

**PROPOSED REVISED CBCS BASED DRAFT
SYLLABUS
For the
BACHELOR OF FASHION DESIGNING
(B.F.D) DEGREE - 2022
(8 SEMESTER PROGRAMME)**

*Semester Scheme with Multiple Entry and Exit Options for
Four Year Undergraduate Programme*



**MANIPUR UNIVERSITY
CANCHIPUR, IMPHAL
BACHELOR OF FASHION DESIGNING
(B.F.D)**

BACHELOR OF FASHION DESIGNING

Manipur University

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO – 1	Graduates with dynamic skills and knowledge who excel in the field of Fashion Designing and its related disciplines due to their strong foundation.
PEO – 2	Graduates will contribute and communicate effectively within the team who will excel in the job responsibility entrusted on him or her to grow into successful leaders.
PEO – 3	Confident and comprehensive academician having completed graduate design program with strong portfolio will practice lifelong learning for continuing professional development.
PEO – 4	Graduates will have the capability to continue their formal education and successfully complete an advance degree.
PEO – 5	Graduates will contribute to the nation and the growth of the society by applying acquired knowledge in technical, computing and managerial skills or Trainer in fashion schools or organizations imparting and sharing the knowledge acquired by them.

COURSE LEARNING OUTCOMES (CLOs)

Course learning outcomes (CLOs), are attributed acquired by the student at the time of graduation

CLO1	<p>Fashion Art and Design:</p> <ul style="list-style-type: none"> • To introduced fashion, elements and principles of design. • To understand fashion clothing categories, different illustration techniques and Dynamic figure sketching. • To impart knowledge on research concepts in fashion. • Students learning and understanding importance of aesthetic like color, color combination and texture while designing.
CLO2	<p>Textiles</p> <ul style="list-style-type: none"> • To impart the knowledge of fibers, sources, identification and properties. • To provide Students with the knowledge yarn science and their properties. • To impart knowledge about Yarn production.

CLO3	Fashion Illustration <ul style="list-style-type: none"> • Introduction to fashion illustration and its role in fashion design • To help students to understand the fundamentals of figure design
CLO4	Fabric Analysis <ul style="list-style-type: none"> • To impart knowledge on woven fabrics • To give knowledge on fabric formation process
CLO5	Traditional Indian Textiles and costumes: <ul style="list-style-type: none"> • Understanding the vastness and variety of the traditional textiles of India. • Understanding the present status of the traditional Indian textiles and the practices adopted by designers to revive it. • Designing and developing collection using traditional textiles and costumes.
CLO6	Pattern Making, Garment Construction and Sewing: <ul style="list-style-type: none"> • To impart skills in basic techniques of pattern making • To provide the knowledge of different sewing machines • To gain knowledge in drafting, sewing and cutting. • To familiarize students with garment construction for different sizes and categories. • To impart knowledge on industrial method of pattern making, grading and marker • Planning.
CLO7	Garment Detailing <ul style="list-style-type: none"> • To introduce the concept of basic blocks and garment detailing • To impart knowledge and skills required for major and minor garment components.
CLO8	Manipur Arts and crafts: <ul style="list-style-type: none"> • Know about your regional art forms • Inculcate awareness and love for our local specific arts and regional art forms
CLO9	Introduction to Apparel Industry: <ul style="list-style-type: none"> • To develop an understanding of students regarding Apparel industry. • Students will learn the function of different departments of Apparel industry • Students gain knowledge of export documentation

CLO10	<p>Textile Wet Processing and Design Technique:</p> <ul style="list-style-type: none"> • To impart knowledge of textile & garment wet processing. • To introduce students to various chemicals, dyes and auxiliaries used for chemical processing. • To provide comprehensive knowledge about the concepts of dyeing and printing of textiles. • To foster understanding of traditional Indian embroideries- motifs used, colour combinations used etc.
CLO11	<p>History of Costume:</p> <ul style="list-style-type: none"> • To impart knowledge on history of textiles through the previous centuries with reference to fashion clothing. • Understand and discuss the fabric, style, color used in past and present. • Identify style of apparel and accessories from Egyptian culture.
CLO12	<p>Value Education:</p> <ul style="list-style-type: none"> • Students will understand the importance of value based living. • Students will become value based professionals. • Students will contribute in building a healthy nation.
CLO13	<p>Fashion Marketing and Merchandising:</p> <ul style="list-style-type: none"> • To acquaint students with various marketing and merchandising procedures • To introduce students to fashion retailing.
CLO14	<p>Textile and Apparel Testing:</p> <ul style="list-style-type: none"> • To familiarize students with textile testing methods • To impart knowledge of textile product assessment according to standards
CLO15	<p>Visual Merchandising:</p> <ul style="list-style-type: none"> • To expose students to theories, concepts and skills to create successful visual merchandising • To help the students to understand the range of activities that covers theoretical and practical components of fashion visual merchandising
CLO16	<p>Apparel Industry and Quality Management:</p> <ul style="list-style-type: none"> • To provide a comprehensive knowledge about judging the quality of readymade garments. • To acquaint the students with the readymade garment industry and its problems and prospects. • To understand the concept of marketing and its 4 P s. • To work on various promotional campaigns like advertising brochures, etc. • To understand the role of a merchandiser in the apparel industry.

CLO17	<p>Design collection:</p> <ul style="list-style-type: none"> • Understanding of basics learnt in the last 7 semesters and the ability to incorporate the same effectively • Capacity to create a complete design collection from concept to end product following guidelines with the help of a mentor • Ability to establish self as a designer and showcase the product in a fashion show
CLO18	<p>Textile: care & maintenance:</p> <ul style="list-style-type: none"> • Student will know th role of water in cleaning • Stuents will know how to remove stain. • Recognize the agents of deterioration relevant to the display and storage of historic textiles and implement prevention measures.
CLO19	<p>Surface Ornamentation:</p> <ul style="list-style-type: none"> • Identify and use embroidery tools with safety precautions. • Prepare sample for basic stitches. • Students impart knowledge of traditional embroidery of India.
CLO20	<p>Personality Development:</p> <ul style="list-style-type: none"> • To develop and nurture a deep understanding of personal motivation and thereby enhances the general as well as unique traits which differentiate one from others of a person. • Develop an understanding of and practice personal and professional responsibility.
CLO21	<p>General study of Health Education:</p> <ul style="list-style-type: none"> • The student will be able to identify and synthesize the factors that influence health. • The student will be able to recognize the health related challenges in current time and able to apply the preventive measures.
CLO22	<p>Financial Management and Costing:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the overall role and importance of the finance function and apply financial management concepts to the financing decisions faced by the firm. • To help the student in determining the prices of the product by considering all types of cost. To know better, pricing is a decision; cost is a calculation.

CLO23	<p>Nutrition & Fitness:</p> <ul style="list-style-type: none"> • An understanding of the basic components of physical fitness and ability to self administer activities to improve physical fitness for health & wellness. • An insight into the relationship between physical fitness & nutrition and the skill to plan diet and hydration schedules/charts for individuals through various stages of the life-cycle.
CLO24	<p>Child Rights and Gender Empowerment:</p> <ul style="list-style-type: none"> • To gain an understanding of child rights and situation of children in difficult circumstances. • To understand the concept of gender equity and empowerment. • To gain knowledge about relevant legislation, policies and programmes.
CLO25	<p>Social Media and Digital Communication:</p> <ul style="list-style-type: none"> • The students acquire knowledge in digital communication and new media. • Students know the new communication technologies. • To acquire skills in promoting cyber security across digital platforms.
CLO26	<p>Communicative English</p> <ul style="list-style-type: none"> • To help the leaners recognize and operate in various styles and registers in English. • To impart better writing skills by sensitizing the learner to the dynamics of effective writing. • To help the learner get rid of his present flaws and mistakes in pronunciation and grammar.
CLO27	<p>Environmental Science</p> <ul style="list-style-type: none"> • To impart knowledge of nurture natural curiosity and creativity for the immediate surroundings. • To develop various processes/skill e.g., observation, discussion logical reasoning. • To develop sensitivity for the natural, physical and human resources in the immediate environment.

BACHELOR OF FASHION DESIGNING (BFD)

Manipur University

CORE COURSE						
Semester	Category of Paper	Course Code	Course Title	Theory/ Practical	Marks	Credit
I	Core-1	BFDC-102T	Basics of Fashion & Design	T	100	4
		BFDC-102P		P	50	2
	Core-2	BFDC-103T	Introduction to Textiles	T	100	4
		BFDC-103P		P	50	2
II	Core-3	BFDC-202T	Fashion Illustration	T	100	4
		BFDC-202P		P	50	2
	Core-4	BFDC-203T	Fabric Analysis	T	100	4
		BFDC-203P		P	50	2
III	Core-5	BFDC- 301T	Fashion Art & Design	T	100	4
		BFDC- 301P		P	50	2
	Core-6	BFDC- 302T	Traditional Indian Textiles & Costumes	T	100	4
		BFDC- 302P		P	50	2
	Core-7	BFDC- 303T	Basic Garment Construction	T	100	4
		BFDC- 303P		P	50	2
IV	Core-8	BFDC- 401T	Introduction to Apparel Industry	T	100	4
		BFDC- 401P		P	50	2
	Core-9	BFDC- 402T	Textile Wet Processing	T	100	4
		BFDC- 402P		P	50	2
	Core-10	BFDC- 403T	Advance Pattern Making & Garment Construction	T	100	4
		BFDC- 403P		P	50	2
V	Core-11	BFDC- 501T	Fashion Marketing and Merchandising	T	100	4
		BFDC- 501P		P	50	2
	Core-12	BFDC- 502T	Creative Pattern making and Garment Design	T	100	4
		BFDC- 502P		P	50	2
VI	Core-13	BFDC- 601T	Textile and Apparel Testing	T	100	4
		BFDC- 601P		P	50	2
	Core-14	BFDC- 602T	Visual Merchandising	T	100	4
		BFDC- 602P		P	50	2
VII	Core-15	BFDC- 701T	Apparel Industry and Quality management	T	100	4
		BFDC- 701P		P	50	2
	Core-16	BFDC- 702T	Textile Design Technique	T	100	4
		BFDC- 702P		P	50	2
VIII	Core-17	BFDC- 801	Design Collection		200	12
	Core-18	BFDC- 802				

DISCIPLINE SPECIFIC ELECTIVE COURSES (DSEC)

V	DSE- 1	BFDD- 503T	Surface Ornamentation	T	100	4
		BFDD-503P		P	50	2
VI	DSE- 2	BFDD- 603T	Computer Aided Design in Fashion	T	100	4
		BFDD- 603P		P	50	2
VII	DSE- 3	BFDD- 703T	History of Costume	T	100	4
		BFDD- 703P		P	50	2
VIII	DSE- 4	BFDD- 803T	Fashion Accessories	T	100	100
		BFDD- 803P		P	50	50

ABILITY ENHANCEMENT COMPULSORY COURSES (AECC)

I	AECC -1	BFDA –101	Communicative English	T	100	4
II	AECC-2	BFDA- 201	Environmental Science	T	100	4

SKILL ENHANCEMENT COURSES (SEC)

I	SEC - 1	BFDS- 104T	Basics of Pattern Making and Sewing Technology	T	50	2
		BFDS- 104P		P	50	2
II	SEC - 2	BFDS- 204T	Garment Detailing	T	50	2
		BFDS- 204P		P	50	2

VALUE ADDITION COURSES (VAC)

I	VAC - 1	BFDV - 105	Personality Development	T	50	2
	VAC – 2	BFDV – 106	General Study of Health Education	T	50	2
II	VAC – 3	BFDV – 205	Financial Management and Costing	T	50	2
	VAC - 4	BFDV - 206	Nutrition & Fitness	T	50	2
III	VAC – 5	BFDV – 305	Manipur Arts & Crafts	T	50	2
IV	VAC – 6	BFDV – 405	Value Education	T	50	2
V	VAC – 7	BFDV – 505	Child Rights and Gender Empowerment	T	50	2
VI	VAC – 8	BFDV – 605	Social Media and Digital Communication	T	50	2

GENERIC ELECTIVE COURSES (GEC)						
III	GEC – 1	BFDG- 304T	Elements of Design	T	100	4
		BFDG- 304P		P	50	2
IV	GEC – 2	BFDG – 404T	Textiles: Care & Maintenance	T	100	4
		BFDG – 404P		P	50	2
V	GEC - 3	BFDG – 504T	Introduction to Pattern Making and Garment Construction	T	100	4
		BFDG – 504P		P	50	2
VI	GEC – 4	BFDG – 604T	Introduction to Embroideries	T	100	4
		BFDG – 604P		P	50	2
VII	GEC – 5	BFDG – 704T	Creative Accessories	T	100	4
		BFDG – 704P		P	50	2
VIII	GEC – 6	BFDG – 804T	Fashion Retailing	T	100	4
		BFDG – 804P		P	50	2

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- **BFD = Bachelor of Fashion Designing.**
- **The suffix character after BFD represent:**
C = CORE ; A = AECC ; S = SEC ; D = DSC ; G = GEC ; V = VAC
- **The first value for the three numerals is represented the semester numbers and the last value represent the paper numbers.**
- **The suffix character after the three numerals represents:**
T = Theory
P = Practical

CONTENTS OF COURSES FOR BACHELOR OF FASHION DESIGNING (BFD)

First Semester

Category of Paper	Course Code	Course Title	Theory/ Practical	Marks Distribution		Total Marks	Credit
				IAM	ESM		
AECC-1	BFDA-101	Communicative English	T	25	75	100	4
Core-1	BFDC-102T	Basics of Fashion & Design	T	25	75	100	4
	BFDC-102P		P	15	35	50	2
Core-2	BFDC-103T	Introduction to Textiles	T	25	75	100	4
	BFDC-103P		P	15	35	50	2
SEC-1	BFDS-104T	Basics of Pattern Making and Sewing Technology	T	15	35	50	2
	BFDS-104P		P	15	35	50	2
VAC-1	BFDV-105	Personality Development	T	15	35	50	2
VAC-2	BFDV-106	General Study of Health Education	T	15	35	50	2
Total				165	435	600	24

Second Semester

Category of Paper	Course Code	Course Title	Theory/ Practical	Marks Distribution		Total Marks	Credit
				IAM	ESM		
AECC-2	BFDA-201	Environmental Science	T	25	75	100	4
Core-3	BFDC-202T	Fashion Illustration	T	25	75	100	4
	BFDC-202P		P	15	35	50	2
Core-4	BFDC-203T	Fabric Analysis	T	25	75	100	4
	BFDC-203P		P	15	35	50	2
SEC-2	BFDS-204T	Garment Detailing	T	15	35	50	2
	BFDS-204P		P	15	35	50	2
VAC-3	BFDV-205	Financial Management and Costing	T	15	35	50	2
VAC-4	BFDV-206	Nutrition & Fitness	T	15	35	50	2
Total				165	435	600	24

Exit Option with Bachelor's Certificate of Fashion Designing on Completion of courses equal to a minimum of 46 Credits.

Third Semester

Category of Paper	Course Code	Course Title	Theory/ Practical	Marks Distribution		Total Marks	Credit
				IAM	ESM		
Core-5	BFDC-301T	Fashion Art & Design	T	25	75	100	4
	BFDC-301P		P	15	35	50	2
Core-6	BFDC-302T	Traditional Indian Textiles & Costumes	T	25	75	100	4
	BFDC-302P		P	15	35	50	2
Core-7	BFDC-303T	Basic Garment Construction	T	25	75	100	4
	BFDC-303P		P	15	35	50	2
GEC-1	BFDC-304T	Elements of Design	T	25	75	100	4
	BFDC-304P		P	15	35	50	2
VAC-5	BFDC-305	Manipur Arts & Crafts	T	15	35	50	2
Total				175	475	650	26

Fourth Semester

Category of Paper	Course Code	Course Title	Theory/ Practical	Marks Distribution		Total Marks	Credit
				IAM	ESM		
Core- 8	BFDC-401T	Introduction to Apparel Industry	T	25	75	100	4
	BFDC-401P		P	15	35	50	2
Core- 9	BFDC-402T	Textile Wet Processing	T	25	75	100	4
	BFDC-402P		P	15	35	50	2
Core- 10	BFDC-403T	Advance Pattern Making & Garment Construction	T	25	75	100	2
	BFDC-403P		P	15	35	50	2
GEC- 2	BFDC-404T	Textiles: Care & Maintenance	T	25	75	100	4
	BFDC-404P		P	15	35	50	2
VAC- 6	BFDC-405	Value Education	T	15	35	50	2
Total				175	475	650	26

Exit Option with Bachelor's Diploma in Fashion Designing on Completion of courses equal to a minimum of 96 Credits.

