Program: V Semester B Sc Fashion & Apparel Design		
Course Title: Fashion Accessories		Course Code: 25DFDP301
L-T-P: 0-0-3	Credits: 3	Contact Hrs: 5
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 50	Examination Duration: 4 hrs	
1	Fashion accessories- Introduction, definition. History, Classification.	
2	Sketching and rendering of headgear & hand wear, foot wear, hand bags, belts & gloves (three each). Construction of any one accessory from each category.	
3	Introduction to Traditional Indian jewellery.	
4	Sketching of Indian traditional jewellery- Kundan Jewellery, Temple Jewellery, Mughal Jewellery & Thewa Jewellery.	
5	Development of one full set of Jewelleries based on theme.	
6	Sketching of accessories on women croqui & men's croqui (2 each)	
7	Designing and development of any 3 Fashion accessory from the following using recycled materials - Head gears, Foot wear, Bows, neckties, belts, Hand bags, Gloves, Scarves & Stoles. Costing for the developed products.	
8	Study & report of current fashion accessories trends	

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Program: VI Semester B Sc Fashion & Apparel Design		
Course Title: Costume Designing		Course Code: 25DFDP302
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: VIVA VOCE	
1	Introduction to Costume Design & process Design costumes - historical periods Visual presentation - Research and Concept board Design Development (3 costumes)	
2	Design costumes - theatre play Visual presentation - Research and Concept board Design Development (3 costumes)	
3	Design costumes - film Visual presentation - Research and Concept board Design Development (3 costumes)	
4	Design costumes - Television Visual presentation - Research and Concept board Design Development (3 costumes)	
5	Design Collection inspired by any one National & International costume designer of your Choice (4 designs each). Develop the concept	
6	Create a range of collections inspired by the chosen costume designer	
7	Report on evolution of film costume and its influence in fashion	

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Program: V Semester B Sc Fashion & Apparel Design		
Course Title: Fashion Graphic Design		Course Code: 24DFDO301
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	<p>Introduction to Fashion Graphic Design, Fashion Branding, Brand Identity and Graphic Design Process.</p> <p>Assignment: Case study on Fashion Brand</p>	
	<p>Client Research in Graphic Design: Importance of Client Research in Graphic Design, Conducting Effective Client Research, Analysing Client Needs and Goals, Understanding Client Competitors in the Fashion Industry</p> <p>Assignment: Choose a fashion brand and conduct comprehensive client research.</p> <p>Create a presentation outlining their brand identity, target audience, competitors, and proposed graphic design strategies based on the research.</p>	
	<p>Style Scape Design: Concept of Style Scape Design. Adobe Photoshop Composition tools.</p> <p>Assignment: Create a 2 style guides for a new fashion brand. Use mood boards to compile visual elements, typography, Colors, and imagery that represent the brand's identity and values.</p>	
2	<p>Fundamentals of Logo Design, Exploring Symbolism and Iconography in Logos, Typography and Its Role in Branding</p>	
	<p>Assignment: Select a new/existing fashion brand and design its logo. Provide rationale for design choices based on brand identity, target audience, and current design trends.</p>	
	<p>Introduction to Logo variations for different print sizes and devices</p> <p>Assignment: Create Fashion Brand Logo variations for various devices</p>	
	<p>Colour Psychology in Fashion Graphic Design, Understanding Colour Theory in Fashion, Utilizing Colour for Brand Communication, Psychology and Emotions Associated with Colors, colour Harmonies and Palettes in Fashion Branding</p> <p>Assignment: Develop a color palette for a fashion brand considering its personality, target audience, and emotional associations. Present the palette and explain the reasoning behind each color choice.</p>	
	<p>Typography and Visual Communication, Importance of Typography in Fashion Design, Choosing Fonts that Reflect Brand Identity, Typography Hierarchy and Layout Design</p> <p>Typographic Elements in Brand Communication</p>	

