



# B.Sc. in Fashion Design & Management

## AIMS AND OBJECTIVES OF THE PROGRAMME

### **Aim:**

B.Sc. in Fashion Design & Management (BFDM) is a six semester full-time program, which employs the best methods to equip the students with the tools and techniques balanced with theory in today's world, which has today taken the shape of fashion industry.

India, which has always been a centre for the traditional textile and garment trade, has in the past decades become a centre of innovation in garment and fashion design. As one of the major players in the global apparel market, the need for professionals in the field of fashion is increasing tremendously in India.

This program equips students to pursue a wide range of career prospects as designers in apparel manufacturing, merchandising, marketing management, quality assurance, production planning & control and product engineering. The course also tunes student's entrepreneurial skills to set up their own manufacturing units and export start-ups.

### **Objectives:**

To develop students' aesthetic, intellectual and technological abilities through programs that integrates theory and practice.

To offers students a rigorous and innovative curriculum taught by faculty with outstanding academic and industry experience.

To promote students' growth and self-development through internships, guest lectures, industry-sponsored projects, and opportunities for experiential learning.

### **Eligibility:**

- i) A pass in plus two or equivalent examinations recognized by the university, irrespective of the streams/subjects.
- ii) Applicants should appear for an entrance examination comprising of a) General aptitude test, b) Creative aptitude test and c) Personal Interview conducted by the institute.

### **Duration of the Course:**

The BFDM shall be a six semester full time program extending to three academic years.

### **Program:**

B. Sc. in Fashion Design program- is grouped under the Model III-New Generation Courses.



## B.Sc. in Fashion Design & Management

### COURSE STRUCTURE

Year	Semester	Paper Code	Paper	Marks/Credits	
1 <sup>st</sup>	1 <sup>st</sup>	BFD-101	Basic Fashion Knowhow(T)	100	4
		BFD-102	Textile Science (T)	100	4
		BFD-191	Fundamentals of Design and its applications(P)	100	4
		BFD-192	Introduction to Fashion Art & Drawing (P)	100	4
		BFD-193	Sewing Fundamentals (P)	100	4
		BFD-194	Computer Basics (P)	100	4
			Total	600	24
	2 <sup>nd</sup>	<b>BFD-201</b>	English Language & Communication (T)	100	4
		<b>BFD-203</b>	Fashion Psychology & Grooming (T)	100	4
		BFD-202	Traditional Indian Textile and History of Indian Art & Costume (T)	100	4
		BFD-291	Garment Construction (P)	100	4
		BFD-292	Pattern Making Fundamentals (P)	100	4
		BFD-293	Computer Graphics (P)	100	4
			Total	600	24

Year	Semester	Paper Code	Paper	Marks/Credits	
2 <sup>nd</sup>	3 <sup>rd</sup>	BFD-301	History of Western Costume (T)	100	4
		BFD-302	Fashion Marketing (T)	100	4
		BFD-303	Basic Economics (T)	100	4
		BFD-391	Surface Ornamentation (P)	100	4
		BFD-392	Fashion Stylization and illustration (P)	100	4
		BFD-393	Pattern Manipulation (P)	100	4
			Total	600	24
	4 <sup>th</sup>	BFD-401	Fundamentals of Apparel Production (T)	100	4
		BFD-402	Export Merchandising (T)	100	4
		BFD-403	Retail Store Operation (T)	100	4
		BFD-404	Marketing Management (T)	100	4
		BFD-491	Draping (P)	100	4
		BFD-492	Garment Assembling (P)	100	4
			Total	600	24



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Year	Semester	Paper Code	Paper	<u>Marks/Credits</u>	
3 <sup>rd</sup>	5 <sup>th</sup>	<b>BFD-502</b>	Fundamentals of Entrepreneurship	100	4
		<b>BFD-503</b>	Management and Accounting	100	4
		<b>BFD-504</b>	Material Management	100	4
		BFD-591	Computer Aided Designing (P)	100	4
		BFD-592	Costume Designing	100	4
		BFD(E)-501A	Electives (Any One) Multimedia & E-commerce International Operations & Global Supply chain Apparel Machinery & Quality Control Indian Embellishment Techniques	100	4
		BFD(E)-501B			
	BFD(E)-501C				
	BFD(E)-501D				
		Total	600	24	
	6 <sup>th</sup>	BFD-691	Accessory Designing (P)	100	4
		BFD-692	Portfolio Making (P)	100	4
		BFD-693	Final Collection (P)	300	12
		BFD-681	Major Project on specialized area	100	4
		Total	600	24	

### Specializations

#### Paper Code

- 501A - Multimedia & E-commerce
- 501B - International Operations & Global Supply Chain
- 501C - Apparel Machinery & Quality Control
- 501D - Indian Embellishment Techniques

### INFRASTRUCTURE REQUIREMENT FOR THE PROGRAMME

1. The Fashion Art Room with drawing table per student.
2. Theory Class rooms with Audio Visual aids like OHP/LCD etc.
3. The Garment Construction Lab with
  - One Industrial single needle lock stitch machine per student.
  - Vacuum Suction ironing table and steam iron.
  - Industrial Five- Thread Over lock M/c.
4. The Pattern Making Lab with
  - One Dress form per 3 students with size UK-12.
  - Cork Topped Pattern making tables.
  - Students Locker
5. Well- equipped Library & resource center with regular subscription of Indian & International fashion magazines.
6. **Advanced Textile Designing software.**
7. **Advanced Pattern Making and Grading software.**
8. Dyeing/Printing Lab.



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## SEMESTER I

### BFD 101: BASIC FASHION KNOWHOW (T)

#### Credits: 4

Introduction to Fashion Knowhow , Role of Fashion Designer, Fashion Terminologies, New Fashion and its Adaptation , How does the fashion industry works, Fashion Brands, Branding and Promotion, Fashion Leaders, Basics of Garment Design, Design Details , Idea on Mood Board & Story Board, Basic Prototype ( toile, muslin), Card Pattern, Assembling, Basics of Fashion Showing, Presentation and Pricing.

#### Books

- 1 [Fashion Promotion: Building a Brand Through Marketing and Communication](#), Gwyneth Moore
2. A Beginners Guide to Sewing, Quayside Publishing
3. Basic Pattern Skills for Fashion Design (2nd Edition). Jeanne Price and Bernard Zamkoff
4. Fashion from Concept to Consumer, Gini Stephens Frings
5. Encyclopedia of Fashion Details, Patrick John Ireland
6. Introduction To Fashion Design, Patrick John Ireland

## SEMESTER I

### BFD102 - TEXTILE SCIENCE [T]

#### Credits: 4

#### Objectives

- To gain knowledge about Textile fibers and their uses.
- To develop an understanding about various kinds of fabrics, their structure and the utility.
- To impart knowledge about Textile dyeing and printing.
- To develop skill in understanding textiles available in the market.

#### Contents

##### Module I

Introduction to Textiles and classification of fibers according to source – Natural and Manmade. Identification and properties of Textile fibers- Cotton, Silk, Wool, Linen, Rayon (regenerated), Acetate, Polyester, Nylon and Acrylic.

##### Module II

Process of yarn formation – hand spinning, mechanical – ring spinning and modern- open end spinning. Yarn classification – blended and union fiber, simple and novelty yarns, characteristics, properties and uses of different yarn.

##### Module III

Method of fabric construction: Weaving-.Basic weaves- plain, satin, twill and their variations. Fancy weaves- pile, dobby, jacquard, extra warp and weft figure, leno, crepe and double cloth. Other method of fabric construction- knitting, braiding, lace and felt. Non woven fabrics and their applications.