Fifth Semester

Category of Paper	Course Code	Course Title	Theory/ Practical	Marks Distribution		Total Marks	Credit
				IAM	ESM		
Core - 11	BFDC- 501T	Fashion Marketing and Merchandising	T	25	75	100	4
	BFDC- 501P		P	15	35	50	2
Core - 12	BFDC- 502T	Creative Pattern making and Garment design	T	25	75	100	4
	BFDC- 502P		P	15	35	50	2
DSE - 1	BFDD-503T	Surface Ornamentation	T	15	75	100	4
	BFDD-503P		P	15	35	50	2
GEC-3	BFDG-504T	Introduction to Pattern Making and Garment Construction	T	25	75	100	4
	BFDG-504P		P	15	35	50	2
VAC-7	BFDV- 505	Child Rights and Gender Empowerment	T	15	35	50	2
Total				175	475	650	26

Sixth Semester

Category of Paper	Course Code	Course Title	Theory/ Practical	Marks Distribution		Total Marks	Credit
				IAM	ESM		
Core- 13	BFDC-601T	Textile and Apparel Testing	T	25	75	100	4
	BFDC-601P		P	15	35	50	2
Core- 14	BFDC- 602T	Visual Merchandising	T	25	75	100	4
	BFDC-602P		P	15	35	50	2
DSE- 2	BFDD-603T	Computer Aided Design in Fashion	T	25	75	100	4
	BFDD-603P		P	15	35	50	2
GEC- 4	BFDG-604T	Introduction to Embroideries	T	25	75	100	4
	BFDG-604P		P	15	35	50	2
VAC- 8	BFDV- 605	Social Media and Digital Communication	T	15	35	50	2
Total				175	475	650	26

Exit Option with Bachelor's Degree in Fashion Designing on Completion of courses equal to a minimum of 140 Credits.

Seventh Semester

Category of Paper	Course Code	Course Title	Theory/ Practical	Marks Distribution		Total Marks	Credit
				IAM	ESM		
Core-15	BFDC-701T	Apparel Industry and Quality management	T	25	75	100	4
	BFDC-701P		P	15	35	50	2
Core-16	BFDC-702T	Textile Design Technique	T	25	75	100	4
	BFDC-702P		P	15	35	50	2
DSE -3	BFDD-703T	History of Costume	T	25	75	100	4
	BFDD-703P		P	15	35	50	2
GEC-5	BFDG-704T	Creative Accessories	T	25	75	100	4
	BFDG-704P		P	15	35	50	2
Total				160	440	600	24

Eighth Semester

Category of Paper	Course Code	Course Title	Theory/ Practical	Marks Distribution		Total Marks	Credit
				IAM	ESM		
Core- 17	BFDC-801 & BFDC-802	Design Collection	**Continues Assessment Evaluation			200	12
Core- 18							
DSE- 4	BFDD-803T	Fashion Accessories	T	25	75	100	4
	BFDD-803P		P	15	35	50	2
GEC- 6	BFDG-804T	Fashion Retailing	T	25	75	100	4
	BFDG-804P		P	15	35	50	2
Total				130	370	500	24

**Note:

- a. 50% Lab work (Concept development, Theme Board, Mood Board, Color Board, Client Profile, Fabric Sourcing, Garment Construction, Attendance).
- b. 50% Formal Presentation / Fashion Show. To be assessed by the expert members from the related field.

Award of Bachelor's Degree with Honours in Fashion Designing on Completion of courses equal to a minimum of 182 Credits.

CORE PAPER

FIRST SEMESTER

Code No.: BFDC-102T

Paper: *Basics of Fashion & Design (Theory)*

End Semester Marks: 75
Internal Assessment Mark:25
Total Marks: 100, Credit: 4

Total hrs.: 60

Unit-1

15hrs.

Fashion & Fashion Designing

- 1.1. Introduction to fashion and fashion Designing.
- 1.2. Fashion terminologies – Fashion, style, taste, trend, FAD, classics, fashion cycle, boutique, haute couture, designer, Prêt-à-Porter, silhouette, fashion icon, fashion followers, fashion leader, fashion victims, croqui, knock off, Avantgarde.
- 1.3. Major fashion centres; Milan, Newyork, London, Paris, Florence Italy etc.

Unit-2

15 hrs.

Elements of Fashion

- 2.1 Elements of fashion process – Fashion origin. Importance of Fashion forecasting
- 2.2. Fashion cycles, length of cycle
- 2.3. Fashion theories-Trickle-Down, Trickle-up, Trickle-Across

Unit-3

15 hrs.

Design Types

- 3.1. Introduction to art media and its applications - different art media like pencils, pencils colors, crayons, poster colors, acrylic rendering and shading skills.
- 3.2. Design and types of design – structural design and decorative design.
- 3.3. Natural/ geometric / abstract/ stylized, Ethnic / conventional.

Unit-4

15 hrs.

Elements & Principles of Design

- 4.1. Elements of design (point, line, form, shape, space, size, texture and colour).
- 4.2. Principles of design (harmony, proportion, balance, rhythm and emphasis).
- 4.3. Colour - Dimensions, colour wheel, hue, value, intensity, colour schemes, Colour Psychology

FIRST SEMESTER

Code No.: BFDC-102P

Paper: Basic of Fashion & Design (Practical)

End Semester Marks: 35
Internal Assessment Marks: 15
Total marks: 50, Credit: 2

Total hrs.: 30

Unit-1

15 hrs.

Design types, Elements & Principles of Design

- 1.1. Design- structural and decorative design, Natural/ geometric / abstract/ stylized/ ethnic / conventional.
- 1.2. Elements of design - Point, line, shape, space, color and texture.
- 1.3. Principles of design - Proportion, balance, rhythm, emphasis and harmony

Unit-2

15 hrs.

Colour Theory

- 2.1. Tints, shades. Grey scale, colour value scale (10 values)
- 2.2. Color wheel. - Primary, secondary, tertiary, Cool and warm colours
- 2.3. Color scheme - Monochromatic, achromatic, analogous, complementary and types.

References:

1. *Bride M Whelan, "Color Harmory", Rockford Publishier, 1992.*
2. *Gold Stein, "Art in Everyday life." IBH Publishing Co., Calcutta, 1992.*
3. *Ireland, Patrick John, "Fashion Design Drawing and Presentation", B.T. Batsford, 1996.*
4. *Allen and seaman, "Fashion Drawing - The Basic Principles", B.T. Batsford, London, 1994.*
5. *Drake and Nicholas, "Fashion Illustration", Thames & Hudson.*

FIRST SEMESTER

Code No.: BFDC-103T

Paper: *Introduction to Textiles (Theory)*

End Semester Marks: 75
Internal Assessment Marks: 25
Total Marks: 100, Credit: 4

Total hrs.: 60

Unit -1 **15 hrs.**

Textile Fibers

- 1.1. Introduction to Textile fibers. Definition, Classification (origin, length and chemical composition)
- 1.2. Morphology (Degree of polymerization, Forms of orientation)
- 1.3. Essential and desirable properties of textile fibers.

Unit -2 **15 hrs.**

Textile Fiber properties

- 2.1. Cellulosic fibers - Cotton, Flax, Linen. Protein fibers – Silk, Wool and Fur.
- 2.2. Regenerated cellulose fibers Viscose rayon, acetate rayon, Lyocell, modal- source, production process
- 2.3. Microscopic appearance, properties and end use.

Unit- 3 **15 hrs.**

Synthetic Fiber and Blends

- 3.1. Synthetic fibers - Nylon, polyester, acrylic, modacrylic, polypropylene, elastomeric fibers (spandex and lycra)
- 3.2. Properties of Synthetic fibers and its end use.
- 3.3. Blends – Types and advantages

Unit- 4 **15 hrs.**

Yarn manufacture & classification

- 4.1. Yarn manufacture: Staple yarns and Filament yarns
- 4.2. Manufacture of Staple yarns i.e., Ginning, Mixing, Blow room, Carding, Combing, Drawing, Drafting, Roving, Spinning and winding. (All processes; machines are to be studied)
- 4.3. Classification of Yarns based on construction (S & Z twist) and on production (Twist less, False twist, Air jet)

FIRST SEMESTER

Code No.: BFDC-103P

Paper: *Introduction to Textiles (Practical)*

End Semester Marks: 35
Internal Assessment Mark: 15
Total marks: 50, Credit: 2

Total hrs.: 30

Unit-1

15 hrs.

Textile Fiber identification & testing

- 1.1. Identification of different natural fibres and man-made fibres - Cotton, silk, wool.
Man-made fibres - Viscose, polyester, nylon by physical feel test
- 1.2. burning test
- 1.3. Microscopic test and Chemical (solubility test)

Unit-2

15 hrs.

Properties of Textile Fibers

- 2.1. Geometrical properties of yarn - Yarn length (staple/filament)
- 2.2. Yarn twist and Yarn count
- 2.3. Identification of yarns by physical method - Spun, filament yarns, ply and novelty yarns.

References:

1. Bernard P. Corbman, "*Textiles: Fiber to Fabric*", McGraw Hill Education, 6th edition, 1985.
2. Billie J. Collier, Phyllis G. Tortora, "*Understanding Textiles*", Pearson, 6th edition, 2000.
3. Gohl E.P.G. Velensky, L.D, "*Textile Science*" CBS Publishers and Distributors, 2nd edition, 2005.
4. Gordon Cook J, "*Hand Book of Textile Fibres*", Woodhead Publishing, 5th revised edition, 1984.
5. Gilbert R. Merrill, "*Cotton Opening and Picking*", Universal Publishing Corporation, 1999.
6. Hall A.J., "*The standard Hand Book of Textiles*", Wood Head Publishing, 8th edition, 2004

SECOND SEMESTER

Code No.: BFDC-202T

Paper: Fashion Illustration (Theory)

External Assessment Marks: 75

Internal Assessment Mark:25

Total Marks: 100, Credit: 4

Total hrs.: 60

Unit-1 **15 hrs.**

Fashion Illustration

- 1.1.Introduction to fashion illustration. Brief history of fashion illustration.
- 1.2.Significance fashion illustration in fashion Designing.
- 1.3.Study of well-known fashion illustrators

Unit-2 **15 hrs.**

Study of Human Anatomy

- 1.1.Understanding Human Anatomy and studying the different body parts in detail.
- 1.2.Figure analysis, body types - Hourglass, inverted triangle, pear shape, apple shape and lean column (rectangular)
- 1.3.Designing for diverse body types and ages - children, men and women.

Unit-3 **15 hrs.**

Garment Silhouettes

- 1.1.Garment style features - Silhouettes - types of silhouettes
- 1.2. Sleeves, skirts and trousers. Collars and yokes - yoke with fullness, yoke without fullness, asymmetrical yokes
- 1.3. Pockets - patch, welt, side, kangaroo, in-seam pocket, cuffs - single, double, pointed, French cuff, band cuff.

Unit-4 **15 hrs.**

Clothing Psychology

- 1.1.Fashion clothing psychology - Role of clothing in physical, social, psychological and cultural scenario
- 1.2. Human behaviour and clothing
- 1.3. Clothing and gender differentiation, clothing and personality, Clothing and attitude.

SECOND SEMESTER

Code No.: BFDC-202P

Paper: Fashion Illustration (Practical)

End Semester Marks: 35

Internal Assessment Mark:15

Total Marks: 50, Credit: 2

Total hrs.: 30

Unit-1

15 hrs.

Figure analysis for Fashion Illustration

- 1.1. Flat sketch - Sketching flats of women, men and children wear.
- 1.2. Fashion Illustrations - 8 head, 10 head, and 12 head fashion figures - standing, moving and action. Fashion figures in different poses.
- 1.3. Figure analysis, body types - Hourglass, inverted triangle, pear shape, apple shape and lean column (rectangular) designing for diverse body types and ages - children, men and women.

Unit-2

15 hrs.

Fabric Rendering

- 2.1. Sketching and rendering of garment and fabric on the croqui – garment: blouses, shirts, skirt, trouser etc.
- 2.2. Fabric Rendering: Woven - denim, printed - natural, abstract, stylized designs.
- 2.3. Fabric Rendering: lace, net, velvet, corduroy, Fabric Rendering: Knits.

References

1. Anne Allen, Julian Seaman, "Fashion drawing - The Basic Principles", Batsford Ltd., London, 1994.
2. Drake and Ireland, Patrick John, "Fashion Design Drawing and Presentation", Batsford Ltd., London, 1996.
3. George V N Dearborn, "Psychology of Clothing", Franklin Classics, 2018.
4. Robert Powell, "Fashion Sketch Book", Powell Publications, 2018.
5. Seamn, Julian, "Professional Fashion Illustration", Batsford Ltd., London, 1995.
6. Abling Bina, "Fashion Sketch Book".

SECOND SEMESTER

Code No.: BFDC-203T

Paper: *Fabric Analysis (Theory)*

End Semester Marks: 75

Internal Assessment Mark:25

Total Marks: 100, Credit: 4

Total hrs.: 60

Unit-1 **15 hrs.**

Fabric Classification

- 1.1.Introduction to fabrics - Classification based on manufacturing technology.
- 1.2.Methods of fabric formation - Woven, knitted and nonwoven. Fabric properties and end use.
- 1.3.Classification of woven fabric - Khadi, handloom and power loom fabrics.

Unit-2 **15 hrs.**

Woven fabrics

- 2.1. Woven fabric formation - Weaving preparatory and objectives.
- 2.2. Study of process - winding, warping, sizing, drawing, denting and weft winding.
- 2.3. Introduction to loom - classification, working principle, study of primary, secondary and tertiary motions.

Unit-3 **15 hrs.**

Woven fabric characteristics

- 3.1. General characteristics of woven fabrics.
- 3.2. Importance of woven fabrics
- 3.2. Yarn count system, fabric grain, thread density, fabric width, fabric weight - GSM and selvedge - types.

Unit-4 **15 hrs.**

Woven fabric weaves

- 1.1.Classification of woven fabrics, characteristics and their construction.
- 1.2. Salient features of plain weave, twill weave - variation and satin/sateen weave - variation. Fabric design and graphical representation of the above weaves.
- 1.3. Introduction and salient features of crepe fabrics like georgette, chiffons, extra threads.

SECOND SEMESTER

Code No.: BFDC-203P

Paper: *Fabric Analysis (Practical)*

End Semester Marks: 35

Internal Assessment Mark:15

Total Marks: 50, Credit: 2

Total hrs.: 30

Unit-1

15 hrs.

Weave Construction

- 1.1. Geometric parameters - Warp and weft count, thread density.
- 1.2. Cover factor, crimp %, fabric thickness, fabric weight /GSM.
- 1.3. Sample development of woven fabric using satin ribbons for the weaves.
 - i. Plain and its variations (rib and matt)
 - ii. Twill (RHT and LHT)
 - iii. Satin and sateen

*Sample size 5x5 inch for each sample

*Criteria for collecting the sample - Suiting, shirting and dress materials.

Unit-2

15 hrs.