	Assignment: Typographic Hierarchy Exercise. Design a promotional poster for a fashion brand using typographic hierarchy to emphasize key information. Focus on font choice, size, spacing, and layout to guide viewer attention.
3	Graphic Design Key principles and elements. Introduction to Digital Branding Designs and mock-up designs Assignment: Design a social media flyer for various social media channels with mock-ups
	Introduction to stationery designs Assignment: Design stationery designs for a fashion brand with mock-ups
	Introduction to Print Designs Assignment: Design a standee, name boards and magazine cover page with mock-ups
	Introduction to Graphic Design Portfolio design Assignment: Design Fashion Graphic Design Portfolio

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Program: V Semester B Sc Fashion & Apparel Design		
Course Title: Craft Documentation		Course Code: 24DFDW301
L-T-P: 0-0-3	Credits: 3	Contact Hrs: 2
ISA Marks: 50	ESA Marks: 50	Total Marks:100
Training	Examination Duration: VIVA	
1	Preliminary survey: the student must carry out literature survey to identify the broad area of interest through research.	
2	Literature review: the research papers should be studied to underlying ideas in the papers & identifying the current needs.	
3	The students should visit the chosen craft area and will study the textile craft and handicrafts of the area in detail: the technicalities as well as the present status of the craft.	
4	The students can define the problem statement, the objectives & scope of the project to cater the current needs & estimate the outcomes.	
5	Develop the designs inspired by the traditional craft	
6	Students should identify the materials required to accomplish the objectives. Study and design the methodology and estimate the volume of work involved.	
7	Develop the specification sheet and the products by understanding and incorporating the traditional art & craft	
8	Costing for the developed products.	
9	Finding & result analysis – the values obtained are tabulated. Establish the relation between the obtained results and set objectives along with the expected outcomes. The bar chart, pie chart or graph is used to analyse and interpret the meaning of the result	
10	Developing the written document -literature review, methodology adopted, tabulating and analysis of the results and concluding. Present in the form of written document and oral presentation.	

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Semester: VI

Program: VI Semester B Sc Fashion & Apparel Design		
Course Title: Smart Fashion Textiles & Accessories		Course Code: 24DFDC304
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
Unit I Chapter-1 Introduction Introduction to Smart Functional textiles, advanced textile materials, Historical context and evolution of smart fashion Chapter-2 Functional Clothing Introduction, Definition, Classification: Protective Functional, Medical Functional, Sports Functional, Cross Functional clothing needs. Chapter-3 Nano Textiles Nano Science and Technology, Carbon Nanotubes, Nano Application in Textiles.		
Unit II Chapter-4 Interactive textile Design Introduction, Types, Interaction design in smart clothing, Specific requirements and applications of Sensors, Actuators, Data processing, Storage and Communication in Intelligent textile assembly. Chapter-5 Wearable Technology Interactive textiles-Light-Emitting Textiles, Physical Sensing-Sector, Application, Function, Products. Phase change materials, Stimuli sensitive materials, Shape memory materials. Chapter-6 Designing with Smart Textiles Principles of designing with smart textiles. Ideation & sketching for smart textiles Case studies of innovative smart textile designs in fashion		

Unit III

Chapter-7 Sustainability and Future Trends

Introduction to eco-friendly textile materials, Green composites, Ethical and Social Impact.

Sustainable practices in smart fashion textiles.

Case studies of sustainable smart textile initiatives in fashion.

Chapter-8 Innovations

Emerging trends in Smart Textiles, Impact of Smart textiles, Uses and Application.

