

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for B. Sc. In Fashion Design & Management
(Effective for Academic Session 2019-2020)

SEMESTER III

BFD301

Full Marks: 100

Historical, Contextual & Cultural Studies-III (Theory)

Objectives

- This module traces the history of western fashion from the mid-18th century to the present day. Delivered through lectures, screenings and visits, the course introduces students to understanding fashion as a social and cultural phenomenon through the examination, exploration and consideration of creativity, context and archiving.
- This module takes a journey back in time with each session addressing particular ideas and practicalities that have shaped our understanding of fashion as both a productive profession and a meaningful social and cultural activity.

Units	Course Content
1	<ul style="list-style-type: none">• The historical development of fashion and dress from 1750 to the present day.• The change in fashion as a cultural response to modernity.• The impact of haute couture, creativity and craftsmanship.• Changing techniques in the design and technologies of production and the consumption of clothing.• The development of fashion imagery from illustration to photography and film.• The display, exhibition and archiving of fashion.

References

Books

1. The World of Fashion - Jay Diamond & Ellen Diamond
2. Fashion. A History from the 18th to the 20th Century by Kyoto Costume Institute
3. 20,000 Years of Fashion by Francois Boucher and Yvonne Deslandres
4. Fashion: The Definitive History of Costume and Style
5. Fashion. A History from the 18th to the 20th century (Taschen) by Akiki Fukai

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Full Marks: 100

BFD391

Visual Interpretation & Communication-III (Practical)

Objectives

To enable the students to:

- Design initiation into creative womenswear and menswear illustration and line planning are emphasized.
- To develop an individual signature style of illustration integrating conceptualization, exploration and final ideation of design.
- To understand the co-relation of fashion model drawing along with representation of garments through flat working drawings is initiated.
- Understanding the integral concept of a hand on experience of handling different art media.

Units	Course Content
1	<ul style="list-style-type: none">• Creative fashion Illustration – womens.• Editorial Illustration• Illustration for Imagination• Flat fashion sketches - hand• Botanical illustration• Fashion illustration focussing on market trends and forecasting.• Mixed Media Exploration

Reference:

1. Fashion Illustration Techniques: A Super Reference Book for Beginners by Zeshu Takamura
2. Drawing for Fashion Designers by Angel Fernandez and Gabriel Martin Roig
3. Fashion illustration. Inspiration and Technique by Anna Kiper
4. Fashion Illustration School. A Complete Handbook for Aspiring Designers and Illustrators by Carol A. Nunnally
5. Figure Drawing for Fashion Design by Elisabetta Drudi and Tisiana Paci

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BFD302

Full Marks: 100

Sustainable & Ethical Studies – II (Theory)

(Sustainable Materials, Technologies & Innovations)

Objectives

To develop students awareness, understanding and knowledge in:

- This module enables students to explore and investigate the possibilities in sustainable and ethical fashion. The research process is informed by collating and sourcing through vintage and recycled outlets including discarded materials, whilst documenting and editing visual information from discarded journals and other sources. Students utilize research to inform a design process of ideas and development through sketchbooks in order to explore creativity and design in drawing and illustration. From the 2D process designs are translated and presented as final outcomes visually in 3D within a location to raise awareness and cause for debate.
- Develop research and analytical skills with reference to sustainable designers and their work.

Units	Course Content
1	<p>Environmental Impact and Sustainability associated to the fashion design industries:</p> <ul style="list-style-type: none"> • Issues on environmental impact and sustainability within the fashion design industries <p>Resource consumption and depletion associated to the fashion design industries:</p> <ul style="list-style-type: none"> • Resource consumption within the design industries • Deforestation • Non – Renewable Energies • Non – Renewable Materials <p>Traditional Sustainable materials & technologies in the construction and interior space design industries:</p> <ul style="list-style-type: none"> • Cotton – non GMO cotton/linen/silk – peacesilk/Recycled/Up-cycled materials and techniques <p>Innovations in sustainable materials and technologies associated to the fashion design industries:</p> <ul style="list-style-type: none"> • Bamboo/pineapple/other innovative materials, Recycled and up-cycled materials <p>Renovation and restoration:</p> <ul style="list-style-type: none"> • Up-cycling and recycling within the fashion design industries. • Ethical issues within the fashion design industries associated to: Labour, Conditions, Health & Safety, Remuneration, Waste management. <p>Renewable Energy Vs. Non-Renewable Energy within the design industry:</p> <ul style="list-style-type: none"> • Impact of non-renewable i.e. traditional fossil fuel based energies in fashion industry. <p>Renewable energy systems and technology innovations, Sustainable energy schemes and initiatives in India</p>