##### Module IV

Finishes- definition, importance to the consumer, classification according to durability and function. singeing, scouring, bleaching, mercerization calendaring, sizing, de-sizing, brushing, carbonizing, crabbing, fulling, heat setting, shearing, weighting, stentering, napping and emering. Special Finishes and Treatments- water repellent and water proof finishes, antistatic finish, anti-slip finish, flame retardant finishes, crease resistant finishes, durable press and shrink resistant finishes. Factory Finishing- checking for cloth defects, viewing, burling, darning, cropping, brushing and boiling.

##### Module V

Dyeing- Stages of dyeing- fiber stage, yarn dyeing, fabric, cross, union dyeing and product stage. Method of dyeing- batch dyeing, reel dyeing, jig dyeing and package dyeing. Printing- Direct roller printing, block printing, duplex printing, discharge printing, screen printing- flat and rotary, resist, batik and tie-dye.

#### Related Experience

Study of fabric count using a pick glass.  
Identification of fibers- cotton, wool, silk, rayon, polyester, acrylic and blends through burning test.  
Swatch folder- Collection of samples for fibers yarns, weaves and finishes.

#### Suggested Readings:

1. Fiber to fabric., B.T.Corbman, Mc.Graw Hill
2. From fiber to fabrics, E.gale,Allman& Sons Ltd.
3. Fiber Science and their selection., Wingate, Prentice hall
4. Encyclopedia of textiles., Editors of American fabric magazine.
5. Textiles., Hollen.N., Macmillan publishing company.



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6. The complete Technology Book on textile processing with Effluent Treatment., NIIR Board, Asia Pacific business Press Inc; Delhi.
7. Murphy.W.S.,Textile Finishing, Abhishek Publications, Chandigarh.
8. Seminar/ project/assignment on technical textiles and Textile trends.
9. Eco-friendly textiles.

## SEMESTER I

### BFD191- FUNDAMENTALS OF DESIGN AND ITS APPLICATION [P]

**Credits: 4**

#### Objectives

To familiarize students with the design elements and principles and its application in fashion designing.  
To induce an organized methodology in developing a successful collection / line of garments.

#### Contents

##### Module I

Types of Design- structural and decorative.  
Design elements-form, shape, space, line, colour and texture.  
Principles of design-balance-formal, informal and radial, proportion, emphasis, rhythm and harmony.

##### Module II

Functions of Lines. Silhouettes.  
Different types of lines & its characteristics.  
Use of line in clothing according to body shapes.  
Optical illusions created by various combinations of lines.

##### Module III

Colour theory- Prang colour system & Munsell. Colour wheel- primary, secondary and tertiary. Colour Dimensions-Hue, Value and Chroma, Tint, tone, shade , Colour harmony- Related & contrasting colour harmonies & its sub divisions. Application of colour in clothing.Seasonal colours.

##### Module IV

Trimmings & Decorations.

#### Related Experiences

A creative Non textile Exhibition should be conducted in which the students are supposed to make a garment using the textures developed from the non textile materials. (E.g. wire, paper, clay, metal, glass etc.)

OR

A project based on exploration of textures & design development.

#### Suggested Readings:

Elements of design and apparel design., Sumathy. G. New Age International Pvt. Ltd, 2002.  
Art and Fashion in Clothing Selection, M.C. Gimsely and Harriot. T., Nova State Uty. Press, New York.  
Fashion Design (Process, Innovation & Practice), Kathryn Mckelvey & Janine Munslow

## SEMESTER I

### BFD-192- INTRODUCTION TO FASHION ART & ILLUSTRATION[P]

**Credits-4**

#### Objectives

To introduce students to  
Basic sketching techniques.  
Aspects of human anatomy & importance of fashion illustration.  
Drawing a fashion figure or a croqui with proportion & body movements.  
Various poses required for fashion illustration.  
Various mediums for sketching and rendering life forms.

#### Contents

##### Module 1

Different types of Lines-vertical, horizontal, diagonal, wavy, zig-zag, dotted, dashed, spiral etc.  
Free hand drawing techniques & related exercises.

##### Module II

Two & three dimensional forms, its composition, perspective & Object shading.



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Still life drawings (about 50).

Free hand practice of brush & pencil, introduction to poster paints, watercolors, staedlers, pastels, dry chalks & rotoring ink or indian ink.

## Module III

Stick figures & different body actions. Developing blocks for block figure.

Brief idea about face block.

## Module IV

Basic 8 head croqui. Basic 10 head croqui.

¾ pose, side pose & back poses.

## Module V

Face block

Fashion frontal face-eyes, ears, nose, mouth & head.

Croqui analysis-analyzing figures from fashion magazines & life.

## Module VI

Lingerie drawings on fashion figures & its rendering. Step by step application of different mediums.

### Suggested Readings:

Human figure, John .H.Vanderpoel Island, Printer C, Chicago Art students academy, Edmond.J.Farris, Dover publications, NewYork.

Book of hundred Hands, George Brant, Bridgeman, Dover publications, New York. □ Human Machine-The Anatomical Structure & Mechanism of the Human Body, George Brant, Bridge man.

Fashion Rendering with Colour- Bina Abling.

Fashion Illustration basic techniques-Julian Seaman.

Illustrations in Vogue.

Fashion Illustration-Collin Barnes.

Erte's Fashion Designs-218 illustrations from Harpers Bazaar.

Foundation in Fashion Design & Illustration, Julian seaman, Chrysalis Books.

Essential Fashion Design.

Portfolios-Janet Boyes, Dullus.

Fashion Sketchbook, Bina Abling

## SEMESTER I

### BFD-193- SEWING FUNDAMENTALS [P]

Credits-4

### Objectives:

To introduce students to various Industrial Machineries.

To acquire basic skills of operating industrial sewing machines.

To understand basic sewing techniques.

### Contents

#### Module I

Introduction to Industrial Sewing machine – machine parts, terminology, safety rules, care and maintenance.

Survey on different sewing machines.

Industrial Machine practice – stitching on executive bond paper – parallel lines, broken lines, comered lines and waves.

Pressing Equipment – application, machine parts and terminology, safety rules, care and maintenance.

Over lock Machine –its application.

#### Module II

Study of different types of needles and threads. (Can be given as self study assignment to students).

Threading the machine, setting the needle, adjusting stitch length regulator, thread tension, adjusting knee lift, presser foot and functions of all machine parts.

Cutting muslin rectangles (10" X 12" size), Stitching practice on muslin –straight lines, broken lines, comered lines and waves.

#### Module III

Basic hand stitches and their classifications :- (i) Temporary stitches: basting- even, uneven and diagonal. (ii) Permanent stitches: hemming, slip stitching, blanket, and fagoting.

#### Module IV

Different types of seams:- super imposed, lapped, bound, self enclosed-French seam, mock French, flat felled, self bound seam and decorative seams.

Seam finishes- pinked seam, hand overcast, over locked, bias bound, edge stitch etc.

#### Module V



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Hem Finishes: Hand hemming- visible and invisible hemming, decorative hem-piped, faced hem and ruffled hem.

## Module VI

Introducing fullness: - Tucks -blind, spaced and pin tucks, Pleats - knife, box, inverted, pleat with separate underlay, gathering, shirring, Ruffles -straight and circular ruffle, and godets.

## Suggested readings:

Readers Digest, Guide to Sewing and Knitting.

Sewing for the Apparel Industry – Claire Shaeffer, Prentice Hall.

Garment Technology for Fashion Designers – Gerry Cooklin, Book Link, USA.□

Sewing for Fashion Design- Nurie Relis/Gail Strauss-Reston Publishing Co.

New Complete Guide To Sewing, Reader's Digest

## SEMESTER I

### BFD-194: COMPUTER BASICS [P]

Credits-4

## Objective

To make the students proficient enough to interpret and use the application of Ms-Office.