Case studies of innovative smart fashion projects and collaborations

Text Books

Reference Books:

1. "Smart Textiles for Designers: Inventing the Future of Fabrics" by Rebecca Pailles-Friedman
2. "Wearable and Flexible Electronics for Smart Clothing: Fundamentals, Applications, and Challenges" by Xiaoming Tao, Chang Liu, and Teng Ma
3. "E-Textiles: Smart Fabrics and Wearable Technology" by Tilak Dias, Charlie Dunnett, and P. Mithulananthan
4. "Fashion and Textiles: Breakthroughs in Research and Practice" edited by Information Resources Management Association
5. "Smart Textiles: Wearable Nanotechnology" by Nazire Deniz Yılmaz and Mehmet Uzun
6. "Fashionable Technology: The Intersection of Design, Fashion, Science, and Technology" by Sabine Seymour

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Program: VI Semester B Sc Fashion & Apparel Design		
Course Title: Boutique Management		Course Code: 24DFDC305
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
UNIT I Chapter 1 Introduction to Boutique Management-Overview of retail industry-Terminologies, objectives, types & size of the boutique. Understanding the role of boutiques in the retail industry. Chapter 2 Retail Strategy Development Identifying the target market and understanding their preferences. Analyzing competitors to find a unique selling point. Categorize-outline the boutique's mission, vision and goals. Defining the niche, product range, pricing strategy. Location-Choose a strategic location with good foot traffic. Consider online presence through a website or social media. Chapter 3 Fashion Trends and Product Knowledge Staying updated on Fashion trends, Understanding the products and brands offered in the boutique.		
UNIT II Chapter 4 Boutique Operations Inventory management and control, Sales and customer service, Merchandising Strategies, promotion, staff management and training, Visual Merchandising and Store Layout, technology and operations efficiency. Chapter 5 Financial Planning and Budgeting Developing a budget, operating expenses, and capital investments, Sources of Financing, Pricing strategies and profit margins. Chapter 6 Marketing and Promotions Understanding Brand Identity, Market Analysis and Segmentation, Marketing Channels for Boutique Management, Promotional strategies to drive traffic and sales. Digital marketing channels, Social media marketing strategies for boutique businesses, Measuring and evaluating digital marketing performance		

UNIT III**Chapter 7**

HR Management, Legal and Ethical Considerations

Staffing and Training, Motivation and Team Building, Understanding legal requirements for retail businesses, Ethical considerations in boutique management.

Chapter 8

Business Planning and Future Trends

Market Research, Defining the niche, creating business plan, secure funding, location selection, brand development, production planning, store layout planning, marketing and promotion, launch and operations, customer experience and feedback.

Identifying emerging trends in boutique retailing.

Reference Books:

1. Fashion From Concept to Consumer” by Gini Stephens Frings
2. "Fashion Entrepreneurship: Retail Business Planning" by Michele M. Granger
3. FabJob Guides: Become a Boutique Owner by Debbra Mikaelsen (2006)
4. The New Boutique: Fashion and Design Merrell by Neil R. Bingham, 2005
5. The Ultimate Boutique Handbook: How to Start, Operate and Succeed in a Brick and Mortar or Mobile Retail Business By Emily Benson
6. The Online Boutique CEO -How to Start an Online Clothing Boutique Line from Scratch by Denise Ulasi
7. Rajagopal, Entrepreneurship & Rural markets
8. Fashion Retailing-3rd Edition by Jay Diamond, Ellen Diamond & Sheri Diamond Litt

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Program: VI Semester B Sc Fashion & Apparel Design		
Course Title: Leather Technology		Course Code: 24DFDC306
L-T-P : 3-0-0	Credits: 3	Contact Hrs: 3
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hrs: 40	Examination Duration: 3 hrs	
UNIT I Chapter-1 Introduction Introduction to Leather Industry: history, significance, and applications, Introduction to leather terminology and classification, Historical Overview of Leather production. Chapter-2 Leather Production Types of raw hides and skins used in leather production, Selection and sourcing of raw hides and skins, Anatomy structure of hides and skins, Cleaning, Soaking and Grading processes. Chapter-3 Tanning & Dying Process Vegetable tanning, Chrome tanning and other tanning process, Post-tanning processes- Pickling, Wetting back, and Neutralization, Fat liquoring and Dyeing , Finishing techniques.		
UNIT II Chapter-4 Vegan leather Introduction, Types of materials used in vegan leather production- Pinatex (Pineapple leather), Apple leather, Cactus leather, Cork leather, Mushroom leather. Chapter-5 Manufacturing techniques & applications Overview of manufacturing processes for vegan leather (coating, laminating, embossing, etc.), Products and applications of Vegan leather, Advantages and Disadvantages of plant leather. Chapter-6 Eco friendly and Ethical practices Environmental impacts of leather production, Sustainable practices and certifications in vegan leather manufacturing, Ethical considerations in sourcing materials and production processes, Regulatory frameworks and stands.		