Swatch Collection

- 2.1. Collection of swatches with different weave structures - Organdy, muslin, shirting, chiffon, georgette, denim, satin, sateen, brocade, damask, leno or gauze. Knit structures - single knits - single jersey, double knits - rib knit, purl knit, interlock knit, cable fabric, bird's eye.
- 2.2. Swatch collection for Apparel - Women's wear (formal, casual, party, sports/active wear, leisure wear). Four (4) samples for each category (sample size - 2x2 inch).
- 2.3. Furnishing - Fabric used for curtains, upholstery (furniture cover cloth) (Sample size - 4x4 inches). Households' application - Kitchen towels. Mop cloth, carpets, table cloth etc. Two (2) samples for each category (sample size 4x4 inches).

References

1. Bernard P. Corbman, "Textiles: Fiber to Fabric", McGraw Hill Education, 6th edition, 1985.
2. Gokarneshan N, "Fabric Structure & Design", New Age International Private Limited, 2nd edition, 2009.
3. Grosicki, Z J, "Watson's Textile Design & Colour", Wood Head Publication, 7th edition, 1975.
4. Hayavadana J, "Woven Fabric Structure Design and Product Planning", WPI, 2015.
5. Pizzuto, J J, "Fabric Science", Fairchild Publications, 10th edition, 2018.

THIRD SEMESTER

Code No.: BFDC-301T

Paper: Fashion Art & Design (Theory)

End Semester Marks: 75
Internal Assessment Mark: 25

Total hrs.: 60

Total Marks: 100, Credit: 4

Unit-1

Fashion clothing

15 hrs.

- 1.1. Fashion clothing categories.
- 1.2. Based on age and activity, styling, price and size ranges for men's.
- 1.3. Based on age and activity, styling, price and size ranges for women's and kid's wear.

Unit-2

15 hrs.

Research

- 2.1. Introduction, types, and source of research for design collection.
- 2.2. Inspiration for fashion designers.
- 2.3. Fashion forecasting – techniques.

Unit-3

15 hrs.

Designing of dress based on figure types

- 3.1. Color combination - Various garments to create optical illusion through elements.
- 3.2. Principles of design.
- 3.3. Figure foreshortening and figure composition – Introduction, its importance and application.

Unit-4

15 hrs.

Flat Sketch and SPEC

- 4.1. Introduction, its importance and application, drawing flats, styling the flats, sketching flats freehand,
- 4.2. Proportion for flats for women, men and children and croquis mixed with flats.
- 4.3. SPEC – Measurements and other details.

THIRD SEMESTER

Code No.: BFDC-301P

Paper: Fashion Art & Design (Practical)

End Semester Marks: 35
Internal Assessment Mark: 15

Total hrs.: 30

Total Marks : 50, Credit: 2

Unit-1

15 hrs

Fabric rendering

- 1.1. Fabric rendering on croqui - Woven - denim, lace, net, corduroy.
- 1.2. Fabric rendering on croqui - printed - natural, abstract, stylized, knits - purl, rib.
- 1.3. Flat sketch - Sketching flats of women, men and children wear. (One each)

Unit- 2

15 hrs

SPEC and Fashion Sketching

- 2.1. SPEC - Preparation of spec-sheet with measurement and other details for formal shirt and skirt.
- 2.2. Fashion sketching of advanced illustration techniques and 3 dimensional views (only hand).
- 2.3. Foreshortening of figures, grouping of figures - thematic figure composition.

References:

1. Bina Abling, "Fashion Sketchbook", Bloomsbury Academic USA, 6th edition, 2015
2. Jaeil Lee, Comitte Steen, "Technical Source Book for Designers", Bloomsbury Academic USA, 2nd edition, 2015.
3. John Wiley, "Theory of Fashion Design" John Wiley and Sons. Inc, New York, 1990.
4. Patrick John Ireland, "Fashion Design Illustration - Children", Batsford, London, 1996.
5. Patrick John Ireland, "Fashion Design Illustration - Women", Batsford, London, 1996.
6. Peacock J, "Fashion Source Books", Thames and Hudson, London, 1998.
7. Stecker P, "The Fashion Design Manual", Macmillan, Australia, 1997.
8. TisiannaPaci, "Figure Drawing for Fashion Design", Pepin Press Publication, 2002.

THIRD Semester

Code No.: BFDC-302T

Paper: *Traditional Indian Textiles and Costumes (Theory)*

End Semester Marks: 75
Internal Assessment Mark: 25

Total hrs.: 60

Total Marks: 100, Credit: 4

Unit-1 **15 hrs.**

Textiles of India

- 1.1. An overview of textiles - Textile design.
- 1.2. Symbolic motifs of various cultures from ancient to modern day.
- 1.3. Block printed textiles: Bagh, Sangnur, Bagru, Babu and Ajrak.

Unit-2 **15hrs.**

Saris

- 2.1. Saris: Maharashtra - Paithani, Gujarat – Bandhani and Patola, Tamil Nadu – Kanjeevaram, Andhra Pradesh – Kalamkari, Madhya Pradesh - Chanderi, Uttar Pradesh - Chikankari, West Bengal – Jamdani, Ikat textiles of Telangana - Pochampalli, Rajasthan – Lehariya and Bandhani, Varanasi - Banaras Brocades.
- 2.2. Batik, Warli and Madhubani painting
- 2.3. Kashmiri Shawls - Kullu and Kinnaur Shawls, carpets

Unit-3 **15hrs.**

Textiles of Northeast India

- 3.1. Textiles of Assam: Manipur, Nagaland and Tripura
- 3.2. Textiles of Assam: Meghalaya and Mizoram
- 3.3. Indigenous Textile Cultures of Northeast

Unit-4 **15hrs.**

Costumes and Dance of India

- 4.1. Costumes of India: Regional costumes of Tamil Nadu, Kerala, Karnataka, Maharashtra .
- 4.2. Costumes of India: Madhya Pradesh, Rajasthan, Gujarat, Manipur and Kashmir.
- 4.3. Dance costumes of India: Bharathanatayam, Mohiniattam, Bangra, Katakali, Manipuri and Odissi.

THIRD SEMESTER

Code No.: BFDC-302P

Paper: Traditional Indian Textiles (Practical)

End Semester Marks: 35
Internal Assessment Mark:15

Total hrs.: 30

Total: 50, Credit: 2

Unit-1

15 hrs

Sketch any two-textile design, symbolic motifs of various cultures from ancient to modern day.

1.1. Collect the picture of woven Saris of India - Banaras Brocades, Baluchari, Jamdani, Paithani, Kanjeevaram, Chanderi, Bandhani of Gujarat, Bandhej and Lehariya of Rajasthan, Patola of Gujarat, Ikat textiles of Andhra Pradesh - Pochampalli, Batik, Kalamkari from Andhra Pradesh, Kashmiri Shawls - Kullu and Kinnaur Shawls, carpets.

1.2. Collect the Picture of Painted Textiles of India: Block printed: Bagh, Sangnur, Bagru, Babu and Ajrak.

1.3. Collect the picture of Textiles of Northeast India (Assam, Meghalaya, Manipur, Mizoram, Nagaland and Tripura) Indigenous Textile Cultures of Northeast

Unit-2

15 hrs

Draw one Costume

2.1. Tamil Nadu, Kerala, Karnataka, Maharashtra

2.2. Madhya Pradesh, Rajasthan, Gujarat,

2.3. Manipur and Kashmir.

References:

1. JamilaBrijBhusan, "The Costumes and Textiles of India", Taraporevala, Bombay, 1958.
2. Martand Singh, "Hand Crafted Indian Textiles", Lustre Press, 2005.
3. ParulBhatnagar, "Decorative Design History in Indian Textiles and Costumes", Abhishek Publications, 2011.
4. ParulBhatnagar, "Traditional Indian Costumes & Textiles", Abhishek Publication, 2009.
5. Prakash, Raman K, Pradeesh K, "Warli Traditional Folk Art from India", Shree Book Centre Publication, 2016.

THIRD SEMESTER

Code No.: BFDC-303T

Paper: Basic Garment Construction (Theory)

End Semester Marks: 75

Internal Assessment Mark: 25

Total Mark :100, Credit: 4

Total hrs.: 60

Unit-1

15 hrs.

Factors and Special fabrics

- 1.1. Factors considered for pattern making, garment construction.
- 1.2. Factors considered for garment finishing, washing, care and storing.
- 1.3. Handling Special fabrics - stretch fabrics, knit, checks, plaids, stripes, velvet, corduroy, leather, fur and lace.

Unit-2

15hrs.

Pattern Development

- 2.1. Introduction to pattern development, manual and computerized pattern development.
- 2.2. Software used for pattern development.
- 2.3. Mini marker - Introduction, method of mini marker development, digitizer, plotter and scanner.

Unit-3

15 hrs.

Layout and Estimation

- 3.1. Layout - Definitions, principles, types of layouts, importance of fabric layout.
- 3.2. Estimation - Definitions, importance of fabric estimation, advantages.
- 3.3. Methods of estimating material requirement for garment.

Unit-4

15hrs.

Dart Manipulation and Grading

- 4.1. Dart Manipulation- single dart and double dart using pivot, slash and spread method.
- 4.2 Grading - Introduction, definition, sizes, principles, types, grade points.
- 4.3. Importance of manual and computerized grading and software used for grading.

THIRD SEMESTER

Code No.: BFDC-303P

Paper: Basic Garment Construction (Practical)

End Semester Marks: 35
Internal Assessment Mark: 15
Total Marks: 50, Credit: 2

Total hrs.: 30

Unit-1

15 hrs.

Development of samples

- 1.1. Darts, pleats, tucks, gathers, ruffles.
- 1.2. Sample development of major components: Sleeves - plain, puff, bell, kimono.
- 1.3. Sample development of major components: Collars - Peter pan, formal shirt collar, mandarin collar. Yokes - with and without fullness.

Unit-2

15 hrs.

Development of samples

- 2.1. Samples development of minor components: Pockets - patch pockets with flap, seam pockets, welt pockets. Neck line Finishes - Piping, facing (bias facing, shaped facing).
- 2.2. Cuff - Single cuff, double cuff, shaped cuff. Plackets - Self placket, continuous bound placket
- 2.3. Garment closures - Hook and eye, press buttons, shirt button and button holes, zippers, velcro.

References:

1. Elizabeth Liechty, Judith Rasband, "Fitting and Pattern Alteration", Bloomsbury Academic USA, 2016.
2. Helen J Armstrong, "Pattern Making for Fashion Design", Pearson, 5th edition, 2009.
3. Martin M Shoben, Patrick J Taylor, "Grading for the Fashion Industry", LCFS Fashion Media, 2004.
4. Natalie Bray, "Dress Fitting - Basic Principles and Practice", BSP Professional Book Publishers, 2nd edition, 1991.
5. Patric Taylor, "Grading for the Fashion Industry", Stanley Thomas Ltd., 1990.

FOURTH SEMESTER

Code No.: BFDC-401T

Paper: *Introduction to Apparel Industry (Theory)*

End Semester Marks: 75
Internal Assessment Mark:25

Total hrs.: 60

Total Marks: 100, Credit: 4

Unit-1

15hrs.

Introduction to Apparel Industry and production

- 1.1. Introduction-brief history of apparel industry,
- 1.2. Principles of management: nature of elements, function and scope, levels of management.
- 1.3. Introduction to apparel production, sourcing – Fabric and accessory sourcing and its type.

Unit-2

15hrs.

Study of various departments

- 2.1. Sampling department, cutting department, fusing department.
- 2.2. Production department – preproduction planning production system line balancing
- 2.3. Sewing department.

Unit-3

15hrs.

Finishing and Packaging

- 3.1. Finishing and pressing department (all department layout and machines has to be studied)
- 3.2. Packaging.
- 3.3. Ware housing.

Unit-4

15 hrs.

Export House and documentation

- 4.1. Definition of export houses.
- 4.2. Function of export house.
- 4.3. Export documentation.

FOURTH SEMESTER

Code No.: BFDC-401P

Paper: Introduction to Apparel Industry (Practical)

End Semester Marks: 35
Internal Assessment Mark:15

Total hrs.: 30

Total Marks: 50, Credit: 2

Unit-1

15 hrs

Management and different departments in apparel Industry

- 1.1. Principles of management: nature of elements, function and scope, levels of management.
- 1.2. Introduction to apparel production, sourcing – Fabric and accessory sourcing and its type.
- 1.3. Study of various department - Sampling department, cutting department, Fusing department, Production department – preproduction planning production system line balancing, sewing department.

Unit-2

15 hrs

Finishing, Packaging and Export House

- 2.1. Finishing and pressing department (all department layout and machines has to be studied)
- 2.2. Packaging and Ware housing.
- 2.3. Definition of export houses and its function, export documentation.

References:

1. *'Introduction to clothing manufacture by Gerry Cooklin, published by Om Books Service for Black well Science, 4379/4B, Prakash House, Ansari Road, Darya Ganj, New Delhi - 110 002, India.*
2. *'Managing Productivity in the Apparel Industry' by Rajesh Bheda, published by CBS Publishers and distributors, 4596/1 A, 11, Darya Ganj, New Delhi – 110 002 (India)*
3. *The Technology of clothing Manufacture' by Harold Carr and Barbara Latham, published by Om Books Services for Black well science*

FOURTH SEMESTER

Code No.: BFDC-402T

Paper: Textile Wet Processing (Theory)

End Semester Marks: 75
Internal Assessment Mark:25

Total hrs.: 60

Total Marks: 100, Credit: 4

Unit-1

15hrs

Introduction to wet processing

- 1.1. Terminologies, sequence of wet processing operations for cotton, silk and wool, equipment and machines.
- 1.2. Preparatory and dyeing process of cellulosic fibers - Singeing, desizing, scouring, bleaching, mercerization - objectives, recipe, machineries used and process.
- 1.3. Dyeing process using direct, reactive, vat and sulphur dyes.

Unit-2

15 hrs.

Preparation and dyeing process

- 2.1. Preparatory and dyeing process of protein fibres (wool and silk).
- 2.2. Preparation for silk - Degumming and bleaching of silk - objectives, recipe, machineries used and process. Preparation for wool - Scouring, carbonizing of wool - objectives, recipe, machineries used and process.
- 2.3. Dyeing - Method of dyeing - stock, yarn, piece, union and garment dyeing.

Unit-3

15 hrs.

Printing

- 3.1. Introduction, classification. Styles of printing - Direct, resist and discharge.
- 3.2. After treatments for printed goods.
- 3.3. Method of printing - Block, screen, transfer and digital.

Unit-4

15 hrs

Finishes and Care

- 4.1. Definition, classification of finishes and their application in garment industry
- 4.2. Calendaring, napping, starching, shearing, sueding, softening, stiffening, stentering, sanforizing. Washes and finishes for Denim - Method and machines used.
- 4.3. Care of fabrics - Principles of laundering. Types - Hand wash, machine wash and dry cleaning. Stain removal, various solvents used and different methods of washing, difference between soaps and detergents.

FOURTH SEMESTER

Code No.: BFDC-402P

Paper: Textiles Wet Processing (Practical)

End Semester Marks: 35
Internal Assessment Mark:15

Total hrs.: 30

Total Marks: 50, Credit: 2

Unit-1

15 hrs

Preparatory process and Dyeing

- 1.1. Introduction to wet processing, preparatory process – Desizing, scouring, bleaching and mercerization of cotton yarn/fabric, degumming.
- 1.2. Dyeing of cotton yarn/fabric by direct dyes.
- 1.3. Dyeing of silk yarn/fabric by acid dyes.

Unit-2

15 hrs

Printing

- 2.1. Printing of fabric using screen and block using pigment, reactive and direct dyes.
- 2.2. Resist style of printing – Tie and dye/batik.