## Contents

### Module I

Introduction to computer Peripherals, Operating systems, Internet & its scope, Connecting to internet, Opening an Email account, sending & receiving Emails, Browsing the WWW, Scanning a document, scanning a picture

### Module II

#### Windows Office 2000

- **Microsoft Word**-Introduction to Microsoft Word, Familiarizing with Microsoft word-Typing , editing & designing the document, Image Manipulation, developing report & research work
- **Microsoft Excel** - Introduction to ms excel: formula, formatting worksheet, preparing cost sheet
- **Microsoft PowerPoint**-Working in Microsoft PowerPoint - animation in PowerPoint, slide transition in PowerPoint & presentation.

## Assignment:

1. Students are required to write an article in MS-Word on any well known fashion designer to be published in a fashion magazine. It should include his/her personal details, photo, major achievements, contribution to the fashion world, glimpses of his/her work. The article should be properly formatted, placement of the pictures in alignment with the text matter with a suitable caption, name of the author etc
2. Students are to prepare a Power point presentation on the same topic using the available information. The presentation should use the support of clip arts, drawing objects, external image files, texts with 3D effects, patterns, gradients, backgrounds and templates. The ideas and communication should be easily conceivable by the audience.

## Suggested Reading:

Computer Fundamentals, R.S. Salaria, Khanna Publishing House



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## SEMESTER II

### BHM-102 - ENGLISH LANGUAGE & COMMUNICATION (T)

**Credits: 4**

**Introduction:**

Meaning of Communication; Role of Communication in Business; Basic elements of the communication process, level of Communication, forms, models and media of Communications, Verbal and non-verbal Communication-functions and types. Barriers to effective Communication.

**Grammar:**

Subject verb agreement, tense, voice, improvement of sentences, rearrangement of sentences. Vocabulary: usage, synonyms, antonyms. Comprehension

**Forms of Writing:**

The Report, The Proposal, The C.V. and Job Application letter. Business letters, The Presentation. Role Playing.

Group Discussion

**Suggested Reading:**

Kulbhushan Kumar: Effective Business Communications, Khanna Publishing House  
M. Monipatty: The Craft of Business Letter Writing, Tata McGraw Hill  
K. Mohan & M. Banerjee : Developing Communication Skills, Macmillan  
M.A. Rizvi : Effective Technical Communication, Tata McGraw-Hill

## SEMESTER II

### BFD-201: FASHION PSYCHOLOGY AND GROOMING (T)

**Credits:4**

**Objectives**

To enable students to:  
Understand the trends in Clothing behavior  
Gain an insight on the planning process involved in Clothing selection.

**Contents**

**Module I**

Introduction to Clothing  
Understanding clothing, Purpose of clothing:- protection, modesty, attraction etc.

**Module II**

Clothing Values, Clothing Culture, men and women clothing and ornamentation, groups, Role and status of clothing. Clothing according to climatic conditions,- Arctic region- African, Asia and Arabs etc.

**Module III**

Modern Clothing-Youth style and fashion, Teddy boy, skins modes, hippies, punks, taste of youth and their life style. Ancient to modern clothing, minis maxis, unisex, fit women, glamorous woman. Casual and formal clothing. Fashion for all, ready to wear fashion, mass marketing of fashion.

**Module IV**

Selection of clothes:-Clothes for children, middle age, adults, Types of clothes according to human figure ,Different materials for different clothes. Colors suitable for different garments. Kids to teenage clothing.

**Module V**

Planning for clothing needs, Clothes for school, Clothes for parties, Clothes for sports, Clothes for resting

**Module VI**

Wardrobe Planning

**Module VII**

Social and Psychological Aspects of Fashion

**Suggested Readings:**

Black A.J. (1985) , ' A History of Fashion' ,USA Orbits Publishing Ltd.  
Rouse E. (1989), 'Understanding Fashion' ,UK, Blackwell Science.



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Wilcox T. 'The Dictionary of Costume', UK, - Batsford Ltd.

Ashelford J. 'The Art of Dress Clothes and Society', ISBN 1500-1914, Amazon-com.

Beth Quinlan et al, 'Clothing – An Introductory College Course',



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## SEMESTER II

### BFD-202: TRADITIONAL INDIAN TEXTILES AND HISTORY OF INDIAN ART AND COSTUME [T]

**Credits:4**

#### **Objectives**

To study the different traditional textiles and their origin.

To study costumes through the ages in relation to art, fabric, footwear, head dress & other accessories during different periods.

#### **Traditional Indian Textiles**

##### **Module I**

History of Indian textile production.

Techniques of textile decoration- brief study on traditional woven fabrics, dyed fabrics, printed fabrics and embroidered fabrics.

##### **Module II**

Textiles of Western region- brocade weave, embroidery style, Mochi, Kutch work, appliqué, bead work, block Printing, screen Printing, Tie & Die- bhandini, laharia and patola.

Textiles of Southern region- Ikats, Kalamkari, Kancheepuram silk, fabrics of Kerala, Karnataka, Goa and Banjara Embroidery.

##### **Module III**

Textiles of Eastern region- Dacca sarees, Baluchar buttedar, and Kanthas. Textiles of Northern region- Brocades of Varanasi, phulkari, Kashmiri Embroidery, chemba Roomals, chikkan work, block Printing, Himrus, Amrus, pithani, pitabar, carpet & shawl weaving.

#### **History of Indian Art & Costumes**

##### **Module IV**

and accessories during-Indus valley, Vedic period, Mauryan & Sunga Period and Satavahana period

Costumes

##### **Module-V**

Costumes and accessories during-Kushan period, Gupta period, Mughal Period and British Period.

#### **Suggested Readings:**

Indian Tie-Dyed Fabrics., Volume IV of Historic Textiles Of India., Merchant: Celunion Shop

Traditional Indian Textiles., John Gillow/Nocholas Barnard, Thames & Hudson.

Indian Costume, Coiffure And Ornamant., Sachidhanand Sahay, Coronet Books.

Fashion Styles of Ancient India, R O Mohapatra, B.R.Publishing Corporation.

Costumes Of The Rulers Of Mewar, Pushpa Rani Mathur, South Asia Books.

Costumes And Ornaments Of Chamba, K P Sharma/S M Sethi, Indus Publishing Co.

Indian Costume, G S Ghurye, Popular Prakashan

Textiles, Costumes and Ornaments of the Western Himalaya. O. C Handa, Vedams ebooks, New Delhi.

## SEMESTER II

### BFD-291 - GARMENT CONSTRUCTION [P]

**Credits-4**

#### **Objective**

To teach students the construction methods of different neck lines, sleeves, collars, cuffs and finishes.

#### **Contents**

##### **Module I**

Neck lines:-round and jewel, scoop, square and glass, 'V' shaped, straight and curved, scalloped, sweet heart, key hole, boat neck and asymmetrical.

Neck line finishes:-shaped facing, corded or piped neck line, bias facing-single layer binding, double layer binding, banded neckline and



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placket bands.

### Module II

Collars:-how to assemble a collar, Types of collars-flat collar, rolled collar, stand collar, tie collar, turtle neck collar, shirt collar, peter-pan collar, one piece convertible collar and shawl collar.

### Module III

Sleeves:-sleeveless - with facing, set-in-sleeve, half sleeve, puff sleeve, flared sleeve, full sleeve, petal sleeve, leg-o-mutton sleeve, bishop sleeve, cap sleeve raglan sleeve and kimono sleeve.

### Module IV

Sleeve finishes:-self hem, faced hem, double binding and casing.

### Module V

Cuff application;-basic shirt cuff, French cuff and continuous cuff.

### Suggested Readings:

Readers Digest, Guide to Sewing and Knitting. □

Sewing for the Apparel Industry., Claire Schaeffer, Prentice Hall.

Garment Technology for Fashion Designers.,Gerry Cooklin, Book Link, USA.

Sewing for Fashion Design.,Nurie.Relis/Gail Strauss-Reston Publishing Co.