Reference:

1. Centre for Sustainable Fashion- www.sustainable-fashion.com
2. MISTRA Future Fashion- www.mistrafuturefashion.com
3. Sustainable Clothing Action Plan: Clothing Knowledge Hub- www.wrap.org.uk/node/19930
4. Textiles Environment Design- www.tedresearch.net
5. Textile Futures Research Centre -www.tfrc.org.uk
6. Sandy Black | *The Sustainable Fashion Handbook* 2012
Tamsin Blanchard | *Green is the New Black: How to Change The World with Style* 2008
7. Michael Braungart and William McDonough | *Cradle to Cradle: Remaking the Way We Make Things* 2009
8. Sass Brown | *ReFashioned: Cutting Edge clothing from Recycled Materials* 2013
9. Elisabeth Cline | *Overdressed: The Shockingly High Cost of Cheap Fashion* 2012
10. Kate Fletcher and Lynda Grose | *Fashion and Sustainability: Design for Change* 2012

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BFD392

Full Marks: 100

Pattern Making & Garment Construction Techniques (Womenswear) – III
(Practical)

Objectives

To enable the students to:

- To Design, plan, and create an original design through the flat pattern process.
- Experiment with both pattern manipulation as well as pattern drafting to create individual design patterns for garment construction.
- Correct fitting techniques and basic construction of muslin basic patterns will result in a fitted personal pattern by which all designs and styles can be applied and drafted. Industry techniques will introduce students to pattern design for apparel production.

Units	Course Content
1	<p>Pattern Making and Construction</p> <ul style="list-style-type: none"> • Drafting of basic Jacket pattern • Drafting of variations of jacket pattern • Draft basic shirt block – front and back. Variations of the basic shirt. • Introduction to creative women’s silhouettes development through innovative and experimental pattern and drape development • Introduction to contouring in pattern development. • Introduction to Corsetry in pattern development. • Introduction to advanced couture tailoring and finishing’s for womenswear.

References

- Pattern making for Fashion Design .,Armstrong & Joseph.H., Harper & Row Publications.
- Designing Apparel Through the Flat Pattern ., E. Rolfo Kopp & Zelin., Fairchild Publications.
- Readers Digest, Guide to Sewing and Knitting.
- Sewing for the Apparel Industry – Claire Shaeffer, Prentice Hall.

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BFD393

Full Marks: 100

Computer Graphics - II (Practical)

Objectives

To enable the students:

- This module aims to provide students with a working knowledge of basic engineering drawing and the software tools that can be used to produce fashion illustrations and flat sketches of garments as well as accessories and digital print developments.
- Create opportunity for the students in gaining skills using modern CAD – Photoshop and Illustrator software.

Units	Course Content
1	<p>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.)</p> <p>2. 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)</p> <p>3. Introduction to Fashion Flat Sketches on illustrator – Menswear and Womenswear.</p> <p>4. Introduction to print development on Illustrator</p>

Reference:

ADOBE PHOTOSHOP

Absolute beginners guide to mastering photoshop and creating world class photos
 Adobe lightroom cc and photoshop cc for photographers classroom in a book
 Photoshop cc: visual quickstart guide
 Photoshop cc bible-wiley
 Adobe photoshop cs6 classroom in a book
 The photoshop workbook: glyn dewis- Tricks, and techniques
 Photoshop for photographers: complete photoshop training for photographers - serge ramelli Adobe
 photoshop: a beginners guide to adobe photoshop-lisa lambert
 Adobe photoshop cc for photographers, 2015 release Adobe
 photoshop cc classroom in a book (2015 release)