References:

1. *Hall A J, "The standard Hand Book of Textiles", Woodhead Publication, 2004.*
 2. *Kate Broughton, "Textiles Dyeing", Rockport Publishers Inc., 1996.*
 3. *Murphy W S, "Textile Finishing", Abhishek Publishing, 2007.*
 4. *Smith J E, "Textile Processing - Printing, Dyeing", Abhishek Publishing, 2003.*
 5. *SusheelaDantiyagi, "Fundamentals of Textiles and their Care", Orient Black Swan, 1980.*
- Wignate I B, "Textiles Fabrics & their Selection", Prentice Hall, 6th edition, 1970*

FOURTH SEMESTER

Code No.: BFDC-403T

Paper: *Advanced Pattern Making and Garment Construction (Theory)*

End Semester Marks: 75

Internal Assessment Mark:25

Total Marks: 100, Credit: 4

Total hrs.: 60

Unit-1

15 hrs

Pattern Development and Mini Marker

- 1.1. Introduction to pattern development, manual and computerized pattern development, software used for pattern development.
- 1.2. Mini marker - Introduction, method of mini marker development, digitizer, plotter and scanner.
- 1.3. Layout - Definitions, principles, types of layouts, importance of fabric layout. Estimation - Definitions, importance of fabric estimation, advantages, methods of estimating material requirement for garment.

Unit-2

15 hrs.

Grading

- 2.1. Introduction, definition, sizes, principles, types, grade points.
- 2.2. importance of manual and computerized grading.
- 2.3. Software used for grading.

Unit-3

15 hrs.

Draping

- 3.1. Tools & equipment's, terminology – Apex, Balance, Plumb line, Trueing, Blocking, Blending, Princess line, Clipping and marking.
- 3.2. Principles of Draping, basic draping techniques- Bodice Front, Bodice Back,
- 3.3. Basic draping techniques: Basic skirt.

Unit-4

15 hrs.

Fitting

- 4.1. Introduction, types of garments fit.
- 4.3. principles of fitting, standards for a good fit.
- 4.2. Pattern alteration techniques - Introduction, methods of alteration technique.

FOURTH SEMESTER

Code No.: BFDC-403P

Paper: Advanced Pattern Making and Garment Construction (Practical)

End Semester Marks: 35

Internal Assessment Mark:15

Total hrs.: 30

Total Marks: 50, Credit: 2

Unit-1

15 hrs

Kids Wear – Girls and Boys

- 1.1. Girls: A line frock- double pointed dart, facings at neckline and strap attach in hip. Yoke frock - with yoke, with sleeve, Gathered, flared, with collars
- 1.2. Boys: shirt - shirt collar, pocket. short - fly open with button.

Unit-2

15 hrs

Women's and Men's Wear

- 2.1. Women's Wear: Blouse, Skirt, Night dress - With or without yoke, attaching trimmings, Salwar - Gathered waist with tape or elastic, bottom design variation. Ladies Pant, Kameez - Fashioned neck, variation in sleeve.
- 2.2. Men's Wear: Basic Men's Shirt, Trouser, shorts
- 2.3. Basic draping techniques- Bodice Front, Bodice Back, Basic skirt, Cowl neckline.

References:

1. Elizabeth Liechty, Judith Rasband, "Fitting and Pattern Alteration", Bloomsbury Academic USA, 2016.
 2. Helen J Armstrong, "Pattern Making for Fashion Design", Pearson, 5th edition, 2009.
 3. Martin M Shoben, Patrick J Taylor, "Grading for the Fashion Industry", LCFS Fashion Media, 2004.
 4. Natalie Bray, "Dress Fitting - Basic Principles and Practice", BSP Professional Book Publishers, 2nd edition, 1991.
 5. Patrie Taylor, "Grading for the Fashion Industry", Stanley Thomas Ltd., 1990.
 6. Connie Amaden Crawford, The Art of Fashion and Design, Fairchild Publications
 7. Jaffe, Hilde and Relis, Nurie, Draping for fashion design, Pearson Prentice Hall
- Abling, Bina and Maggio, Kathleen, Integrating draping, drafting and drawing, Fairchild Books, Inc.

FIFTH SEMESTER

Code No.: BFDC –501T

Paper: Fashion Marketing and Merchandising (Theory)

End Semester Marks: 75

Internal Assessment

Mark: 25

Total: 100, Credit: 4

Total hrs.: 60

Unit-1

15 hrs.

Fashion Marketing

- 1.1 Marketing Management: Role of marketing; strategic management and marketing processes; market segmentation and target marketing; marketing communication decisions; physical distribution decisions; pricing decisions; marketing information system and marketing research and Brand Building
- 1.2 Fashion marketing - Definition (customer relationship, global fashion, market place, fashion consumer and buyer) market mix (4Ps and 4Cs). Marketing of fashionable garments, different plans for utilizing market demand for the fashion trend, different incentive schemes related to marketing of fashionable articles / garments.
- 1.3 Introduction to fashion business - Perspective of fashion industry, fashion brands, company organization, fashion brand licensing, ownership. Fashion promotion - trade show, market week, exhibition, fashion shows, market survey and research.

Unit-2

15 hrs.

Fashion merchandising

- 2.1 Fashion merchandising - Introduction, roles and responsibilities, types (product, production, retail, visual, digital).
- 2.2 Consumer demand and fashion marketing; creation of fashion trend, trend setting change of fashion cycle and consumer acceptance. Factors influencing consumer's demand / acceptance / buying decisions.
- 2.3 Costing and Pricing – Pricing: economic concept and objectives Factor influencing price of garments. Costing of garments and pricing decisions, pricing practices, strategies and policies. Costing and pricing methods based on breakeven analysis and other methods. 4 Quality control in textile merchandising quality assurance and customers satisfaction 5 Reinforcement of pricing policies and sales promotion techniques. Problems faced by Indian consumer and suggested remedies.

Unit-3

15 hrs.

Fashion Retailing and Forecasting

- 3.1. Fashion retailing - History, scope, importance, types (domestic and international), techniques, channel of distribution, franchisee, retail merchandiser, concept, quick

response, just-in-time, merchandiser calendar, trend analysis, forecast analysis, concepts of apparel product line, planning, directing, lead time coordinating and controlling.

- 3.2 Fashion forecasting - Fashion plan, forecasting process (primary, secondary, tertiary) tracking sales, competition, demographics, values and lifestyles, developments, publications, forecast services, influences, observations, new technology, neighbourhoods, related industry, networking, reporting.
- 3.3 Market analysis and forecast - Industry overview, competitor analysis. Target market identification, customer profile, market-based sales forecast and trend. Understanding fashion movement, prediction of fashion life cycle, analysis of customer's fashion preferences. CRM and case studies.

Unit 4-

15 hrs.

Fashion Entrepreneurship

- 4.1 Fashion entrepreneurship - Introduction, advantages and disadvantages, business skills, funding, planning, analysing the industry, product identification, right location, building a business using the website, customer and driving sales, building a team, merchandise assortment, building the financial plan.
- 4.2 Entrepreneurship: Concept and Definitions, Entrepreneurship and Economic Development, Classification and Types of Entrepreneurs, Entrepreneurial Competencies, Factor Affecting. Entrepreneurial Growth -EDP Programmer, Entrepreneurial Training, Traits/Qualities of Entrepreneurs.
- 4.3 Small Enterprises and Enterprise Launching Formalities: Definition of Small Scale, Rationale, Objective, Scope, Role of SME in Economic Development of India, SME, Registration, NOC From Pollution Board,

FIFTH SEMESTER

Code No.: BFDC – 501P

Paper: Fashion Marketing and Merchandising (Practical)

End Semester Marks: 35
Internal Assessment Mark: 15

Total hrs.: 30

Total: 50, Credit: 2

Unit 1-

15+15 =30 hrs.

Project Survey (Documentation)

- 1.1 Market survey for target market identification, customer profile, market-based sales forecast and trend.
- 1.2 Survey on Fashion promotion - trade show, market week, exhibition, fashion shows etc

References

1. Ellen Diamond, "Fashion Retailing - A Multi-Channel Approach", Pearson Publications, 2012.
2. Leslie Davis Burns, Kathy K Mullet, "The Business of Fashion", Fairchild Books, 1997.
3. Mike Easey, "Fashion Marketing", Blackwell Publications, 3rd edition, 2009.
4. Patricia Mink Rath, Richard Petrizzi, Penny Gill, "Marketing Fashion - A Global Perspective", Bloomsbury Publishing India Private Limited, 2012.
5. Rita Perna, "Fashion Forecasting", Fairchild Books, 1987.
6. Sidney Packard, Arthur A Winters, "Fashion Buying & Merchandising", Fairchild Books, 1983.

FIFTH SEMESTER

Code No.: BFDC-502T

Paper: *Creative Pattern Making and Garment Design (Theory)*

End Semester Marks: 75

Internal Assessment Mark: 25

Total: 100, Credit: 4

Total hrs.: 60

Unit 1

15 hrs.

Standard Body Measurement

- 1.1 Standard body measurement and pattern making for adult garments: Standard body measurements and allowances. Correct procedure of taking body measurements, size charts.
- 1.2 Sizing and Development of size chart for garments.
- 1.3 Basic bodice block drawing of flat layout of different garments according to the standard body measurement for basic skirts, trousers, shirts frock etc.

Unit 2

15 hrs.

General principles of clothing construction

- 1.1 Methods of pattern development: Drafting, Flat pattern making, Draping. Kinds of paper pattern- blocks, commercial pattern.
- 1.2 Study of basic garment construction and pattern making for children, men and women's wear. Clothing concepts: Ease type and amount in different garment, Dart – importance and types
- 1.3 Pattern making for woven fabrics and knitted fabrics methods of fabric laying maker planning and cutting for garment construction for children, men's and women's wear. According to the pattern preparation of marker plan, study on different types of garments.

Unit 3

15 hrs.

Layout planning and Handling Special fabrics

- 1.1 Laying patterns on fabric: types of layouts, layout on different fabric widths and types. Marker development
- 1.2 Calculations of material requirements. Planning assembly of women's wear; Assessing quality at various stages of garment assembly.
- 1.3 Precautions to be taken while working with different kind of fabrics: sheers and lace, silk & crepe, velvets, wool, plaids, stripes and figured prints. Handling of fabrics with reference to designing, marking, cutting, stitching, care and maintenance, shrinkage, needle sizes, stitch sizes, threads used, seams and other special considerations. Preparation of a sample file

Unit 4

15 hrs.

Pattern making for men's and women's wear

- 1.1 Pattern making for men's wear; drafting men's shirt and trouser; block designing of different shirt and trousers with variations of different components and measurements. Casual jacket and sloper construction.
- 1.2 Development of style and designing of men's garments with variations in collars, sleeves, pleats, pockets, darts, gathers etc.
- 1.3 Pattern making for women's wear. Drafting Women's top or shirt, trouser, skirt, salwar-kameez with variations and manipulation of design element having balance and fit.

FIFTH SEMESTER

Code No.: BFDC-502P

Paper: *Creative Pattern Making and Garment Design (Practical)*

End Semester Marks: 35

Internal Assessment Mark: 15

Total hrs.: 30

Total: 50, Credit: 2

Unit 1-

15hrs.

Garment Construction of Special Purpose Wear

- 1.1 Designing and Construction of one garment for men's wear with reference to any designer costumes.
- 1.2 Designing and Construction of one garment for women's wear with reference to any designer costumes.
- 1.3 Designing and Construction of any traditional women's wear

Unit 2-

15hrs.

Design and Pattern development

- 1.1 Kid's wear
- 1.2 Maternity wear
- 1.3 Swim wear, beach wear etc.

References

1. H J Armstrong, *Pattern Making for Fashion Design*, Harper Collins Publishers, NewYork, 1987.
2. Natalie Bray, *Dress Pattern Designing: The Basic Principles of Cut and Fit*, 5thEd, Blackwell Science, London, 1996.
4. *Reader's Digest, Complete Guide to Sewing*, Reader's Digest Association.
5. Heidi Kummli et al, *The Art of Bead Embroidery: Techniques, Designs and Inspiration*, Kalmbach Publishing Company, Books Division, 2007
6. Katherine Shaughnessy, *The New Crewel: Exquisite Designs in Contemporary Embroidery*, Sterling Publishing, 2005

SIXTH SEMESTER
Code No.: BFDC-601T
Paper: Textile and Apparel Testing (Theory)

End Semester Marks: 75
Internal Assessment Mark: 25
Total: 100, Credit 4

Total hrs.: 60

Unit-1 **15 hrs.**

Introduction to Textile Testing

- 1.1 Introduction to textile testing, objectives of testing, sample selection techniques for testing.
- 1.2 Fiber testing - Objectives and procedure of testing staple length, fibre fineness, fibre strength, maturity and rigidity.
- 1.3 Yarn testing - Objectives and procedure of testing yarn count, yarn twist, twist direction, amount of twist and effects of twist on fabric properties, measurement of twist, yarn strength.

Unit-2 **15 hrs.**

Fabric Testing

- 1.1 Fabric testing and fabric dimensions-Importance and procedure of testing length, width, thickness and their applications.
- 1.2 Determination of fabric weight - GSM and its application to different fabrics, cover factor.
- 1.3 Objectives and procedure to determine air permeability, stiffness, drape, crease resistance, abrasion resistance, pilling, fabric shrinkage, bow and skew.

Unit-3 **15 hrs.**

Colour Fastness of Textiles

- 1.1 Colour fastness of textiles - Terminology, objectives and procedure of testing, colour fastness to laundering, rubbing, light and perspiration.
- 1.2 Tensile properties of fabrics - Terminology, objectives and procedure of testing tensile strength, bursting strength, tear strength.
- 1.3 Stain Removal of fabrics.

Unit-4 **15 hrs.**

Garment accessories testing

- 1.1 Garment accessories testing - Terminology, objectives and procedure of testing of fusible interlinings, zippers, sewing threads, buttons, snap fasteners
- 1.2 Wear test, tensile, colour fastness and dimensional stability testing.
- 1.3 Garment quality control - Dimensional properties, button and seam strength, seam puckering.

SIXTH SEMESTER
Code No.: BFDC-601P
Paper: Textile and Apparel Testing (Practical)

End Semester Marks: 35
Internal Assessment Mark:15
Total:50, Credit:2

Total hrs.: 30

Unit 1- 15 hrs.

Testing of Physical Parameters

- 1.1 Fibres,
- 1.2 Yarns
- 1.3 Fabrics

Unit 2- 15 hrs.

Testing of Chemical Properties

- 1.1 Testing of chemical properties of fibre, yarn, fabrics
- 1.2 Testing of non-woven
- 1.3 Technical textiles

References

1. Arindam Basu, "Textile Testing", SITRA Publications, 1986.
2. Booth J E, "Principles of Textile Testing", CB, 1st edition, 1996.
3. Grover E B, Hamby D S, "Handbook of Textile Testing and Quality Control", Wiley India Pvt., Ltd., 2011.
4. Pradeep V Mehta, "Managing Quality in Apparel Industry", New Age International Private Limited, 1998.
5. Saville B P, "Physical Testing of Textiles", Wood Head Publishing Ltd., 1999.

SIXTH SEMESTER

Code No.: BFDC-602T

Paper: Visual Merchandising (Theory)

End Semester Marks: 75
Internal Assessment Mark: 25
Total: 100, Credit:4

Total hrs.: 60

Unit-1

15 hs.

Introduction to Visual Merchandising

- 1.1 Introduction to visual merchandising, Role of a merchandiser - Department store, fashion brand store, small retail outlets, display design and implementation, budget planning.
- 1.2 History of visual merchandising, elements of visual merchandising
- 1.3 Techniques of visual merchandising (end caps, micro merchandising, theme display, technology).

Unit-2

15 hrs.

Importance of Visual Merchandising in Fashion

- 1.1 Importance of visual merchandising in fashion
- 1.2 Creating display for target customers, story, signage, window display, foot traffic. Sales team knowledge, sales analysis.
- 1.3 Fashion photography - Introduction, types (catalogue, editorial, high-fashion)

Unit-3

15 hrs.