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## SEMESTER II

### BFD-292: FUNDAMENTALS OF PATTERN MAKING [P]

**Credits-4**

#### **Objectives**

To familiarize students with tools and methodologies of pattern making.  
To understand the language of pattern making and develop the ability to create designs through the flat pattern method.  
To enable the students to draft basic bodice block, skirt block and sleeve block.

#### **Contents**

##### **Module I**

Basic principles of flat pattern making – tools, industrial dress form, workroom terms and definitions.  
How to take body measurements.

##### **Module II**

Draft basic bodice blocks- front and back. How to test fit.  
One dart and two dart slopers. Variations of the basic bodice.

##### **Module III**

Draft basic sleeve block  
Fitting sleeve into the armhole.  
Variations of the basic sleeve- set-in-sleeve, cap sleeve, puff sleeves & variations, circular sleeve, petal sleeve, lantern sleeve, leg-o-mutton sleeve, cowl sleeve, shirt sleeve, bishop sleeve, kimono sleeve, raglan sleeve and sleeve cuffs.

##### **Module IV**

Draft basic skirt block – A-Line front and back.

#### **Suggested Readings**

Pattern making for Fashion Design .,Armstrong & Joseph.H., Harper & Row Publications.  
Designing Apparel Through the Flat Pattern ., E. Rolfo Kopp & Zelin., Fairchild Publications.  
How to Draft Basic Patterns ., E. Rolfo Kopp & Zelin ., Fairchild Publications.  
New Fashion Areas for Designing Apparel Through the Flat Pattern., E. Rolfo Kopp & Zelin ., Fairchild Publications.  
Garment Technology for Fashion Designers ., Gerry Cooklin, Book Link.

## SEMESTER II

### BFD-293: COMPUTER GRAPHICS [P]

**Credits-4**

#### **Objective**

To teach the students graphic software that can prove useful and essential for design needs.

#### **Contents**

##### **Module I**



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### Module IV

**Adobe Photoshop:** Getting started with Adobe Photoshop, working with adobe Photoshop to create Mood & Trend Presentation Boards, Creating textile patterns with Photoshop, Creating invitation card, visiting cards and greeting cards. (Selection, layering and masking, painting, editing, filing, distortion, rotation, scaling, copying, repetition, colour changes and image adjustment techniques.)

**CorelDraw:** Getting started with Corel Draw, How to illustrate the inside features of garments with Corel Draw, How to produce technical drawing of a garment highlighting details, How to make Specification sheets  
(Nodes, Paths, tools for precision, colours , fills, Working with texts, working with layers, symbols, clip arts , bitmaps)

**Adobe Illustrator:** Getting started with Adobe Illustrator, Drawing fashion illustrations on computers, drawing flat sketches, detailing of face, eyes, lips, hairs etc with Illustrator  
(Draw object, select and manipulate drawn object with different options, painting, reshaping, graph tool, perspective grid)



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## SEMESTER III

### BFD-301: HISTORY OF WESTERN COSTUME [T]

#### Credits-4

#### Objectives

To help the students to trace the evolution of clothing, right from the obscure beginnings of the Paleolithic Age right to the modern age, with cross references in clothing between diverse civilizations in different centuries.

To teach the students the creative use of research and inspirational library sources to co-ordinate the artwork in the development of current designs based on historic period.

#### Contents

##### Module I

Beginning of costumes- Body decoration, Body ornamentation, Dress for Protection, Invention of the needle, Development of sewing, Development in spinning, Development in weaving, Discovery of natural fibers and development of garment styles  
Primitive and Aboriginal peoples-Dresses-Garments, Hair, Headdress, Footwear, Accessories, Jewelry, Typical colors, Typical materials & Make – up.

##### Module II

Mesopotamian, Sumerian, Assyrian, Babylonian-Dresses-Garments, Hair, Accessories, Jewelry & Typical materials.  
Ancient Egyptian Costumes-Dresses-Garments, Typical materials, Headdresses, footwear, colors & ornaments.

##### Module III

Ancient Greek-Dresses-Garments, Headdresses, Footwear's, Jewelry, Colors, Fans & shades & Typical materials used for the costumes.  
Ancient Roman-Dresses-Garments, Materials used, Typical colors, Hair dresses, footwear's, Jewelleries & Accessories

##### Module IV

Byzantine-Dresses-Garments, Headdress, Footwear, Typical colors, Materials Accessories & Jewelry.  
China & Japan-Dresses-Garments, Typical materials, Headdresses and footwear's.

##### Module V

Europe in Middle ages (5<sup>th</sup> to 15<sup>th</sup> century)

Renaissance- French costumes in Renaissance (1500-1700) Twentieth Century (1901-1940), (1940-1960), (1960-till present)

#### Project:

Students do an individual research study on any designer and a group study on each decade starting from 1930. This is presented on the last class. The objective is to familiarize the students with fashion in the 20<sup>th</sup> century with particular focus on designers and design houses, which influence global fashion today.

#### Suggested Readings:

Fashion in the western world, Doreen Yarwood, Trafalger Square.

A history of Fashion-Kenneth, Black and Garland.

Western World Costume-An outline history-Carolyn G. Bradley, Dover Publications.

Historic Costume-From Ancient Times to Renaissance-Dover Publications.

A Pictorial History of Costume-Pepin Press.



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**SEMESTER III**

**BFD-302: FASHION MARKETING (I)**

**Credits-4**

**Objective**

To introduce students to aspects of Domestic Marketing & Retail Merchandising

**Contents**

**Module I**

Retailing-Retail Strategies, Store based retailers, Retail organization Multiple unit stores, Types of ownership, Non store retailing

**Module II**

Role of a fashion buyer, Fabric sourcing, Garment sourcing, Local sourcing, National sourcing & International sourcing. Range Planning

**Module III**

Marketing- Functions of marketing, Marketing calendar, Marketing Mix- Product, Price, Promotion & transportation, Strategy planning

**Module IV**

Consumer Behavior, Customer Profile Defining the consumer by: Sex, Age, Size, Season, Economic Status, Location and others

Market research- Methods & data analysis

Visual Merchandising-Store planning, Seasonal visual merchandising, Windows, Interior and exterior visual merchandising, Departments

**Suggested Readings:**

Fashion Buying-Helen Goworek, Blackwell Science

Retail Buying-Jay Diamond, Gerald Pintel, Prentice Hall

Fashion Theory-The journal of dress, Body and Culture and FIT.

The Fashion Business-Theory, Practice, Image,-Nicole White, Ian Griffiths



# B.Sc. in Fashion Design & Management

**SEMESTER III**

**BFD-303: BASIC ECONOMICS [T]**

## Credits-3

Introduction : Concepts, Economics of demand and supply, elasticity of demand, working of market mechanism, Theory of Production in short run & long run, Concepts of different types of costs and Cost Functions, determination of price and output in perfect and imperfect market conditions, price discrimination. Demand forecasting

Environment of business: Introduction to concept of Business environment, components of environment: economic, political, legal, social, technological & international

Economic systems, economic planning in India, objectives, strategies and evaluation of current five year plan. Industrial policy and industrial licensing. New economic policies,

Company regulatory legislations in India, MRTP, FEMA, EXIM in light of liberalization policies.

Public sector in India: concepts, philosophy and objectives, performance, problems and constraints, Industrial Sickness, Privatisation.