ADOBE ILLUSTRATOR

Illustrator CS5 Bible
 Lynda.com Illustrator Essential
 Lynda.com for Web and Interactive Design
 Visual Quick start Guide from Peach pit Press for Photoshop and illustrator

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BFD381

Full Marks: 100

Draping Techniques (Womenswear)- I
(Practical) SESSIONAL

Objectives

- To create innovative patterns to develop one-piece and bifurcated garments. Concepts of volume and folds in relation to fabric type are also inculcated.
- 2. To introduce to the basic principles and techniques of draping in fabric as a means to creatively interpret and develop contemporary designs.
- 3. To explore the three-dimensional draping approach to executing garment design and a critiqued design development on the dress form, to develop a sense of proportion, silhouette, line, and style, while exploring current market trends.

Units

Course Content

1

- Introduction to draping and dress forms. Preparation of fabrics. Terminologies, tools, techniques, measurements, processes & cutting, principles of grain, balance, and technical process to see drape fit through pinning on muslin
- Basic bodice – marking and truing Bodice variations- surplice front halter Princess Bodice and variation.
- Dart manipulation – underarm dart, French dart, double French dart and variations
- Cowls – basic front and back cowl, butterfly twist.
- Yokes and midriffs- bodices yoke, hip yoke, fitted midriff.
- Basic skirt and variations – flared skirt, peg skirt. Princess dresses – joining skirt to the bodice.
- Design and construction of final garments applying draping method.

References

1. Draping for fashion design: Nurie Relis/ Hilde Jaffe, Reston publishing co.
2. Designs cutting and draping for special occasion clothes : for evening wear and party
3. Wear, Drawn Cloak, Chrysalis
4. Cutting and Draping Special Occasion Clothes: Designs for Eveningwear and Partywear - Dawn Cloake
5. Draping Basics - Sally M. Di Marco
6. Drape Drape - Hisako Sato
7. Draping for Apparel Design - Helen Joseph Armstrong
8. The Art of Fashion Draping - Connie Amaden-Crawford

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BFD382

Full Marks: 100

Design Studio - III – Womenswear Design Project (Practical)
SESSIONAL

Outline

The project incorporates and integrates the understanding of visual interpretation and representation, fashion illustration, pattern making, and construction techniques alongside sustainable design practices thereby making a meaningful correlation and application within a capsule collection of garments in the design project for fashion. This project also incorporates the entire gamut from concept, research, design process and a technical application for design realisation allowing individual interpretation within a thematic concept.

Objectives

To enable the students to:

- This project also incorporates the entire gamut from concept, design process and a technical application for design realization allowing individual interpretation within a thematic concept.
- The Project will culminate in a design collection with final pieces and understanding and exploration of research and its importance in design for a selected theme.

Units

Course Content

1

Students map out how to create a capsule collection of garments with an innovative design idea (both tangible and intangible) incorporating sustainable materials and practices. Tracing the full life cycle of a product/garment development process-from ideation to research and development to conceptualization to design development to raw materials to final product and showcase, students will look at fusing traditional and contemporary modern techniques with their design ideations and conceptual imaginations.

The module represents the culmination of study of the entire semester through different design modules for a more creative outcome in the form of a womenswear design project with a realization of at least 1 ensemble created through a full design process.

References:

1. Developing a fashion collection by Elinor & Colin Renfrew
2. Research & Design for Fashion by Simon Seivewright & Richard Sorger
3. Basics Fashion Design: Developing a Collection - Elinor Renfrew
4. Basics Fashion Design: Research and Design - Simon Seivewright
5. Creating a Successful Fashion Collection: Everything You Need to Develop a Great Line and Portfolio - Steven Faerm
6. Creativity in Fashion Design - Tracy Jennings
7. Creative Fashion Presentations - Polly Guerin
8. Doing Research in Fashion and Dress: An Introduction to Qualitative Methods - Yuniya Kawamura