Store Design

- 1.1 Store design - Definition, its importance, Role of Colour and texture in visual merchandising. Concept of line and composition in visual merchandising. Store planning, Design and Interior of Show room
- 1.2 Study about props (lights, table and surface, figures, signs and lettering) decorative, signage (outdoor, informational, persuasive, mats), windows (open window, closed window, island window, corner, elevated and shadow box).
- 1.3 Different modes of display and sales counter planning. Preparation of visual plates/photo/chart for promotional measures for visual merchandising.

Unit-4

15 hrs.

Mannequins

- 1.1 Mannequins - Introduction, types (realistic, abstract, headless, plus size, children, sports)
- 1.2 Functional mannequins (dress forms, flexible mannequins, torso mannequins, standalone mannequin and parts).
- 1.3 Importance of mannequins, role of mannequins in retail industry, selection criteria to mannequin, dressing a mannequin and grouping mannequins.

SIXTH SEMESTER

Code No.: BFDC-602P

Paper: Visual Merchandising (Practical)

End Semester Marks: 35
Internal Assessment Mark: 15
Total hrs.: 30

Total: 50, Credit:2

Unit 1

15hrs.

Assignment

- 1.1 Development of project for visual merchandising of specific product by drawing and planning
- 1.2 Sketching of store layout - Grid Layout, loop layout, freeform layout, racetrack layout, spine layout.
- 1.3 Development of a store house/ display house with proper illumination and application of light in visual merchandising design concept and develop a window based on theme/season/festivities/product/brand/customer (3D model) for display.

Unit 2

15hrs.

Stores Visit and Collection of pictures

- 1.1 Windows - Open window, closed window, island window, corner, elevated and shadow box. Signage - Outdoor, informational, persuasive, mats.
- 1.2 Mannequins - Realistic, abstract, headless, plus size, children, sports, dress forms, flexible mannequins, torso mannequins, standalone mannequin and parts.
- 1.3 Props - Lights, table and surface, figures, signs and lettering.

References:

1. *Castelino M, "Fashion Kaleidoscope", Rupa and Co. Publishers, 1994.*
2. *Judith Bell & Kate Ternus, "Silent Selling, Best Practice & Effective Strategies in Visual Merchandising", Fairchild Books, 5th edition, 2017.*
3. *Luura L Bliss, "Study Guide Visual Merchandising and Display", Fairchild Publications, 3rd edition, 1995.*
4. *SwathiBhalla, Anuraag S, "Visual Merchandising", Tata McGraw Hill Publishers, 2010.*
Tony Morgan, "Visual Merchandising", Laurence King Publishing, 3rd edition, 2016

SEVENTH SEMESTER

Code No.: BFDC-701T

Paper: Apparel Industry and Quality Management (Theory)

End Semester Marks: 75

Internal Assessment Mark:25

Total hrs.: 60

Total Marks: 100, Credit: 4

Unit-1 **15 hrs**

Quality Assessment

- 1.1. Judging the quality of readymade garments.
- 1.2. Overall appearance, fabric, fit, workmanship and price of readymade garments.
- 1.3. Quality control in apparel industry, quality circles and standardisation.

Unit- 2 **15 hrs**

Importance of Labels and Consumer Awareness

- 2.1. Garment Labels: Types and importance of labels with special reference to care labels
- 2.2. Consumer Problems and protection, Rights and Responsibilities

Unit-3 **15 hrs**

Apparel Design

- 3.1. Apparel classification and categories. Study of garment components: necklines, collars, sleeves, plackets, pockets, hemlines
- 3.2. Disposal of fullness- Darts, tucks, pleats and gathers
- 3.3. Garment designing according to age, climate, occasion, occupation. Garment designing for special needs, basic principles and requirements - Self-help, maternity wear

Unit-4 **15 hrs**

Indian Readymade garment industry

- 4.1. Importance in Export and Domestic sector Recent Structural changes in garment industry.
- 4.2. Problems and prospects
- 4.3. Apparel Retail: Various In store and non-store retail formats.
Recent Structural changes in apparel retail.

SEVENTH SEMESTER

Code No.: BFDC-701P

Paper: *Apparel Industry and Quality Management (Practical)*

End Semester Marks: 35

Internal Assessment Mark: 15

Total hrs.: 30

Total Marks : 50, Credit: 2

Unit-1

Basic Bodice

15 hrs

- 1.1. Adult's basic bodice and sleeve block
- 1.2. Drafting of collars on basic neck line- shirt collar, Chinese band
- 1.3. Drafting of Basic skirt block, flared, gored, wrap-around.

Unit-2

Garment construction

15 hrs

- 2.1. Adaptation of basic blocks to construct the following garments- Saree blouse, Simple kameez
Salwar and Churidar. Skirt
- 2.2. Project work: Visit to readymade garment retail outlets belonging to three different levels (designer outlets, middle class outlets, ordinary outlets) and compare the workmanship, fabric, etc. of the garments. Presentation of the report by students

References:

1. *Stamper, A.A., S. H. Sharp and L.B. Donnell (1986) Evaluating Apparel Quality, Fairchild Publications, America*
2. *Kotler, P and Armstrong, G., Principles of Marketing, Prentice Hall of India, New Delhi, 1999.*
3. *Fritz, A and Cant, J., Consumer Textiles, Oxford University Press, 1988*
4. *Bharadwaj, S.K. and Mehta, P.V., Managing Quality in the Apparel Industry, New Age International, New Delhi, 1998.*
5. *Constantino, M, Fashion Marketing, BT Batsford, London, 1998*
6. *Stone, Elaine, Fashion Merchandising, Mc Graw Hill Inc, 1985*
7. *Jackson, Tim, Mastering Fashion and Merchandising Management, Mc Millan Press, London, 2001*
8. *Diamond, E., Fashion Retailing a Multichannel Approach, Prentice Hall, 2005*
9. *Grace, E, Introduction to Fashion Merchandising, Prentice Hall, New Jersey, 1978*

SEVENTH SEMESTER

Code No.: BFDC-702T

Paper: *Textile Design Technique (Theory)*

End Semester Marks: 75

Internal Assessment Mark: 25

Total Marks: 100, Credit: 4

Total hrs.: 60

Unit-1

15 Hrs

Introduction to Dyes

- 1.1. Natural and Synthetic dyes
- 1.2. Preparation of fabric for dyeing
- 1.3. Dye classes: their suitability and fastness on different fabrics-direct, reactive, acid, vat and disperse dyes. Dyeing procedure for Direct, reactive and acid dyes

Unit-2

15 hrs

Effect of Dye Application and Colorfastness

- 2.1. Stages of dye application and their effect on finished fabric
- 2.2. Colorfastness: Factors affecting colorfastness.
- 2.3. Testing Wash fastness, Light fastness.

Unit- 3

Concept of Printing

15 Hrs

- 2.1. Dyeing vs. Printing
- 2.2. Styles of printing - Direct, Resist, Discharge
- 2.3. Methods of printing - Block, Roller, Screen, Rotary screen, Heat Transfer, Digital, Flock
Common dyeing and printing defects.

Unit-4

15 Hrs

Traditional Indian Textiles and Embroidery

- 3.1. Indian Hand Embroideries: Kantha, Phulkari, Kashida, Mirrorwork (Gujarat), Chikankari with reference to Motifs, Color combination, Type of thread used, Stitches
- 3.2. Traditional Indian Textiles : Brocades, Baluchari, Jamdani, Bandhni, Ikat with reference to: History, production centres, techniques, designs and colours

SEVENTH SEMESTER

Code No.: BFDC-702P

Paper: *Textile Design Technique (Practical)*

End Semester Marks: 35
Internal Assessment Mark: 15

Total hrs.: 30

Total Marks : 50, Credit: 2

Unit-1

Dyeing and Printing

15 hrs

- 1.1. Dyeing with direct dyes- cotton, rayon, silk, Dyeing with reactive dyes- cotton, wool, silk, nylon Dyeing with acid dyes- wool, silk.
- 1.2. Tie and dye technique
- 1.3. Block printing using single and double coloured blocks, various placements of blocks
Preparation of an article/garment with a combination of techniques learnt above.

Unit- 2 Visit: Visit to Crafts Museum and Crafts Fairs

15hrs

References:

1. *Chattopadhyaya, K., Handicrafts of India, All India Handicrafts Board, New Delhi, 1975.*
2. *Ikat textiles of India Chelna Desai, Chronicle Books, San Francisco, 1988*
3. *Silk Brocades Yashodhara Roli & Janssen BV, New 2003*
4. *and-woven Fabrics of India, Jaslen Dhamija and Jyotindra Jain, Mapin Publishing Pvt. Ltd. Ahmedabad, 1989*

EIGHTH SEMESTER

Code No.: BFDC-801 & BFDC-802

Paper: Design Collection

****Total Marks: 200**

Credit: 12

Unit-1

SELECTION OF DESIGN COLLECTION CATEGORY

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

1.2. Fabric Development and exploration focusing on women's wear, men's wear or kids wear.

Unit-2

RESEARCH AND DEVELOPMENT PROCESS

2.1. Research, Mind Mapping, Inspiration, Theme, Client Study, Mood board & Story board - Design brief.

2.2. Development of theme and range.

2.3. Market Survey, Fabric and trim Development and Sourcing, Swatch, trim board, Fashion Illustration, Flat sketches, tech pack, Spec sheet Cost sheet.

Unit-3

PATTERN MAKING & GARMENT CONSTRUCTION

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

Unit-4

CREATION OF ACCESSORIES, LOOK AND STYLING

4.1. Developing complimenting accessories to the design collection.

4.2. Fashion styling to create look book by fashion photo shoot and updating of e-portfolio

References:

1. *Fashion - From Concept to Consumer - Gini Stephen Frings*
2. *Fashion Stylist Handbook, Danielle Griffiths, Laurence King Pub., 2017*
3. *Aspelund Karl, 2010, Design Process, Fairchild Publication*
4. *Seivewright Simon 2012, Basics Fashion Design -Research and Design, Bloomsbury Publication India*

****Note: Continuous Assessment Evaluation**

- a. *50% Lab work (Concept development, Theme Board, Mood Board, Colour Board, Client Profile, Fabric Sourcing, Garment Construction, Attendance).*
- b. *50% Formal Presentation / Fashion Show. To be assessed by the experts' members from the related field.*

DISCIPLINE SPECIFIC ELECTIVE (DSE) COURSES

FIFTH SEMESTER

Code No.: BFDD-503T

Paper: *Surface Ornamentation (Theory)*

End Semester Marks: 100

Internal Assessment Mark:35

Total: 100, Credit:4

Total hrs.: 60

UNIT 1

15hrs.

Embroidery

- 1.1 Embroidery-Introduction, tools and techniques, embroidery threads and their classification, selection of threads, needle and cloth, tracing techniques, ironing and finishing of embroidered articles. Western Embroidery - Introduction, types - Bargello and Persian embroidery.
- 1.2 Basic embroidery stitches - Definition, classification, methods and implementation of basic embroidery stitches.
- 1.3 Types of basic stitches: straight stitch - stem, back, fly stitch, flat stitch - satin, cross, loop stitch - herringbone, feather stitch, knotted stitch - French knot, bullion knot. Machine Embroidery, Cutwork, Glass Work and Drawn Thread work.

UNIT 2

15hrs

Indian embroidery

- 1.1 Indian embroidery- History, types, Symbolism of embroidery of different states of India.
- 1.2 Traditional Embroidery- Origin, application, material used, motifs, symbolism, color, stitches, technique relevance of Kantha, Chikankari, Kasuti, Zardosi, Kutch, Kathiawar, Sindh, Phulkari, Kashida and Mirror work.
- 1.3 Tribal Embroidery- Introduction, Types -Nagaland, Manipuri, Lambadi, Thoda with their traditional influence, symbolism, techniques, fabric, stitches & color.

UNIT 3

15hrs

Techniques

- 1.1 Appliqué - Introduction, Tools, Material and Techniques. Patch work and quilting: Introduction, tools, material, techniques and Develop samples.
- 1.2 Knitting: Introduction terminology, hand Knitting tools, material, techniques, basic textures, ribs, purl, knit, cables, multi-colours knitting.
- 1.3 Crochet - Introduction, tools material, techniques and types - single, double

UNIT 4

15hrs

Special embellishment

- 1.1 Special embellishment techniques: Batik - splash, , Tie and dye - sunray and marbling,
- 1.2 Block printing - vegetable block and wooden blocks.
- 1.3 Quilting, Smocking, honey comb, Fabric painting, , Stencil- dabbing and spraying.

FIFTH SEMESTER
Code No.: BFDD–503P
Paper: Surface Ornamentation (Practical)

End Semester Marks: 35
Internal Assessment Mark:15
Total: 50, Credit:2

Total hrs.: 30

Unit-1 **15 hrs.**
Samples Development

- 1.1 Development of traditional Indian embroidery samples - Kasuthi, Chikankari, Kutch, Kathiawar, Phulkari, Kantha Kashida
- 1.2 Tribal embroidery samples - Manipuri, Lambadi and Thoda.
- 1.3 Samples development of Special techniques - smocking, ribbon work, beads and sequins work.

Unit 2 **15hrs.**
Product Development

- 1.1 Develop one product based on any one technique of needle craft.
- 1.2 Develop one product based on knittingA
- 1.3 Develop one product based on crocheting

Reference:

1. Marion Nicholas, “Encyclopedia of embroidery stitches including crewel”, Dover Publications, 6 July 2012
2. Pam Lonttot & Rosemary Miller, “Quilters workbook – A practical source and record book for quilters” New Holland Publishers Ltd., December 1993
3. Darla Singer, “Knitting for Beginners – How to craft, crochet, knit stitches & Patterns” Retro Books Limited, Mumbai Maharashtra
4. Shailaja D. Naik, “Traditional Embroideries of India”, APH Corp, New Delhi, 1996.
5. Sheila Paine, “Embroidered Textile”, Thames & Hudson Ltd., 1990.
6. Parul Batnagar, “Decorative Design History in Indian Textiles and Costumes”, Abhishek publications, 2011.
7. Anne Morrell (Part A,B,C,D), “Indian Embroidery Techniques”, Calico Museum of Textiles, 1999, 2000, 2001, 2003
8. Surface design for fabric, Richard M Proctor/Jennifer F Lew, University of Washington Press
9. Art of embroidery: History of style and technique, Lanto Synge, Woodridge Readers Digest,
10. Complete guide to Sewing, 1993, Pleasant ville-Nu Gail L, Search Press Ltd. Barbara S,
11. Creative Art of Embroidery, London, Numbly Pub.group Ltd.

SIXTH SEMESTER
Code No.: BFDD-603T
Paper: Computer Aided Design in fashion (Theory)

End Semester Marks: 75
Internal Assessment Mark: 25
Total: 100, Credit: 4

Total hrs.: 60

Unit-1 **15 hrs.**
Computer Aided Design (CAD)

1.1 CAD definition, fundamentals of CAD

1.2 Introduction, general process of design, application of computers for design.

1.3 Computer graphics software in apparel industry - Introduction, software configuration of graphics systems, functions of a graphics package, geometric modelling - 3D modelling.

Unit-2 **15 hrs.**

Design Software

1.1 Design software - Introduction, features and its applications.

1.2 Basic maintenance of operations - preferences, setting up a document, resolution set up, saving files, file formats, and view options - zoom in and out.

1.3 CAD approach to design, vector graphics object vs raster graphics object

Unit-3 **15 hrs.**
CAD in the modern Fashion Industry

1.1 CAD - Introduction, advantages and applications; digitizing, grading and marker making system.

1.2 CAD in the modern Fashion Industry-3D CAD in the field of pattern making, presentations and marketing.

1.3 Benefits of CAD in today's fashion industry.

Unit-4 **15 hrs.**
Fashion trend forecasting websites

1.1 Fashion trend forecasting websites - Introduction, leading online trend-analysis.

1.2 Research service on creative

1.3 Business intelligence for the apparel.

SIXTH SEMESTER

Code No.: BFDD-603P

Paper: Computer Aided Design (Practical)

End Semester Marks: 35
Internal Assessment Mark:15
Total: 50, Credit: 2

Total hrs.: 30

Unit-1

15hrs.