Macroeconomic concepts for managers: Theory of business cycles: Concept causes and Measures to control business cycles. Theories of inflation: causes and control of inflation, monetary and fiscal policy. Balance of Payments: concept, causes of disequilibrium and remedial methods

## Books:

1. R.G. Lipsey : An Introduction to Positive Economics, ELBS, Oxford
2. JP Gould Jr. and E.P. Lazer : Micro-Economic Theory
3. S.Mukherjee, M. Mukherjee & A. Ghose : Microeconomics, Prentice-Hall
4. Sundaram & Black: The International Business Environment; Prentice Hall
5. P. Chidambaram: Business Environment; Vikas Publishing
6. Dutt R and Sundharam KPM: Indian Economy; S. Chand



# B.Sc. in Fashion Design & Management

## SEMESTER III

### BFD-391: SURFACE ORNAMENTATION [P]

#### Credits-4

#### Objectives

To teach the basic hand embroidery techniques, surface designing and other ornamentation techniques.  
To introduce the students to various traditional embroidery techniques of India.

#### Contents

##### Module I

Embroidery-Embroidery tools and techniques, embroidery threads and their classification, selection of threads, needle and cloth, tracing techniques, ironing and finishing of embroidered articles.

##### Module II

Basic Hand Embroidery, their technique, variations and applications. Basic and two variations of running stitch, back stitch, stem stitch, chain stitch, lazy daisy stitch, buttonhole stitch, feather stitch, herringbone stitch, knot stitch, satin stitch and cross stitch.

##### Module III

Traditional Embroidery- Origin, application & colours. Kantha, Chikan, Kasuti, Zardosi (Four variations), Kutch and Mirror work (Two variations).

##### Module IV

Special embellishment techniques: Batik - splash, t-janting, crackled, Tie and dye - lehariya, bandini, shibori, sunray and marbling, Block printing - vegetable block and wooden blocks, Applique (2 methods), quilting (2 methods), Smocking - Chinese smocking (2 methods), honey comb, gathered with embroidery, Fabric painting (4 methods), hand, Stencil- dabbing and spraying.

#### Term Submission:

Embroidery folder which contains work of entire semester.

Submission of one or two articles using embroidery or other surface embellishment technique.

**(Any one option shall be selected)**

Yoke-1, Dupatta- 1, Table Cloth -1, Bed Cover-1, Pillow cover or Cushion cover-2, Handkerchief-12, Kurta-1, Short top-1 or Saree-1.

#### Suggested readings:

Surface design for fabric, Richard M Proctor/Jennifer F Lew, University of Washington P r e s s .

Art of embroidery : History of style and technique, Lanto Syngé, Woodridge

The Timeless Embroidery, Helen M, David & Charles.

Readers Digest, Complete guide to Sewing,1993,Pleasant ville-Nu Gail L,Search Press Ltd.

Barbara .S, Creative Art of Embroidery, Lundon, Numbly Pub.group Ltd.

Shailaja N, Traditional Ebroideries of India., Mumbai APH Publishing.



# B.Sc. in Fashion Design & Management

## SEMESTER III

### BFD-392: FASHION STYLIZATION AND ILLUSTRATION (P)

**Credits-4**

#### **Objectives**

Refining the student's illustration skills with special emphasis on developing a signature style of sketching by providing appropriate inputs through exposure to various artists styles of illustration.

Introduction to various medium for stylization of croquis.

To train students in color rendering in different media keeping fabric qualities.

#### **Contents**

##### **Module I**

Principles of draping garments on croquis

##### **Module II**

Stylization of croquis using different kinds of paper for different assignments

##### **Module III**

Stylization of croquis using different kinds of media for different assignments.

(Each student is encouraged to explore his/her own individual style of illustration)

##### **Module IV**

Introducing color rendering for the following: Solids, Prints, Checks, Stripes, Floral,

Dots

##### **Module V**

Color rendering for the following fabrics:

Denim, Fabric with sheen-Satin, Napped fabrics-Velvet, Leather, Suede, Chiffon and Lace.

#### **Suggested Readings:**

Illustrations in Vogue

Fashion Illustration- Colin Barnes

Portfolio Presentation for Fashion Designers- Linda Tain, Fair Child Books

Foundation in Fashion Design and Illustration- Julian Seaman, Batsford B.T. Ltd

Fashion Rendering with color- Bina Abling



# B.Sc. in Fashion Design & Management

## SEMESTER III

### BFD-393: PATTERN MANIPULATION [P]

#### Credits-4

#### Objective

To teach the students more advanced methods of pattern making.

#### Contents

##### Module I

Darts

Dart into – pleats, flares, gathers, tuck.

Darts into style lines – classic and armhole princess line. Dart into fullness – blouson, yokes, pleat, tucks.

##### Module II

Skirts

Skirt variations :- A- line flared skirt, Basic flared skirt, One dart skirt, added flare skirt, Flared skirt with gathered waist line, Gored skirt- 4 gore and 6 gore, Pegged skirt with pleats, Skirt with yoke. Circular skirts :- Full circle skirt, Warp skirt with side seam.

##### Module III

Pleats

Types of pleats – knife pleats, box pleats, inverted pleats. Types of Godets – basic godet, any variations

##### Module IV

Collar

Collar – Basic shirt collar. Flat collars: Peter pan, Sailor, Mandarin collar/ Chinese. Roll collar: Turtle neck.

##### Module V

Pants

Pants foundation: Culotte, Trouser. Design variations – pleated trouser, baggy pant, pant with flares, shorts- bermudas.

**Prepare a pattern for end semester garment.**

#### Suggested Readings:

Designing apparel through the flat pattern: E. Rolfo Kopp, & Zelin, Fairchild publications.

How to draft basic patterns: E. Rolfo Kopp, & Zelin, Fairchild publications.

Patternmaking for fashion design : Armstrong, Helen Joseph, Harper & Row Publications.

Garment technology for fashion designers: Gerry Cooklin, Book link.



# B.Sc. in Fashion Design & Management

## SEMESTER IV

### BFD-401: FUNDAMENTALS OF APPAREL PRODUCTION (T)

#### Credits-4

#### Objective

To enable the students to familiarise with the functions and procedures within an apparel production unit.

#### Contents

##### Module I

The Clothing Industry,

History, growth and structure of the clothing industry Product categories, different sectors of the industry Infrastructure and profile of a clothing factory.

##### Module II

Pre-production sampling

Importance of design in production (economical & uneconomical)

Process involved in making a design sheet and development of a collection for each season.

Development of fabric - Analysis of desk-loom and strike off. Sample analysis and approvals – Counter samples

##### Module III

Production process

Fabric inspection and cutting room – inspection of fabric and its control, various methods of spreading fabric, use and importance of marker, understanding of pattern and methods of laying patterns, yardage control in cutting room, types of cutting machine, Method of bundling and ticketing.

Types of fusing, operation of fusing machine, quality aspects in fusing.

##### Module IV

Sewing room

Machines – types, uses and application

Use of attachments

Sewing – stitch type, uses, type and application

Thread & Needle types

##### Module V

Trims

Details of various types of trims used (interlining, shoulder pads, buttons, thread, labels, hang tags, size disc, hanger, hook and bar, zippers, lining, pocketing), significance of each trim, sources

Various techniques machine embroidery – satin stitch, chain stitch, eyelets, schiffli

##### Module VI

Finishing room

Pressing equipment.

Trimmings, packing, warehousing and shipping. Quality control – from fabric to warehousing stage.

#### Suggested Readings:

Introduction to Clothing Manufacture – Gerry Cooklin, Blackwell Science.

Inside Fashion Design – Sharon Lee, Tate, Prentice Hall.

Apparel Manufacturing: Sewn product analysis, Ruth E Glock, Prentice hall.

Fashion Apparel and Accessories – Jay Diamond, Delmar Thomson Learning.

Stitch in Time: Learn Retailing & the Transformation of Manufacturing – Lessons. from the Apparel and Textile Industry, Frederich Alberthy, John T Dunlop, David Weil, Atticus Books.



# B.Sc. in Fashion Design & Management

## SEMESTER IV

### BFD-402: EXPORT MERCHANDISING [T]

#### Credits-4

#### Objectives

To develop an understanding of the definition and role of the merchandiser, and merchandising department in the apparel industry. Understanding the potential and limitations of textile industry from a fashion designers point of view. Developing the expertise for appropriate selection of fabrics, trims and other materials keeping the design/style/market in perspective.