UNIT III

Chapter-7 Care and maintenance

Importance of proper care and maintenance in preserving leather, Washing instructions, Storage , Protection, Regular Inspection.

Chapter-8 Future trends in leather fashion

Market trends and consumer preferences, Innovation in leather Technology, Emerging applications of leather in various industries.

References

1. "Leather Technology Handbook" by J. Harry DuBois and Robert F. Weston
2. "Leather Chemistry and Technology" by R. E. Heinen and A. D. Roberts
3. "Handbook of Leather Manufacture" by H. R. Procter
4. "Leather Technicians Handbook" by David R. Johnson
5. "Leather Science and Technology" by V. S. S. Raghavan
6. "Leather Processing, Tanning Technology, and Applications" edited by Walid Elshahed
7. "Handbook of Leather Manufacture" by Dr. H. R. Procter
8. "Leather Science and Technology" by Dr. T. D. Sengupta

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Program: VI Semester B Sc Fashion & Apparel Design		
Course Title: Fashion Styling & Visual Merchandising		Course Code: 25DFDP303
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 Hrs	
1	FASHION STYLING- Introduction to fundamentals of fashion styling, techniques for different fashion contexts, and key principles such as colour theory, body shapes, Compositions and Proportions.	
2	Styling projects- <ul style="list-style-type: none"> • Personal Styling • Capsule Wardrobe • Editorial styling • Commercial Styling 	
3	VISUAL MERCHANDISING- Introduction to Merchandise Display- Types of display, Display setting, elements of display, common errors and solutions.	
4	Merchandising space & Atmosphere – Introduction to visual and sensory elements of retail environments, including exterior and interior design, window displays, lighting, color, sound, aroma, fixtures, graphics, and signage.	
5	Create a visual display for a selected theme using design software, and develop a physical window display based on any one of the following: <ul style="list-style-type: none"> • Fashion Seasons • Historical eras • Bespoke styles • Bridal wear/ Wedding collection • Designer storefronts 	
6	Layout for Outlet & Display Execution Develop a layout for given outlet and design a visual display using designing software. <ul style="list-style-type: none"> • Commercial Brand store • Luxury goods (in house interiors) • Couture collections 	

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Program: VI Semester B Sc Fashion & Apparel Design		
Course Title: Advanced Fashion Graphic Design		Course Code: 24DFDO302
L-T-P: 0-0-2	Credits: 2	Contact Hrs: 4
ISA Marks: 80	ESA Marks: 20	Total Marks:100
Teaching Hrs: 40	Examination Duration: 3 hrs	
1	Introduction to Fashion Branding and Brand System Brand System: Brand Looks, Typography, Colour, and brand language Assignment: Create brand system including Typography, colour scheme, Logo variations and brand language	
2	Fashion Brand Posters and illustrations design using Adobe Illustrator and Photoshop Assignment: Design Posters/illustrations for fashion brand including Cards, Labels, Stickers etc. using Adobe Illustrator and Photoshop software Fashion Brand Packaging design using Adobe Illustrator and Photoshop Assignment: Design packaging design and mock ups for fashion brand Fashion Brand Look book and catalogue design using Illustrator and Photoshop Assignment: Design Look book and catalogue for fashion brand	
3	Digital Branding Assets: Brand Designs for social media cover page, profile picture for Facebook, Instagram, YouTube etc. Assignment: Design Digital Brand assets for social media Landing page design, Email Marketing Design, Payment gateway design Assignment: Design Brand assets for Landing page, Email marketing and Payment gate way.	
4	Online Shopping page design including products, images etc Assignment: Design a Online shopping page Portfolio Design: Principles and elements Assignment: Graphic Design Final Portfolio	