Introduction to Design Software

1.1 Introduction to design software and its tools.

1.2 Developing figures and draping of garments on men, women and children (formal, casual, party wear).

1.3 Development of Concept Board (Mood Board), Client/Customer Board, Colour Card & Textured Effects.

Unit-2

15 hrs.

Computer Pattern

1.1 Design flat sketches along with stitch specification for the following:

Children - Girls (A-line and yoke frock), Boys (shirt and shorts)

Adults - Women's (top, skirt, gown), Men's (shirt, kurta, trouser)

For the above create spec-sheets, cost sheets for each garment using software.

1.2 Prepare patterns - A-line frock, skirt, shirt, dress/top, shorts and trousers

Grading - Grade the above patterns.

1.3 Marker making Make markerplan for women's top/skirt, men's shirt/trouser/kurta.

References:

1. Winfred Aldrich, *CAD in Clothing & Textiles*, Blackwell Science, 1994.
2. *Cad for Fashion Design* by Renee Weiss Chase, Prentice hall Pub.
3. *CAD/CAM Computer Aided Design & Manufacturing* by Mikell P Groover & Mory W Zimmers. Jr, Pearson Education Pub.
4. *CAD/CAM/CIM* by R.Radhakrishnan, S.subramanyan, V.Raju, New Age International Pub.
5. *Fashion Design on Computers* By M.kathleen Colursy, Prentice Hall.

SEVENTH SEMESTER

Code No.: BFDD-703T

Paper: *History of Costume (Theory)*

End Semester Marks: 75
Internal Assessment Mark:25
Total Marks: 100, Credit: 4

Total hrs.: 60

Unit-1 **15 hrs.**

Introduction to World textiles and costumes

- 1.1. History, types, motifs and symbols, pre-historic textiles
- 1.2. Costumes - social evidence.
- 1.3. Costume components for men, women and children, hair and headdress - Egyptian, Greek, Roman, Japanese.

Unit-2 **15 hrs.**

Ancient Indian textiles and costumes –

- 2.1. History and social life, costumes, jewellery, textiles and dyes - Indus Valley, Vedic, Mauryan, Sunga Period.
- 2.2. History and social life, costumes, jewellery
- 2.3. Textiles and dyes Satavahana, Kushan, Gupta and Mughal period.

Unit-3 **15 hrs.**

Development of design

- 3.1. Motif, design, pattern - combination of different motifs in a pattern
- 3.2. Pattern arrangements. Repeats - Drop repeat (full, $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$ drop)
- 3.3. Brick repeat, mirror repeat (Vertical and horizontal).

Unit-4 **15 hrs.**

French Revolution

- 4.1. French costumes, motif and symbols from Renaissance to 20th century.
- 4.2. Textiles and costumes of Colonial, Victorian, Edwardian Era, WW I and WW II, factors influencing
- 4.3. Costume change - Style, religion, location, climatic period and World affairs, youth in fashion, ted, mod, punk, hippie.

SEVENTH SEMESTER

Code No.: BFDD-703P

Paper: *History of Costume (Practical)*

End Semester Marks: 35
Internal Assessment Mark:15
Total Marks: 50, Credit: 2

Total hrs.: 30

Unit-1

15 hrs

Sketching of textiles and costumes

- 1.1. Men, women and children, hair and headdress - Egyptian, Greek, Roman, Japanese.
- 1.2. Ancient Indian textiles and costumes - History and social life, costumes, jewellery, textiles and dyes - Indus Valley, Vedic, Mauryan, Sunga Period, Satavahana, Kushan, Gupta and Mughal period.

Unit-2

15 hrs

Sketching costumes of French

- 2.1. French Revolution, French costumes, motif and symbols from Renaissance to 20th century.
- 2.2. Textiles and costumes of Colonial, Victorian, Edwardian Era, WW I and WW II,
- 2.3. Factors influencing costume change - Style, religion, location, climatic period and World affairs, youth in fashion, ted, mod, punk, hippie.

Reference:

1. *'History of Fashion' by manmeetsodhia, published by Kalyani Publishers (Ludhiana, Delhi, Hyderabad)*
2. *'Ancient Indian Costumes' by Roshan Alkazi, Published by National Book trust, India (New Delhi)*
3. *Costumes of Indian and Pakistan, a Historical and Cultural study, by S.N. Dar, D.B. Taraporavala sons & Co. Pvt. Ltd., (Bombay)*
4. *'Indian Costume' by G.S. Ghury, Published by popular Prakashan Bombay.*
5. *'Costumes and textiles of Royal India' by Ritu Kumar published by Christies Books.*
6. *'The arts of India' by Bird wood George, published by Rupa & Co., 7/16, Ansari Road, Daryaganj, New Delhi -02.*

EIGHTH SEMESTER

Code No.: BFDD-803T

Paper: Fashion Accessories (Theory)

End Semester Marks: 75
Internal Assessment Mark: 25
Total Marks: 100, Credit: 4

Total hrs.: 60

Unit-1 **15 hrs.**

Fashion Accessories

- 1.1 Fashion Accessories - Introduction, definition, history, classification. Head gears, foot wears, hand bags, belts, ties and bows, gloves, scarves - types and its uses.
- 1.2 Materials and processes - Material sourcing, materials required - leather, straw, fur, and wood.
- 1.3 Design development and production of accessory.

Unit-2 **15 hrs.**

Jewellery

- 2.1. Jewellery design and production, types of jewellery - precious, costume, bridge.
- 2.2. Traditional Indian jewellery - Temple, kundan, minakari, thewa, filigree, terracotta.
- 2.3. Gemmology - Introduction, basic qualities and healing properties of gems.

Unit-3 **15 hrs**

Trends and marketing

- 3.1. Trends and marketing - Fashion trends and marketing of accessories.
- 3.2. Study of any 2 national accessory designers.
- 3.3 Study of any 2 international accessory designers

Unit-4 **15 hrs.**

Fashion accessories presentations

- 4.1. Fashion accessories presentations - Category specifics,
- 4.2 Designing accessories to coordinate with apparel presentation
- 4.3 Theme boards and specialized presentation.

EIGHTH SEMESTER

Code No.: BFDD-803P

Paper: Fashion Accessories (Practical)

End Semester Marks: 35
Internal Assessment Mark:15
Total Marks : 50, Credit: 2

Total Hrs.: 30

Unit-1

Sketching and rendering

15 hrs

- 1.1. Sketching and rendering of headgear, hand bag, footwear, ties and bows, belts, scarves and gloves (theme based) 3 each.
- 1.2. Sketching of accessories on women, men
- 1.3 Sketching of children accessories.

Unit- 2

15 hrs

Product Development

- 1.1 Construction of any one types of bags using various types of raw materials like fabric, cord, beads, plastic mat, leather etc.
- 1.2 Construction of any one types of hats and caps by using various raw materials.
- 1.3 Design development of various types of jewellery.

References:

1. *Claire Billcocks, "Century of Bags", Chart well Books, New Jersey, 1997.*
2. *Jamila BrijBhusan, "Master Piece of Indian Jewellery", Taraporevala, Bombay, 1979.*
3. *Jinks McGrath, "Basic Jewellery Making Techniques", Krause Publications, 2003.*
4. *John Peacock, "Fashion Accessories - Men", Thames and Hudson, London, 1996.*
5. *John Peacock, "The Complete 20th Century Source Book", Thames and Hudson, London, 2000.*
6. *Malolow Blahnik, Co Collin Mac Dolw, "Shoes - Fashion and Fantasies", Thames and Hudson, 1989.*

FIRST SEMESTER

Code No.: BFDA-101

Paper: Communicative English (Theory)

External Assessment Marks: 75

Internal Assessment Mark:25

Total hrs.: 60

Total Marks: 100, Credit: 4

Unit-1

15hrs.

Communication

- 1.1. Introduction, Verbal and Non-Verbal Communication, Purpose for Communication
- 1.2. Barriers to Communication, Steps for Effective Communication
- 1.3. English as an International Language. Varieties of English, Common Errors in English.

Unit-2

15 hrs.

English Language Skills

- 2.1. Listening and Hearing Skills. Types of Listeners; Listening Skill Activities:
- 2.2. Speaking Skill, Context of Speaking, Qualities of a Good Speaker, Stress, Rhythm and Intonation
- 2.3. Writing Skill, Types of Writing, Process and Stages of Writing, Qualities of a Good Writer

Unit-3

15 hrs.

Phonetics

- 3.1. Phonology and Phonetics, Phoneme, Phone and Allophone
- 3.2. Vowels and Consonants
- 3.3. Diphthongs and Word Stress

Unit-4

15 hrs.

Sentence formation and Practice

- 4.1. Basic Sentences in English, Clauses and Phrases, Verbs
- 4.2. Voice and Narration, Practice in Language Use: Group discussion
- 4.3. Extempore and Role Play

References:

1. A. Ashley: *Commercial Correspondence*, Oxford University Press
2. Agrawal, Suchi: *Business Communication- A streamlined approach to Business Communication*, Authors Press
3. Bailey Stephen, "Academic Writing", , Routledge, 2006
4. Horner, David & Strutt, Peter: *Words at Work*, Cambridge University Press
5. Ilona, Leki, "Academic Writing", CUP, 1998
6. Kenneth Anderson, Lynch T., Mac Lean J., "Studying Speaking" New Delhi: CUP, 2008

SECOND SEMESTER

Code No.: BFDA–201

Paper: *Environmental Sciences (Theory)*

End Semester Marks: 75
Internal Assessment Mark:25
Total Marks: 100, Credit: 4

Total hrs.: 60

Unit-1 **15 hrs.**

Environmental Sciences

- 1.1.Introduction - Meaning, Scope of Environment Sciences.
- 1.2. Importance, Ecology and ecosystem
- 1.3.Biodiversity and its conservation and Natural resources.

Unit-2 **15 hrs.**

Structure and types of Ecosystems

- 2.1. Meaning of ecology- Structure and function of an ecosystem-producers- consumers – decomposers
- 2.2. Energy flow in the ecosystem, Ecological succession-Food chain, Food webs and ecological pyramid.
- 2.3. Ecosystem- Concept, Structure and functions of Ecosystems. Types of ecosystems, Forest ecosystem, Grass land ecosystems, Desert ecosystem, and Aquatic ecosystem.

Unit-3 **15 hrs.**

Conservation of Natural Resources

- 3.1. Natural resources: Features, Air resources, Forest resources, Water resources
- 3.2. Mineral resources, Food resources, Energy resources, Land resources
- 3.3. Consequences, Conservation of natural resources, Role of an individual in conservation of natural resources.

Unit-4 **15 hrs.**

Biodiversity at local and global level

- 4.1. Biodiversity and its conservation: Introduction, definition, genetic, species
- 4.2. Ecosystem diversity.
- 4.3. Value of biodiversity- Biodiversity at global, natural and local levels.

References

1. Misra S.P. and Pandey S.N., “Essential Environmental Studies” Ane books India, New Delhi
2. Kiran B. Chokkas and others, “Understanding Environment” Sage publications, New Delhi
3. Arumugam N. And Kumaresan v., “Environmental Studies”, Saras publications Kanyakumari
4. Benny Joseph, “Environmental Studies” Tata McGraw Hill Publishing Co. Ltd., New Delhi

FIRST SEMESTER

Code No.: BFDS-104T

Paper: *Basics of Pattern Making and Sewing Technology (Theory)*

End Semester Marks: 35
Internal Assessment Mark: 15
Total Marks: 50, Credit: 2

Total hrs.: 30

Unit-1

15 hrs.

Pattern Making for Garments

- 1.1. Introduction to Pattern making, pattern. Types of patterns - Commercial, custom made and made-to-measure patterns.
- 1.2. How to take body measurements - vertical horizontal and girth measures - size chart preparation - children (boy & girl), women & men.
- 1.3. Tools required for pattern making -measuring tools, marking tools, cutting tools.

Unit-2

15 hrs.

Sewing Technology for Garments

- 2.1. Marking terminologies & symbols (notches, punch/circles) Pattern information (grain, part, piece, cut symbols) seam allowance, fabric terms (grain, Bowing).
- 2.2. Fullness and its types - Darts, Tucks, Pleats, Gathers, Shirring, Ruffles and Godets. Skirt variations - Basic flared skirt and 6 gore, Skirt with yoke.
- 2.3. Collar - Basic shirt collar. Flat collars: Peter pan, Neckline variation - bias facing and binding. Sleeve - set in sleeves - plain sleeve, puff gathered top and bottom, bell sleeve, bishop sleeve, Sleeveless style

FIRST SEMESTER

Code No.: BFDS-104P

Paper: *Basics of Pattern Making and Sewing Technology (Practical)*

End Semester Marks: 35
Internal Assessment Mark:15
Total Marks: 50, Credit: 2

Total hrs.: 30

Unit-1

15 hrs.

Pattern preparation

- 1.1. Sloper preparation –Bodice block – front, back and sleeves. Skirt - front and back. Skirt variations - Basic flared skirt and 6 gore, Skirt with yoke.
- 1.2. Collar - Basic shirt collar. Flat collars: Peter pan. Neckline variation - bias facing and binding.
- 1.3. Sleeve - plain sleeve, puff gathered top and bottom, bell sleeve, bishop sleeve, Cape sleeve. Sleeve combined - raglan sleeve, kimono sleeve.

Unit-2

15 hrs.

Sample Development

- 2.1. Development of samples using sewing techniques - Basic hand stitches - slip stitching, blanket, and fagoting basting, running, chain, tacking, hand overcast, buttonhole, hemming stitches - plain and blind hemming, slip stitch, tailor's tack.
- 2.2. Machine stitches - seam and seam finishes - plain, flat fell, French, turned and stitched, lapped, double top, pinked, over lock, pinked and stitched.
- 2.3. Stitch classification. Temporary stitches: basting- even, uneven and diagonal. Permanent stitches: hemming, slip stitching, blanket, and fagoting.

References:

1. *Allyne Bane, "Flat Pattern Design", McGraw-Hill Inc. US, 1972.*
2. *Gerry Cooklin, "Introduction to Clothing Manufacture", Wiley-Blackwell, 2nd edition, 2008.*
3. *Harold Carr & Barbara Latham, "The Technology of Clothing Manufacture", Oxford Publications, USA, 1994.*
4. *Helen J Armstrong, "Pattern Making for Fashion Design", Pearson Education India, 5th edition, 2013.*
5. *Winfred Aldrich, "Metric Pattern Cutting", John Wiley & Sons, 3rd edition, 1994.*
6. *Pattern Making for Fashion Design, Helen J Armstrong, Prentice Hall. UK, 2009*
7. *Pattern Grading for Women's Clothes, Gerry Cooklin, Wiley India Pvt. Ltd., 2009*
8. *Encyclopedia of Dress Making, Raul Jewel, APH Publishing, 2015*
9. *Garment Technology for Fashion Designers Gerry Cooklin, Book Link. Wiley- Blackwell. US, 2012*

SECOND SEMESTER

Code No.: BFDS-204T

Paper: Garment Detailing (Theory)

End Semester Marks: 35
Internal Assessment Mark:15
Total Marks: 50, Credit: 2

Total hrs.: 30

Unit-1

15 hrs.

Garment Detailing types

- 1.1. Garment detailing; Fullness - Introduction, types of fullness, application and uses.
Dart manipulation - single dart and double series. Conversion of darts to tucks, pleats, gathers, and seam lines. Radiating and graduating darts.
- 1.2. Sleeves - Definition, terminologies, types- Sleeves along with bodice and set-in sleeves - plain, puff, bell, circular, raglan, kimono - construction.
Collars - Definition, terms, classification and types - Peter pan, sailor, turtle collar, shawl, formal shirt collar, mandarin collar with its variations - construction.
- 1.3. Yokes - Definitions, purpose, types - with fullness and without fullness, shapes - construction.

Unit-2

15 hrs.