#### Contents

##### Module I

Introduction to merchandising-definition and objectives of merchandising, role of a merchandiser, requirements of a merchandiser, responsibilities of a merchandiser  
Communication skills-communication with buyer and coordination with different departments of a factory

##### Module II

Organizational structure & functions of various departments of a manufacturer Export house  
Buying house-store owned buying house & independent buying house.  
An overview of textile industry Different sectors of Indian textile industry-mill sector /organized sector, power loom sector/semi organized sector, hand loom sector/unorganized sector /co- operatives

##### Module III

Forecasting and significance in product planning, sampling, specification sheet, order sheet, line development, lead time , line presentation, minimum length and width  
Costing - techniques of costing-forward costing and backward costing, cost control, cost sheet.

##### Module IV

Organizing the showroom, showroom vocabulary  
Eco friendly textiles and significance of green labelling  
Quality control of garments  
Care labeling of garments and its types.

##### Module V

Export, trade procedures & documentation. Mode of shipments.  
Transport documents.  
Made of payment-letter of credit & Bill of exchange, Globalization and its impacts on Indian textile industry.

#### Suggested Readings:

Management Gurus and Management Fashions, Brad Jackson, Routeledge.  
Fashion Victims, Sophie Dunbar, Intrigue Press.  
Inside the Fashion Business, Jeanette Jarnow, Rizzoli International Publications  
Essential Fashion Design, Anet Boyes, Burch  
The Style Engine: Spectacle, Identity, Design and Business: How the Fashion Industry Uses Style to Create Wealth, Giannino Manacelli Press.  
Fashion Marketing, Micheal Easey, Thompson, Sharon, Willans, John, Blackwell Scientific Publications.  
Marketing Today's Fashion, carol Mueller, Similey, Eleanor Lewitt, Prentice Hall.  
The End of Fashion: How Marketing Changed the Clothing Business Forever, Teri Agins, Harper Collins.  
Fashion Merchandising & Marketing, Marian H. Jernigan, Easterling, & Cynthia R, Prentice Hall  
Fashion Design and product Development, Harold Carr, John Pomeroy, Blackwell science.  
Made in America: The Business of Apparel and Sewn Products Manufacturing, Gary, Pekarsky, Ulasewicz & Connie, Garmento Speak.  
Rags and Riches :Implementing Apparel Quotas Under the Multi-Fiber arrangement, Kala Krishna, University of Michigan Press.  
The Fashion Business: Theory, Practice, Image, Nicola White Berg.



# B.Sc. in Fashion Design & Management

## SEMESTER IV

### BFD-403: RETAIL STORE OPERATIONS (T)

#### Credits-4

Course Objectives: This course will enlighten the students about the scope, functions and processes in retail store operations.

This course will aim to provide learning on the following:

- 1) Store management processes and
- 2) Measures of store performance

#### Course Content

Store sales process: Sales planning - steps of retail selling - cash management & banking, Retail Shelf Management: - Plano gram concept - Base stock or range planning, Store Administration:- Facilities management - store's legal compliances (shops and establishments act) – Perpetual inventory audits – staff scheduling process, Strategic Resource Management:- Measures of Store Performance - Role of store performance parameters – customer related measures – staff related measures – stock related measures – Space related measures, Retail Shrinkage:- Loss prevention – Types and Sources of shrinkage - Perpetual stock-take – Prevention of retail losses.



# B.Sc. in Fashion Design & Management

**SEMESTER IV**

**BFD-404: MARKETING MANAGEMENT (T)**

Credit: 4

## Course details

Marketing functions: selling, buying, transportation, storage, finance, risks, grading and standardization and information

Marketing research: importance, types and techniques, developing marketing strategy: differentiating and positioning

Consumer behavior and market segmentation: nature, scope and significance of consumer behavior, market segmentation-concepts, importance and bases

Product and price: product planning and development, product life cycle concept; packaging- role and function, brand name and trade mark, after sales service, importance of price in marketing mix, factors affecting price, discount and rebates

Distribution channels and physical distribution: concept, role, types, physical distribution of goods, transportation, warehousing, inventory control, order processing

Promotion : methods, optimum promotion mix, advertising and communication mix, advertising process-an overview, advertising media-different types, merits and limitations, impact of advertising- measuring advertising effectiveness, sales promotion- types and various schemes, personal selling- classification of successful sales person, functions of sales man.

Marketing organizations: marketing performance and central, global marketing, customer service, rural marketing

## Suggested Reading:

1. Kotlar Philip and Armstrong Gary, Principles of Marketing; Pearson Education
2. Arun Kumar: Marketing Management, Vikas
3. Saxena, Rajan : Marketing Management, Tata McGraw Hill
4. Gandhi, J.C. : Marketing, Tata McGraw Hill
5. Tapan Panda: Marketing Management, Excel Books
6. Ramaswamy, V.S. and S. Namakumari : Marketing Management, Macmillian.
7. B. Ghosh : Fundamentals of Marketing Management, Books & Allied

**SEMESTER IV**

**BFD-491: DRAPING [P]**

**Credits-4**

## Objectives

To teach the basic principles of draping.

To train the students eye to see proportion and design detail in relation to the human body.

To interpret and analyze more complex drapes.



# B.Sc. in Fashion Design & Management

## Contents

### Module I

Introduction to draping and dress forms. Preparation of fabrics.

### Module II

Basic bodice – marking and truing Bodice variations- surplice front halter Princess Bodice and variation.

### Module III

Dart manipulation – underarm dart, French dart, double French dart and variations

### Module IV

Cowls – basic front and back cowl, butterfly twist.

Yokes and midriffs- bodices yoke, hip yoke, fitted midriff.

### Module V

Basic skirt and variations – flared skirt, peg skirt. Princess dresses – joining skirt to the bodice.

### Module VI

Design and construct a final garment applying draping method.

### Suggested Readings:

Draping for fashion design: Nurie Relis/ Hilde Jaffe, Reston publishing co.

Designs cutting and draping for special occasion clothes : for evening wear and party

Wear, Drawn Cloak, Chryssalis



# B.Sc. in Fashion Design & Management

## SEMESTER IV

### BFD-492: GARMENT ASSEMBLING [P]

**Credits-4**

#### **Objectives**

To develop the skill of designing fashionable garments.  
To enable the student to execute complete garments.  
To teach various methods by which Indian garments are manufactured.

#### **Contents**

##### **Module I**

An introduction to Layout marking, spreading, cutting the fabric and Finishing- trimming & ironing.

##### **Module II**

Assembling a shirt

##### **Module III**

Assembling a trouser

##### **Module IV**

Construction of Indian garments: Salwar Kurtha, Kalidhar Kurtha, Choli and Churidhar.

**Term Garment** –Design and construct a variation of any one garment mentioned except jacket as an assignment.

#### **Suggested Readings:**

Readers Digest, Guide to Sewing and Knitting.  
Sewing for the Apparel Industry – Claire Shaeffer, Prentice Hall.  
Garment Technology for Fashion Designers – Gerry Cooklin, Book Link, USA.  
Sewing for Fashion Design- Nurie Relis/Gail Strauss-Reston Publishing Co.



# B.Sc. in Fashion Design & Management

## SEMESTER V

### BBA – 504: FUNDAMENTALS OF ENTREPRENEURSHIP(T)

#### Credits-4

#### Course Contents

1. Entrepreneurship : Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth.
2. Entrepreneurial Behaviours : Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behaviour, Innovation and Entrepreneur.
3. Entrepreneurial Traits : Definitions, Characteristics of Entrepreneurial Types, Functions of Entrepreneur.
4. Entrepreneurial Development in India: History, Objectives, Stages of Growth, Target Group, Programmes, Govt. Policy towards SSI's.
5. Project Feasibility Analysis: Business Ideas – Sources, processing; Input requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation.