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Program: VI Semester B Sc Fashion & Apparel Design		
Course Title: Internship		Course Code: 25DFDI301
L-T-P: 0-0-3	Credits: 3	Contact Hrs: Industrial Internship
ISA Marks: 50	ESA Marks: 50	Total Marks:100
Teaching Hrs: Industrial Internship	Examination Duration: VIVA	
1	CHAPTER 1 (INTRODUCTION OF COMPANY) 1.1 Introduction 1.2 Objectives 1.3 Methodology 1.3.1 Primary Data 1.3.2 Secondary Data 1.4 Scopes of study 1.5 Limitations	
2	CHAPTER TWO (COMPANY PROFILE) Overview of the organization 2.1. Brief History of Apparel Promoters 2.2 Organizational Hierarchy Chart 2.3 Number of Employees 2.4 Name of All Departments 2.5 Product, Buyer & Competitors 2.6 Products 2.7 The policy of the organization	
3	CHAPTER THREE (ACTIVITIES OF DIFFERENT DEPARTMENT) ACTIVITIES OF DIFFERENT DEPARTMENT 3.1 Merchandising Department 3.2 Sample Department 3.3 IE Department 3.4 Human Resource Department 3.5 Maintenance Department 3.6 Store Department 3.7 Fabric Inspection Department 3.8 Cutting Department 3.9 Sewing Department 3.10 Finishing Department 3.11 CAD Department 3.12 ERP Department 3.13 Embroidery Department 3.14 Garments Dyeing (R &D) 3.15 R & D (Washing) Department 3.16 Quality Assurance Department 3.17 Planning Department 3.18 IT policy of Apparel Promoters Ltd	

4	CHAPTER FOUR (FOCUSING DEPARTMENT) Best Practice in Merchandising 4.1 Merchandising Activities
5	CHAPTER FIVE - SWOT ANALYSIS
6	CHAPTER SIX - RECOMMENDATION
	CONCLUSION
Evaluation	
1	Knowledge about profile of company Administrative system of the organization Nature and scope of the work/s Duties assigned
2	Role and responsibilities of student Tasks performed /Analytical skills and Correlating field knowledge with theoretical. based on design and other departments in the garment Industry. Presentation and communication skill. Team work
3	Attendance and punctuality Application of knowledge to practical application and completion of tasks/assignments given Communication skills (Oral and written) Ability to learn and Initiation taken. - Quality of leadership.
4	Knowledge about the company profile and scope of works in the company. Tasks/ assignments performed during the internship. Correlating field knowledge with academic knowledge in par with standards. Presentation and communication skills. Reflection on lifelong learning from internship.

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Program: VI Semester B Sc Fashion & Apparel Design		
Course Title: Fashion Portfolio		Course Code: 24DFDW302
L-T-P: 0-0-4	Credits: 4	Contact Hrs: 6
ISA Marks: 50	ESA Marks: 50	Total Marks:100
Teaching Hrs: 60	Examination Duration: VIVA	
1	Introduction to fashion Portfolio	
2	Women's wear Collection: Research and Concept Development	
3	Visual presentation boards: Inspiration, mood board, Client, Color, Swatch board, story board, Trim Board.	
4	Design Development Sheets.Final range of five ensembles, Preparing Specification sheets	
5	Men's wear collection Research and Concept Development	
6	Visual presentation boards: Inspiration, mood board, Client, Color, Swatch board, story board, Trim Board.	
7	Design Development Sheets	
8	Final range of five ensembles Preparing Specification sheets	
9	Kid's wear collection Research and Concept Development	
10	Visual presentation boards: Inspiration, mood board, Client, Color, Swatch board, story board, Trim Board.	
11	Design Development Sheets	
12	Final range of five ensembles Preparing Specification sheets	
13	Avant Garde Research and Concept Development Visual presentation boards: Inspiration, mood board, Client, Color, Swatch board, story board, Trim Board. Design Development Sheets	
14	Final range of five ensembles Preparing Specification sheets	
15	Development of any 1 design by drafting, draping and flat pattern method.	