Garment Components

- 2.1. Minor components - Introduction, definition, terms, application, classification and types.
- 2.2. 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.
- 2.3. Plackets - Definition, types - self placket, continuous bound placket, two-piece sleeve placket and shirt placket. Garment categories - Silhouettes - variations, torso dress, princess line, panel, with waistline, without waist line garments. Neck line finishes - Definition, types - piping, facing (bias facing, shaped facing) bias binding.

SECOND SEMESTER

Code No.: BFDS-204P

Paper: *Garment Detailing (Practical)*

End Semester Marks: 35

Internal Assessment Mark:15

Total hrs.: 30

Total Marks: 50, Credit: 2

Unit-1

15 hrs.

Sample Development

- 1.1. Development of samples - Darts, pleats, tucks, gathers, ruffles, godets and flounce.
- 1.2. Dart Manipulation - Single dart and double dart series using pivot method
- 1.3. Dart Manipulation using slash and spread method.

Unit-2

15 hrs.

Sample Development

- 2.1. Sleeves - Sleeves along with bodice and set in sleeves, plain, puff, bell, circular, raglan, kimono. Collars - Peter pan, shawl, formal shirt collar, mandarin collar.
- 2.2. Yokes - with and without fullness. Pockets - Patch pockets, patch pockets with flap, seam pockets, welt pockets and variations.
- 2.3. Cuff - Single cuff, double cuff. Plackets - Self placket, continuous bound placket, two-piece sleeve placket and shirt placket. Neck line Finishes - Piping, facing (bias facing, shaped facing). Garment closures - Hook and eye, press buttons, shirt button and button holes, visible and concealed zippers, velcro.

References

1. Bina Abling, Kathleen Maggio, *"Integrating Draping Drafting and Drawing"*, Fairchild Books, 2008.
2. *"Reader's Digest: New Complete Guide to Sewing"*, Reader's Digest, 2010.
3. Helen J. Armstrong, *"Pattern Making for Fashion Design"*, Pearson Education India, 5th edition 2013.
4. Mary Mathew, *"Practicals Clothing Construction Part I & II"*, Cosmic Press, Chennai, 1986.
5. Natalie Bray, *"More Dress Pattern Designing"*, Wiley India Pvt. Ltd., 2009.
- Winfred Aldrich, *"Metric Pattern Cutting"*, John Wiley & Sons, 3rd edition, 1994.

FIRST SEMESTER

Code No.: BFDV-105

Paper: Personality Development (Theory)

End Semester Marks: 35

Internal Assessment Mark:15

Total hrs.: 30

Total Marks: 50, Credit: 2

Unit -1

15 Hrs.

Understanding Personality

- 1.1. Introduction: Benefits of Self Knowledge, Personality Type, Patterns of diversity, Energy sources – Extroversion. Ways to talk people like you. Make people think in your way, Analyze worry.
- 1.2. Personality Development Training: Interview skill – interview dress code, controlling your nerves, Positive visualization, creating a positive Impression, Opening conversation, assessing the degree of formality, Getting comfortable, Recovering from poor starts etc.
- 1.3. Group Discussion – Questions, attributes, Individual characteristics, Do's & Don'ts, Must & Must Not's.

Unit- 2:

15 Hrs.

Presentation Skills

- 2.1. Presentation: Preparation of venture, Attention to detail, Equipment check, optimization of seating arrangements, Audience, Final preparation.
- 2.2. Getting started, Introduction, Best style. Using audio-visual aids. Body language, Communication, Movement, Eye Contact, Posture.
- 2.3. Control reading audience, coping audiences with hostile.

Reference Books :

1. Agrawal, Suchi : *Business Communication – A streamlined approach to Business Communication*, Authors Press.
2. Bajpai, B.L. : *Making Management still more effective*
3. Bajpai B.L. : *Indian Ethos and Modern management*
4. Bailey Stephen, "Academic Writing", " , Routledge, 2006
5. Hamp-Lyons, Liz, Ben Heasley, "Study Writing", 2nd Edition, Cambridge University Press, 2008
6. Horner, David & Strutt, Peter : *Words at Work*, Cambridge University Press
7. IGNOU : *Study materials*
8. Ilona, Leki, "Academic Writing", CUP, 1998
9. Kenneth Anderson, Lynch T., Mac Lean J., "Studying Speaking" New Delhi : CUP

FIRST SEMESTER

Code No.: BFDV-106

Paper: General study of Health Education (Theory)

End Semester Marks: 35
Internal Assessment Mark:15
Total Marks: 50, Credit: 2

Total hrs.: 30

Unit- 1

15 Hrs.

Health Education & Hygiene

- 1.1. Meaning and definition of Health and Health education. Need scope, aim and objectives of Health education.
- 1.2. Characteristics of physical, mental, social and emotional health.
- 1.3. Meaning and definition of Hygiene. Needs and importance of Hygiene. Personal Hygiene.

Unit- 2

15 Hrs.

Safety Education & Rehabilitation

- 2.1. Meaning and definition of Safety Education, Needs and Importance of Safety Education
- 2.2. Safety in respect of residence, play field, equipment and dresses. Safety on Road, Camps, Picnics, Tours, Fire, Flood, Hurricane, Thunder, Lightening and air-raids.
- 2.3. Meaning and importance of Rehabilitation, measures for beneficial effects.

Reference Books

1. J.E. Park and K.E. Park, Preventive and Social Medicine, Medical College, Jabalpur.
2. Prof. B C Rai, Health Education and Hygiene, Prakashan Kendra, Railway Crossing , Sitapur Road, Lucknow.
3. Dr. S.K. Mangal, Health and Physical Education, Prakash Bros., Educational Publishers, 546, Book Market, Ludhiana.

SECOND SEMESTER

Code No.: BFDV-205

Paper: *Financial management and Costing (Theory)*

Total hrs.: 30

End Semester Marks: 35

Internal Assessment Mark:15

Total Marks: 50, Credit: 2

Unit-1

15 hrs.

Financial Planning

- 1.1. Sources of finance, Investment decision, public and government borrowings.
- 1.2. Working capital, bank funding, calculative risks, financial planning and control, Inventory control and purchase technique.
- 1.3. Marketing link and sales promotion measures.

Unit 2

15 hrs.

Costing methods

- 2.1. Principles and objectives of costing. Cost-Vs-revenue and profit.
- 2.2. Different methods of costing. Revenue generation for business.
- 2.3. Manufacturing cost-control techniques. Cost reduction. Approaches in garment manufacturing industry. Factors affecting cost and pricing.

References

1. *Deshpandey M V Entrepreneurship of Small Scale Industries, Concept, Growth and Management, Deep and Deep Publication, New Delhi.*
2. *Stoner Jaf and Vankel C, Management, Prentice Hall of India, New Delhi.*
3. *Nickell P & Dorsey, J, Management in Family Living, Wiley Estern Limited, 4th ed., New Delhi.*
4. *Cost Accounting: methods and Problems: B K Bhar*
5. *Any other standard textbook on 'Financial Management' and 'Costing' and 'Management*

SECOND SEMESTER

Code No.: BFDV-206

Paper: Nutrition & Fitness (Theory)

End Semester Marks: 35

Internal Assessment Mark:15

Total Marks: 50, Credit: 2

Total hrs.: 30

Unit-1

15 Hrs.

Importance of Fitness

- 1.1. Understanding Fitness. Definition of fitness, wellness, health and related terms.
- 1.2. Types of fitness, Assessment of fitness
- 1.3. Readiness and approaches to keeping fit Skills: · Physical Activity Readiness Assessment (PAR-Questionnaire) · Physical Fitness Assessment- health related (Demonstration) · Physical Fitness Assessment-skill related (Demonstration)

UNIT -2

15 hrs.

Nutrition and Diet

- 2.1. Importance of nutrition, Role of Nutrition in Fitness
- 2.2. Applying Nutritional guidelines for recreational fitness programs. Use of Nutritional supplements for physical fitness Skills. Survey of supplements consumed/available for an adult undergoing recreational fitness program.
- 2.3. Diet for individuals undergoing recreational Fitness programme/Planning a nutrition education programme. Hydration for mild to moderate Fitness programme: Gymnasia or fitness centre (moderate activity level)

Reference:

1. *Assessment of Physical fitness – case / group study Joshi AS. (2010). Nutrition and Dietetics. Tata Mc Graw Hill. Chapter:6, pg205-208, 215. PAR-Questionnaire: (<https://www.acgov.org/cao/rmu/documents/parQandSafety.pdf>)*
2. *Joshi AS. (2010). Nutrition and Dietetics. Tata Mc Graw Hill. Chapter:6, pg205-227.*
Potgieter, S. (2013). Sport nutrition: A review of the latest guidelines for exercise and sport nutrition from the American College of Sport Nutrition, the International Olympic Committee and the International Society for Sports Nutrition. South African journal of clinical nutrition, 26(1), 6- 16.
www.pfndai.com/WhitePaper_Eating_ExercisingRightForGoodHealth_FinalP.pdf, Chapter 6, pg87-102

THIRD SEMESTER

Code No.: BFDV-305

Paper: Manipur Art and Craft (Theory)

End Semester Marks: 35
Internal Assessment Mark:15
Total Marks: 50, Credit: 2

Total hrs.: 30

Unit-1

15 hrs

Manipuri dance forms

- 1.1. Raas Leela, Nupa Pala, Pung Cholom
- 1.2. Maibi Dance
- 1.3. Khamba Thoibi Dance.

Unit-2

15 hrs

Crafts of Manipur

- 2.1. Textile weaving, block printing and hand embroidery.
- 2.2. Bamboo and cane work.
- 2.3. Doll making, wood carving, stone carving.

References:

1. *“Textiles and crafts of India”, Prakash book Depot, 1998.*
2. *Jasleen Dhamija, “Indian Folk Arts and Crafs”, National Book Trush Second edition 2011.*
3. *Mutua Bahadur, “Traditional Textiles of Manipur”, Mutua Museum, 1997.*
4. *Julian Harris Salomon, “The Books of Indian Crafts and Indian Lore ”, Skyhorse.*

FOURTH SEMESTER

Code No.: BFDV-405

Paper: Value Education (Theory)

End Semester Marks: 35
Internal Assessment Mark:15
Total Marks: 50, Credit: 2

Total hrs.: 30

Unit-1

Introduction of Value Education **15 hrs**

- 1.1. Introduction of Value Education its purpose and significance in the present world
- 1.2. Value system – The role of culture and civilization
- 1.3. Holistic living – Balancing the outer and inner – Body, Mind and Intellectual level- Duties and responsibilities.

Unit-2

Silent values for life **15 hrs**

- 2.1. Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity, and inclusiveness.
- 2.2. Self esteem and self confidence, punctuality–Time, task and resource management- Problem solving and decision making.
- 2.3. Skills- Interpersonal and Intra personal relationship – Team work – Positive and creative thinking.

References:

1. 'Value Education' by Dr Kiruba Charles and V Arul Selvi, Neelkamal; First edition 2016
2. 'Value Education' by Jagdish Chand, Shipra Publication, 2007.
3. 'Education for Values, Environment and Human Rights' by Y K Sharma and Kuldeep S Katoch, Regal Publications, 2007..
4. 'Value Education: A Study in Human Values and Virtues' by A R Mohapatra and Bijaya Mohapatra, Readworthy Publications 2014.

FIFTH SEMESTER

Code No.: BFDV-505

Paper: *Child Rights and Gender Empowerment (Theory)*

End Semester Marks: 35
Internal Assessment Mark: 15
Total: 50, Credit: 2

Total hrs.: 30

UNIT 1-

15 hrs.

Understanding Child Rights

- 1.1 . Meaning of Child Rights and Convention on the Rights of the of Child.
- 1.2 . Disadvantages and exclusion. Child abuse, child trafficking.
- 1.3 Protection and promotion of child rights: Laws and policies.

UNIT 2

15 hrs.

Conceptualizing Gender and Gender Empowerment

- 1.1 Defining terms –sex, gender, masculinity, femininity, Perspective on feminism.
- 1.2 Issues and concerns related to girls and women in India. Laws and policies and programs for girls and women in India.
- 1.3 Socialization for gender –gender roles and stereotypes, patriarchy and social institutions, demographic profile, media and gender.

Reference

1. Chopra, G, (2015). *Child Rights in India: Challenges and Social Action*. New Delhi: Springer. Chapter 1, pg 1-23, Chapter 2, pg 25-43 Chapter 4, pg 77- 95, Chapter 5, pg 101-131, Chapter 7, pg 165-179
2. Satyarthi. K., & Zutshi. B, (2006). *Globalization, Development and Child rights*. New Delhi: Shipra Publications
3. Bajpai. A, (2006). *Child Rights in India: Law, Policy and Practice*. Oxford University Press.
4. Bhasin. K, (2017). *Understanding Gender*, New Delhi: Raj Press. pg 1-86
5. Bhasin, K. (2017). *What is Patriarchy?* New Delhi: Raj Press. pg 1-40
6. Bhasin, K. (2017). *Exploring Masculinity*. New Delhi: Raj Press. pg 1-60 Chapter 4, pg 77- 95, Chapter 5, pg 101- 131, Chapter 7, pg 165-179
7. Bhasin, K. (2014). *Feminism and its Relevance in South Asia*. New Delhi: Raj Press. pg 1-40

SIXTH SEMESTER

Code No.: BFDV-605

Paper: Social Media and Digital Communication (Theory)

*End Semester Marks: 50
Internal Assessment Mark:15
Total Marks: 50, Credit:2*

Total hrs.: 30

UNIT 1-

15hrs.

Social Media & other Digital Platforms

- 1.1 Social Media& other digital platforms: concept, types, reach, access and scope.
- 1.2 Assessing social media campaigns.
- 1.3 Designing social media campaigns for advocacy, social mobilisation, marketing and advertising.

UNIT 2

15hrs.

Digital Communication& Marketing

- 1.1 Digital Communication: concept, types, reach and access.
- 1.2 Analysis of websites and development of web page, blogs.
- 1.3 Tools and methods to create digital designs for web pages. Digital marketing tools and techniques.

Reference:

1. *Cyber security across digital platforms 149 Lister, M, Dovey, J. and et al (2003 ed)*
2. *New Media: A Critical Introduction, Routledge Taylor and Francis Group, London. Chapter – 4& 5*
3. *Hinton, S and Larissa, H. (2013) Understanding Social Media, Sage Publications India*
4. *Lister, M, Dovey, J. and et al (2003 ed)*
5. *New Media: A Critical Introduction, Routledge Taylor and Francis Group, London*
6. *Hinton, S and Larissa, H. (2013) Understanding Social Media, Sage Publications India. Chapter – 1, 3 4 & 6 Lister, M, Dovey, J. and et al (2003 ed)*

THIRD SEMESTER

Code No.: BFDG-304T

Paper: Elements of Design (Theory)

End Semester Marks: 75

Internal Assessment Mark: 25

Total Marks: 100, Credit: 4

Total hrs.: 60

Unit-1 **15 hrs.**

Fashion & Fashion Designing

- 1.1. Introduction to fashion and fashion Designing.
- 1.2. Fashion terminologies – Fashion, style, taste, trend, FAD, classics, fashion cycle, boutique, haute couture,
- 1.3. Major fashion centres; Milan, New York, London, Paris.

Unit-2 **15 hrs.**

Elements of Fashion

- 2.1. Elements of fashion process – Fashion origin.
- 2.2. Fashion cycles, length of cycle
- 2.3. Fashion theories-Trickle-Down, Trickle-up, Trickle-Across

Unit-3 **15 hrs.**

Design Forms

- 3.1. Introduction to art media and its applications - different art media like pencils, pencils colors, crayons, poster colors, acrylic rendering.
- 3.2. Design and types of design – structural design and decorative design.
- 3.3. Natural/ geometric / abstract.