#### Suggested Readings

1. Lall & Sahai : Entrepreneurship,Excel Books
2. McClelland, D.C. & Winter, W.G. : Motivating Economic Achievement, Free Press.
3. Pareek, U & Venkateswara Rao, T : Developing Entrepreneurship – A Handbook on Learning Systems, New Delhi.
4. Desai, A.N. : Entrepreneur and Environment, Ashish, New Delhi.
5. Druckar, Peter : Innovation and Entrepreneurship, Heinemann.
6. Chakraborty, Tridib : Introducing Entrepreneurship Development, Modern Book Agency.
7. Manimala, M.J. : Entrepreneurial Policies and Strategies, TMH



# B.Sc. in Fashion Design & Management

**SEMESTER V**

**BBA – 504: MANAGEMENT AND ACCOUNTING (T)**

## Credits-4

Course Structure:

Managerial economics and financial management, productivity management  
Financial accounting, financial statements and analysis  
Conceptual framework of cost accounting  
Cost-volume profit relationship, budgeting, cost accumulation system, variable and absorption costing system  
Financial accounting computer packages  
Financial Management-Finance functions in Business. Relation of finance with other functions.  
Source of finance long term and short term. Financial institution – IDBI, ICICI, IFCI and Commercial Banks.  
Conceptual framework of Cost-Accounting- Basic cost concept. Cost determination process, costing for materials, labour and overheads.  
Profitability Analysis – budgeting – application of Capital budgeting techniques for decision making.

Books:

1. Management Accounting, M.E. Thukaram Rao, New Age International
2. Management Accounting, Khan & Jain, TMH
3. Cost Accounting-An Introduction, Nigam & Jain, PHI
4. Management Accounting, Pande, VIKAS
5. Accounting and Financial Management for MCA & MBA students, SCITECH
6. Management Accounting, A.P. Rao. EPH.
7. Cost & Management Accounting, Inamdar, EPH.
8. Principles of Management, Premvir Kapoor, Khanna Publishing House



# B.Sc. in Fashion Design & Management

**SEMESTER V**

**BBA –402: MATERIAL MANAGEMENT (T)**

## **Credits-4**

### Course Contents

1. Integrated Materials Management : Need, scope, advantage, concept; materials requirement planning and budgeting; make or buy decision; ABC and VED analysis.
2. Purchasing Management : Purchase system, policy and procedure; source selection, vendor development and evaluation; legal aspects of buying.
3. Stores Management : Stores system and procedures; stores accounting and stock verification; disposal of surplus and scrap.
4. Inventory Control : Economic Ordering Quantity; inventory systems.
5. Evaluation of Materials Management : MIS for materials management; criteria for evaluation; Inventory turnover ratio.

### **Suggested Readings**

1. Gopalakrishnan, P. and Sunderashan, M : Handbook of Materials Management, Prentice Hall of India.
2. R. Mishra: Materials Management, Excel Books
3. Nair: Purchase and Materials Management, Vikas
4. Dutta, A.K.: Integrated Materials Management, Prentice Hall of India
5. Bhattacharya, S.C.: Modern Concepts on Materials Management
6. Dobler, D.W. & Others: Purchasing and Materials Management, McGraw Hill.



# B.Sc. in Fashion Design & Management

**SEMESTER V**

**BFD-591: COMPUTER AIDED DESIGNING (P)**

**Credits – 4**

## **Objective**

To teach the students the use of

- A. Computer Aided Textile Designing and Presentation Software's.
- B. Computerizes Pattern Making & Grading Software's

## **Contents (A)**

### **Module I**

Motif design, color reduction and cleaning.

### **Module II**

Manipulation of motifs to layouts and patterns.  
Creating designs-traditional, floral, conversational and abstract.

### **Module III**

Horizontal stripes, vertical stripes and plaids.  
One-way, two-way, half-drop and tossed lay outs.

### **Module IV**

Dobby designing – Stripes, Checks, twills, satins and diamond weaves.

### **Module V**

Color combinations and color ways. Presentation of designs.

## **Content (B)**

### **Module I**

Creating Pattern on computer screen, adding details to patterns

### **Module II**

Saving, Extracting & Editing patterns from stock library of Patterns

### **Module III**

Grading patterns on different size scale

### **Module IV**

Making Marker plan for cutting fabrics



# B.Sc. in Fashion Design & Management

**SEMESTER V**

**BFD-592: COSTUME DESIGNING [P]**

**Credits – 4**

## **Objectives**

To enable the students to take up costume for the movie, theater and advertisement industry. Prominent costume designers from the movie and theatre industry are invited for providing training for the students.

## **Contents**

### **Module I**

Introduction to evolution of theater costume with examples of Greek Theatre costume.

### **Module II**

Study of selected theatre costumes around the world- Greek, Roman, India, Egyptian, Elizabethan Theatre, Italian Theatre, Chinese Theatre, 19<sup>th</sup> Century Theatre, Japanese Theater.

### **Module III**

Sketch and colour: Costume, Mask, Footwear's, Accessories and Jewelry of the following theatres. Greek, Egypt, Roman, China, Japanese and 19th century. (One Each )

### **Module III**

The difference in theater costume from that of everyday costume/ Fashion costume.

### **Module III**

Study and preparation of any one variety of theatre costume based on Movie or book.

### **Suggested Readings:**

The complete History of costume and Fashion: from ancient Egypt to the present Day, Bronowyn cosgrave, Facts on file.  
Fashion in Film, Regine Engel Meier, Peter.W Barbara Einzing, Prestel publishing.  
Stage costume: Step – By Step: The complete guide to designing and making stage.  
Costumes for all major drama periods and Geness from Cl, Mary.T.Kidd, F& W Publications.



# B.Sc. in Fashion Design & Management

**SEMESTER V**

**BFD (E)-501A: MULTIMEDIA AND E-COMMERCE (I)**

## Credits –4

Multimedia system design and development  
Computer Systems in Electronic Business  
Business Process Re-Engineering  
Electronic commerce Policy and Theory  
Supply Chain Management  
Customer Relationship Management  
International trading network & communication protocols  
Electronic payment standards  
E-Commerce strategy, Marketing and Business Processes

## Suggested Reading:

1. Multimedia and Animation, V.K. Jain, Khanna Publishing House
2. Fundamentals of Multimedia, Ramesh Bangia, Khanna Publishing House
3. E-Commerce, P.T. Joseph, PHI
4. Multimedia Systems Design, Andleigh, PHI
5. E-Commerce Mgmt.- Text & Cases, Krishnamurthy, VIKAS
6. Multimedia & Web Create, Coorough, VIKAS
7. Streaming Multimedia Bible with CD, Steve, Wiley Dreamtech
8. E-Commerce, Oka, EPH.
9. Beginning E-Commerce, Reynolds, SPD/WROX



# B.Sc. in Fashion Design & Management

## SEMESTER V

### **BFD (E)-501B: INTERNATIONAL OPERATIONS & GLOBAL SUPPLY CHAIN (T)**

#### **Credits –4**

Unit-1- Introduction, Forces of Global Supply Chain-Global market force, Technology force, Global cost force, Political force, Stage of International Development.

Unit-2 – Risk of Global Supply Chain- Speculative Strategies, Hedge Strategies, Flexible Strategies, and Requirements for Global Strategy implementation, Advantages of Global Supply Chain. Supply Chain security.

Unit-3 – Issues in international Supply Chain Management –International Versus Regional Product, Local autonomy versus control logistics –Importing & Exporting, Main forces, barriers

Unit-4– The Global Supply Chain-Performance Cycle length, operations, system integration, Alliances, Views of Global Logistics – Importing & Exporting, Main force.