	Making toile fit for the collection Preparing Fabric layout plan
16	Realize the final collection in appropriate material with proper finishing
17	Design Collection inspired by any one National designer of your Choice (5 designs).
18	Design Collection inspired by any one international designer of your Choice (5 designs).

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Program: B.Sc Fashion and Apparel Design		Semester: VI
Course Title: Constitution of India, Professional Ethics and Environmental Studies		Course Code:25DHSA301
L-T-P: 2-0-0	Credits: AUDIT	Contact Hours: 2 hrs
ISA Marks: 50	ESA Marks: 50	Total Marks: 100
Teaching Hours: 32	Examination Duration: 3 hrs	
UNIT I Chapter No. 1 Features of Indian Constitution Features of Indian Constitution, Preamble to the constitution of India, Fundamental rights under Part III – details of Exercise of rights, Limitations & Important cases. Berubari Union and Exchange of Enclaves, Kesavan and Bharati vs. UOI, Maneka Gandhi vs. UOI, Air India Ltd. vs. Nargees Meerza, T.M.A. Pai Foundation v. St. of Karnataka, M.C. Mehta vs. UOI etc., Chapter No. 2 Relevance of Directive principles of State Policy Relevance of Directive principles of State Policy under Part IV, Fundamental duties & their significance. Sarla Mudgal v. UOI Chapter No. 3 Union Union – President, Vice President, Union Council of Ministers, Prime Minister, Parliament & the Supreme Court of India. Chapter No.4 State State – Governors, State Council of Ministers, Chief Minister, State Legislature and Judiciary. Chapter No. 5 Constitutional Provisions for Scheduled Castes & Tribes Constitutional Provisions for Scheduled Castes & Tribes, Women & Children & Backward classes, Emergency Provisions. Chapter No. 6 Electoral process Electoral process, Amendment procedure, 42nd, 44th and 86th Constitutional amendments.		
UNIT II Chapter No. 7 Professional Ethics in Fashion Industry Meaning, definition and purpose of Professional Ethics (concept of Ethical fashion) Responsibility of fashion designers, Impediments to responsibility, Honesty, Integrity and reliability, risks, safety & liability in fashion industry. Concept of sustainable fashion, Fashion and Environment Chapter No. 8 Intellectual Property Rights Intellectual Property Rights (IPRs)- Patents, Copyright and Designs Chapter No. 9 Ethical perspectives of professional bodies		

Code of ethics in fashion - International Textile and Apparel Association (ITAA) Global Organic Textile Standard (GOTS) and Fair Wear Foundation (FWF)
Fashion laws in India

UNIT III

Chapter No. 10 Effects of human activities on environment

Effects of human activities on environment - Agriculture, Housing, Industry, Mining, and Transportation activities, Environmental Impact Assessment, Sustainability and Sustainable Development.

Chapter No. 11 Environmental Protection

Environmental Protection – Constitutional Provisions and Environmental Laws in India.

Text Books

1. Dr. J. N. Pandey, "Constitutional Law of India", Central Law Agency, 2005
2. Dr. M.K. Bhandari, "Law relating to Intellectual Property Rights", Central Law Publications, Allahabad, 2010.

Reference Books:

1. Durga Das Basu, "Introduction to the Constitution of India", Prentice-hall EEE, 2001

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