Unit-4 **15 hrs.**

Elements & Principles of Design

- 4.1. Elements of design (point, line, form, shape, space, size, texture and colour).
- 4.2. Principles of design (harmony, proportion, balance, rhythm and emphasis).
- 4.3. Colour - Dimensions, colour wheel, hue, value, intensity, colour schemes.

THIRD SEMESTER

Code No.: BFDG-304P

Paper: Elements of Design (Practical)

End Semester Marks: 35

Internal Assessment Marks: 15

Total marks: 50, Credit: 2

Total hrs.: 30

Unit-1

15 hrs.

Design Forms, Elements & Principles of Design

- 1.1. Design- structural and decorative design, Natural/ geometric / abstract.
- 1.2. Elements of design - Point, line, shape, space, color and texture.
- 1.3. Principles of design - Proportion, balance, rhythm, emphasis and harmony

Unit-2

15 hrs.

Colour Theory

- 2.1. Tints, shades. Grey scale, colour value scale (10 values)
- 2.2. Color wheel. - Primary, secondary, tertiary, Cool and warm colours
- 2.3. Color scheme - Monochromatic, analogous, and complementary.

References:

1. Bride M Whelan, "Color Harmory", Rockford Publishier, 1992.
2. Gold Stein, "Art in Everyday life." IBH Publishing Co., Calcutta, 1992.
3. Ireland, Patrick John, "Fashion Design Drawing and Presentation", B.T. Batsford, 1996.
4. Allen and seaman, "Fashion Drawing - The Basic Principles", B.T. Batsford, London, 1994.
5. Drake and Nicholas, "Fashion Illustration", Thames & Hudson.

FOURTH SEMESTER

Code No.: BFDG-404T

Paper: Textiles: *Care And Maintenance (Theory)*

End Semester Marks: 75
Internal Assessment Mark: 25
Total Marks: 100, Credit: 4

Total hrs.: 60

Unit 1- 15 hrs.

Role of Water

- 1.1 .Role of water in cleaning
- 1.2 . Hardness of Water
- 1.3 . Techniques applied

Unit 2- 15 hrs.

Materials and Practices in Care

- 1.1 Composition and Functions of Detergents
- 1.2 Stiffening Agents, bleaching agents and dry cleaning
- 1.3 Special Fibre and fabric structures

Unit 3- 15 hrs.

Cleaning Equipment

- 1.1 Industrial cleaning and finishing machines
- 1.2 Laundromats, drying
- 1.3 Ironing equipment
- 1.4

Unit 4- 15 hrs.

Conservation of Textiles in Museums

- 1.1 Conservation: Definition and types. Current practices, ethics and materials used in conservation
- 1.2 Factors leading to Deterioration of Textiles: Handling, Cleaning, Display and Storage
- 1.3 Human Created Factors

FOURTH SEMESTER

Code No.: BFDG-404P

Paper: *Textiles: Care And Maintenance (Practical)*

End Semester Marks: 35
Internal Assessment Mark: 15
Total: 50, Credit: 2

Total hrs.: 30

Unit-1 **15 hrs.**

Textile Care

- 1.1 . Stain Removal of fabrics,
- 1.2 . Colour fastness of dyed cotton fabrics,
- 1.3 . Impact of softening agents on cotton and impact of wash ability on shrinkage

Unit-2 **15 hrs.**

Textile Maintenance

- 1.1 . Felting shrinkage
- 1.2 . Restoration and stabilization of textiles
- 1.3 . Handling of silk and wool

References

1. *Agarwal, O.P., 1977, Care and Presentation of Museum projects – II, NRL*
2. *Finch K. and Putnam G, 1985, The Care and Preservation of Textiles*
3. *Landi, S. 1991, Textile Conservator's Manual, Routledge*

FIFTH SEMESTER

Code No.: BFDG-504T

Paper: *Introduction to Pattern Making and Garment Construction (Theory)*

End Semester Marks: 75
Internal Assessment Mark:25
Total Marks: 100, Credit: 4

Total hrs.: 30

Unit-1

15 hrs.

Pattern Making for Garments

- 1.1. Introduction to Pattern making, pattern
- 1.2. How to take body measurements - size chart preparation - children (boy & girl), women & men.
- 1.3. Tools required for pattern making -measuring tools, marking tools, cutting tools.

Unit-2

15 hrs.

Sewing Technology for Garments

- 2.1. Marking terminologies & symbols (notches, punch/circles) Pattern information (grain, part, piece, cut symbols) seam allowance, fabric terms (grain, Bowing).
- 2.2. Fullness and its types - Darts, Pleats, Gathers, Shirring.
- 2.3. Collar - Basic shirt collar. Flat collars: Peter pan, Neckline variation - bias facing and binding. Sleeve - set in sleeves - plain sleeve, puff, bell sleeve and Sleeveless style

FIFTH SEMESTER

Code No.: BFDG-504P

Paper: Introduction to Pattern Making and Garment Construction (Practical)

End Semester Marks: 35
Internal Assessment Mark:15
Total Marks: 50, Credit: 2

Total hrs.: 30

Unit-1

15 hrs.

Pattern preparation

- 1.1. Sloper preparation –Bodice block – front, back and sleeves. Skirt - front and back.
- 1.2. Collar - Basic shirt collar. Flat collars: Peter pan. Neckline variation - bias facing and binding.
- 1.3. Sleeve - plain sleeve, puff gathered top and bottom, bell sleeve.

Unit-2

15 hrs.

Sample Development

- 2.1. Development of samples using sewing techniques - Basic hand stitches - slip stitching, blanket, running, chain, tacking, hand overcast, buttonhole, hemming stitches - plain and blind hemming, slip stitch, tailor's tack.
- 2.2. Machine stitches - seam and seam finishes - plain, Top stitch, over lock, pinked and stitched.
- 2.3. Stitch classification. Temporary stitches: basting- even, uneven and diagonal. Permanent stitches: hemming, slip stitching, blanket.

References:

1. *Allyne Bane, "Flat Pattern Design", McGraw-Hill Inc. US, 1972.*
2. *Gerry Cooklin, "Introduction to Clothing Manufacture", Wiley-Blackwell, 2nd edition, 2008.*
3. *Harold Carr & Barbara Latham, "The Technology of Clothing Manufacture", Oxford Publications, USA, 1994.*
4. *Helen J Armstrong, "Pattern Making for Fashion Design", Pearson Education India, 5th edition, 2013.*
5. *Winfred Aldrich, "Metric Pattern Cutting", John Wiley & Sons, 3rd edition, 1994.*
6. *Pattern Making for Fashion Design, Helen J Armstrong, Prentice Hall. UK, 2009*
7. *Pattern Grading for Women's Clothes, Gerry Cooklin, Wiley India Pvt. Ltd., 2009*
8. *Encyclopedia of Dress Making, Raul Jewel, APH Publishing, 2015*
9. *Garment Technology for Fashion Designers Gerry Cooklin, Book Link. Wiley- Blackwell. US, 2012*

SIXTH SEMESTER

Code No.: BFDG–604T

Paper: Introduction to Embroideries (Theory)

End Semester Marks: 75
Internal Assessment Mark:25
Total Marks: 100, Credit:4

Total hrs.: 60

UNIT 1

15hrs.

Embroidery

- 1.1. Embroidery-Introduction, tools and techniques, embroidery threads and their classification, selection of threads, needle and cloth, tracing techniques, ironing and finishing of embroidered articles.
- 1.2. Basic embroidery stitches - Definition, classification, methods and implementation of basic embroidery stitches.
- 1.3. Types of basic stitches: straight stitch - stem, back, fly stitch, flat stitch - satin, cross, loop stitch - herringbone, feather stitch, knotted stitch - French knot, bullion knot.

UNIT 2

15hrs

Indian embroidery

- 2.1. Indian embroidery- Types of embroidery of different states of India.
- 2.2. Origin, application, material used, motifs, color, stitches, technique, relevance of Kantha, Chikankari, Phulkari, Kashida and Mirror work.
- 2.3. Tribal Embroidery- Techniques, fabric, stitches & color.

UNIT 3

15hrs

Techniques

- 3.1. Appliqué - Introduction, Tools, Material and Techniques. Patch work tools, material, techniques and Develop samples.
- 3.2. Knitting: Introduction terminology, hand Knitting tools, material, techniques, basic textures, Purl and knit, rib knitting.
- 3.3. Crochet - Introduction, tools material, techniques and types - single, double

UNIT 4

15hrs

Special embellishment

- 4.1. Special embellishment techniques: Tie and dye - sunray and marbling
- 4.2. Block printing - vegetable block and wooden blocks,
- 4.3. Quilting, Smocking, honey comb, Fabric painting, Stencil- dabbing and spraying.

SIXTH SEMESTER

Code No.: BFDG–604P

Paper: *Introduction to Embroideries (Practical)*

*End Semester Marks: 35
Internal Assessment Mark:15
Total Marks: 50, Credit:2*

Total hrs.: 30

Unit-1

15 hrs.

Sample Development

- 1.1 Development of traditional Indian embroidery samples - Chikankari, Phulkari, Kantha Kashida and tribal embroidery samples.
- 1.2 Sample development ; Special techniques - smocking, ribbon work
- 1.3 Beads and sequins work.

Unit 2

15hrs.

Product Development

- 1.1 Develop one product based on any one technique of needle craft.
- 1.2 Develop one product based on knitting.
- 1.3 Develop one product based on crocheting.

Reference:

1. *Marion Nicholas, "Encyclopedia of embroidery stitches including crewel", Dover Publications, 6 July 2012*
2. *Pam Lonttot & Rosemary Miller, "Quilters workbook – A practical source and record book for quilters" New Holland Publishers Ltd., December 1993*
3. *Darla Singer, "Knitting for Beginners – How to craft, crochet, knit stitches & Patterns" Retro Books Limited, Mumbai Maharashtra*
4. *Shailaja D. Naik, "Traditional Embroideries of India , APH Corp, New Delhi, 1996.*
5. *Sheila Paine, "Embroidered Textile", Thames & Hudson Ltd., 1990.*
6. *Parul Batnagar, "Decorative Design History in Indian Textiles and Costumes", Abhishek publications, 2011.*
7. *Anne Morrell (Part A,B,C,D), "Indian Embroidery Techniques", Calico Museum of Textiles, 1999, 2000, 2001, 2003*
8. *Surface design for fabric, Richard M Proctor/Jennifer F Lew, University of Washington Press*

SEVENTH SEMESTER

Code No.: BFDG-704T

Paper: Creative Accessories (Theory)

End Semester Marks: 75
Internal Assessment Mark: 25
Total Marks: 100, Credit: 4

Total hrs.: 60

Unit-1 **15 hrs.**

Fashion Accessories

- 1.1 .Fashion Accessories - Introduction, definition, classification. Head gears, hand bags, belts, scarves.
- 1.2 .Materials and processes - Material sourcing, materials required - leather, straw, fur, and wood.
- 1.3 .Design development and production of accessory.

Unit-2 **15 hrs.**

Jewellery

- 2.1. Jewellery design and production, types of jewellery - precious, costume, bridge.
- 2.2. Traditional Indian jewellery - Temple, kundan, minakari, thewa, filigree, terracotta.
- 2.3. Gemmology - Introduction, basic qualities and healing properties of gems.

Unit-3 **15 hrs**

Trends and marketing

- 3.1. Trends and marketing - Fashion trends and marketing of accessories.
- 3.2. Study of any 2 accessory designers (National)
- 3.3. Accessory International Designers

Unit-4 **15 hrs.**

Fashion accessories presentations

- 4.1. Fashion accessories presentations - Category specific
- 4.2. Accessories to coordinate with apparel presentation.
- 4.3. Theme boards and specialized presentation.

SEVENTH SEMESTER

Code No.: BFDG-704P

Paper: *Creative Accessories (Practical)*

End Semester Marks: 35
Internal Assessment Mark:15
Total Marks : 50, Credit: 2

Total Hrs.: 30

Unit-1

15 hrs

Sketching and rendering

- 1.1. Sketching and rendering of headgear, hand bag, ties and bows, belts, scarves (theme based)
- 1.2. Sketching of accessories on women, men
- 1.3. Children accessories

Unit- 2

15 hrs

Product Development

- 2.1. Construction of any one type of bags using various types of raw materials like fabric, cord, beads, plastic mat, leather etc.
- 2.2. Construction of any one type of hats and caps by using various raw materials.
- 2.3. Unconventional jewellery (any material)

References:

1. *Claire Billcocks, "Century of Bags", Chart well Books, New Jersey, 1997.*
2. *Jamila BrijBhusan, "Master Piece of Indian Jewellery", Taraporevala, Bombay, 1979.*
3. *Jinks McGrath, "Basic Jewellery Making Techniques", Krause Publications, 2003.*
4. *John Peacock, "Fashion Accessories - Men", Thames and Hudson, London, 1996.*
5. *John Peacock, "The Complete 20th Century Source Book", Thames and Hudson, London, 2000.*
6. *Malolow Blahnik, Co Collin Mac Dolw, "Shoes - Fashion and Fantasies", Thames and Hudson, 1989.*

EIGHT SEMESTER

Code No.: BFDG-804T

Paper: Fashion Retailing (Theory)

End Semester Marks: 75

Internal Assessment Mark:25

Total Marks : 100, Credit: 4

Total Hrs.: 30

Unit – 1 **15 hrs.**

Fashion Marketing

- 1.1. Marketing Management: Role of marketing; marketing processes
- 1.2. Market segmentation and target marketing;
- 1.3. Marketing communication decisions; physical distribution decisions; pricing decisions; marketing research and Brand Building

Unit – 2 **15 hrs.**

Merchandising

- 2.1. Retail fashion merchandising: Concept, types of retail organization, fashion retailing, value- satisfaction and quality.
- 2.2. Sales Promotional policies, retail distribution management.
- 2.3. Analysis of customer's fashion preferences. CRM

Unit – 3 **15 hrs.**

Understanding fashion market

- 4.4. Marketing of fashionable garments, different plans for utilizing market demand for the fashion trend,
- 4.5. Different incentive schemes related to marketing of fashionable articles / garments.
- 4.6. Understanding fashion movement, prediction of fashion life cycle.

Unit – 4 **15 hrs.**

Visual Merchandising

- 4.1. Visual merchandising (VM) : Concept , purpose and role. Different modes of display and sales counter planning.
- 4.2. Preparation of visual plates/photo/chart for promotional measures for visual merchandising.
- 4.3. Role of Colour and texture in VM. Concept of line and composition in VM. Types of display, Store planning, Design and Interior of Show room.

EIGHT SEMESTER

Code No.: BFDG-804P

Paper: Fashion Retailing (Practical)

Total Hrs.: 30

End Semester Marks: 35
Internal Assessment Mark:15
Total Marks : 50, Credit: 2

Unit – 1

15 hrs.

Product Planning

Assignment on Development of project for visual merchandising of specific product by drawing and Planning

Unit – 2

15 hrs.

Window Display

Assignment of Development of a store house/ display house with proper illumination and application of light in visual merchandising concept.

References

1. Cotler Philip, 'Principles of Marketing', Prentice Hall, 3rd Edition.
2. Sherlekar S A, 'Marketing Management', Himalaya Publishing Hpuse, Bombay, 2nd Edition (1982).
3. D. Amarchand and B. Varadarajan, An Introduction to Marketing Management, Vikas Publishing House Pvt. Ltd., 1981.
4. R S Davar, Modern Marketing Management, Progressive Corporation Pvt. Ltd., Bombay – Madras, 1stEd.
5. Leslie David Burns, Nancy O. Bryant , 2011The Business of Fashion Fairchild Publications
6. Elaine Stone, 1987, Fashion Buying, McGraw- Hill
7. Mary Frances Drake, Janice Harrison Spoone, Herbert Greenwald, 1992 ,Retail Fashion Promotion and advertising Macmillan
8. Michele M. Granger, Tina M. Sterling , 2011 ,Fashion Entrepreneurship Retail Business Planning, Fairchild Publications
9. Lynda Gamans Poloian, 2009, Multichannel retailing, Fairchild Publications