Unit-5– Green Supply Chain Strategies, Green Supply Chain indicators, Strategic, tactical, Operational. Activity in Supply Chain.

#### **Suggested Reading:**

1. Supply chain Management, Sunil Chopra & PeterMeindl(PHI)
2. Logistical Management,Donald J. Bowersox David J. Closs(TATA MC GRAW HILL)
3. Essentials of Supply Chain Management .Dr. R.P.Mohanty & Dr. S.G.Deshmukh (Jaico Student Edition)



# B.Sc. in Fashion Design & Management

## SEMESTER V

### BFD (E)-501C: APPAREL MACHINERY AND QUALITY CONTROL [T]

#### Credits-4

#### Objectives

To develop an understanding of the latest technological developments in the apparel industry.  
Understanding the quality control parameters of apparel industry.

#### Contents

##### Module I

Introduction to quality -Key aspects of quality system, objectives of a quality system, Total Quality Management, Role of ISO in quality assurance.

##### Module II

Quality control:- principles of quality control -SQC, Quality department, Quality audit, quality monitor, Quality circles, Quality control for exports, operation of quality control systems, design, Standard, levels of standard. Functions of Quality Assurance department, quality check and final inspection, methods of checking, and consignment at final inspection and measurement tolerances in garments.

##### Module III

Introduction to Apparel testing and quality control:-

Apparel testing equipments- GSM, Tensile tester, Bursting strength tester, Tear strength tester, fabric stiffness tester, crock meter, colour matching cabinet.

##### Module IV

Quality parameters – (Defects found in yarns, grey fabric, dyeing, printing, bleaching, shearing, mercerization...)

Components of quality parameters- (Placket, Collar, pocket, vent, Label attachment)

Terminologies- C.M.T, Defect, Minor Defect, Major Defect, Critical Defect, AQL, 4 points system, DIA, G.S.M, Shrinkage, Breaking strength, Color bleeding, Puckering, Pilling, Pilling resistance, Grain seam, batching up, Color smear, patches

##### Module V

Technological advancements: -Introduction to CAD & CAM systems, - Computer controlled fabric checking machine & laying machines, advanced cutting machines, water jet cutting machines, air jet cutting machines and laser cutting machines, computer controlled sewing machines, advanced embroidery & sequence fixing machines.

#### Suggested Readings:

Quality assurance for Textile and Apparel, Sara J.Kadolf, Fairchild publication.

Introduction to clothing Manufacture, Gerry Cooklin. Blackwell science.

Quality control in apparel manufacturing, Dr.Bharadwaj.

Juran' quality control hand book.



# B.Sc. in Fashion Design & Management

## SEMESTER V

### BFD (E)-501D: INDIAN EMBELLISHMENT TECHNIQUES [T]

#### Credits-4

#### Objectives

To study the different traditional textiles and their origin.  
To impart knowledge on various Indian fabric embellishment techniques

#### Contents

##### Module I

History of Indian textile production.  
Techniques of textile decoration-Brief study on traditional Woven fabrics, Dyed fabrics, Printed fabrics, Painted fabrics and Embroidered fabrics.

##### Module II

Traditional Indian embroidery – origin application & colors-Kantha, Chikan, Kutch & mirror work, Kasuti, Zardosi and Bead work

##### Module III

Printing & Paintind techniques: –origin and applications-Block printing, Kalamkari and Patachitra.

##### Module IV

Dyeing and weaving techniques:-Ikats, Patola, Bhandini, Laharia, Shibori, Brocade weave and Carpet weaving.

#### Suggested Readings:

Indian Tie-Dyed Fabrics, Volume IV of Historic Textiles Of India. Merchant: Celunion Shop  
Indian Tie-Dyed Fabrics., Volume IV of Historic Textiles Of India.. Merchant: Celunion Shop  
Traditional Indian Textiles., John Gillow/Nocholas Barnard, Thames & Hudson.



# B.Sc. in Fashion Design & Management

## SEMESTER VI

### BFD-691: ACCESSORY DESIGNING [P]

**Credits –4**

#### **Objective**

To teach the students the art of accessory designing so that they can complement their garment designs with appropriate accessories.

#### **Contents**

##### **Module I**

An introduction to jewellery making:-

Various types of jewellery, materials used for making jewellery, metals and stones,

Types of jewellery-neck lace, earrings, rings, hair ornaments.

##### **Module II**

History of jewellery:-

Egypt, Sumerians, Greek, Rome and Indian jewellery.

Design jewelleryes on the basis of historical influences of Egypt, Sumerians , Greek and Rome.

Design jewelleryes on the basis of Indian historical influences.

##### **Module III**

Designing of jewellery on the basis of a selective theme:-

traditional style jewellery, ethnic style jewellery, contemporary style jewellery, fusion of any above styles.

##### **Module IV**

exploration- Develop a set of jewellery with any material and a set of eco friendly material.

Material

##### **Module V**

Accessories: - Designing of accessories- hats, belts, bags, footwear's and hair accessories.

Material exploration- Develop any accessory from the above mentioned items.

#### **Suggested Readings:**

History of Jewellery 1100-1870, Joan Evans, Faber.

Ancient Jewellery (Interpreting the Past series), Jack Ogden, University of California Press.

Five centuries of Jewellery: From the collection of Ancient Art Museum, Lisbon, Leornor D'Orey, Scala Books.

A Collector's guide to Costume Jewellery, Tracy Tolkien & Henrietta Wilkinson, Firefly Books.

Accessories, Kim Johnson Gross, Jeff Stone, Thames &Hudson, Jewelry from

Antiquity to the Present, Clare Philips, Thames and Hudson.



# B.Sc. in Fashion Design & Management

## SEMESTER VI

### BFD-692: PORTFOLIO MAKING [P]

**Credits-4**

#### **Objectives**

The students document all their presentable work done through all semesters and those that portray the student's areas of interest. The portfolio can be an effective means of communicating the capacities and capabilities of the students to anyone who seeks their skills and talents.

#### **Presentation & Evaluation**

The portfolio would be done using the art software's of which the student have under gone training. Students should use computer aided backdrops and various innovative layouts. Appropriate selection of designer display folders & different design options are possible for showcasing their creative works.

#### **Suggested Reading:**

- Portfolio Presentation for Fashion Designers – Linda Tain, Fairchild
- [www.styleportfolios.com](http://www.styleportfolios.com)



# B.Sc. in Fashion Design & Management

## SEMESTER VI BFD-693: FINAL COLLECTION [P]

Credits – 12

### Objectives

To develop creative designing sensibilities among students for developing ensembles through thematic presentations and interpretations.

To introduce the students as fashion designers.

### Content

#### Module I

- Research to select a basic theme
- Preparing Mood board for the collection
- Preparing Fabric & Colour story board
- Design Development Sheets
- Final range of five ensembles

#### Module II

- Preparing Specification sheets
- Making paper pattern for the collection
- Making toile fit for the collection
- amending the toile and pattern as necessary to achieve the correct look

#### Module III

- Preparing Fabric layout plan
- Realize the final collection in appropriate material with proper finishing
- Preparing Cost Sheets

### Presentation and Evaluation

Each student will conceptualize and develop a collection of at least five ensembles which demonstrate the student creativity and understanding of the market.

The collection will be displayed as a fashion show finale.

## SEMESTER VI BFD-681: MAJOR PROJECT ON SPECIALISED AREA [P]

Credits – 4

### Objectives

To develop analytical and problem solving approach among the students. They will select any specialized area related to the elective subject studied in 5<sup>th</sup> semester and conduct a research work in this field.

### Content

The topic can be provided by the industry or selected after consultation with the concerned faculty.

The findings of the project work to be submitted in the form of a PowerPoint presentation saved in a CD, along with print outs in A4 size