Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)
Syllabus of *B.Sc. in Fashion Design & Management*
Effective from academic session 2023-2024

SEMESTER 5

HISTORY OF COSTUME (FYBFD 501/591)

Credits- 3T+2P

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.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Examine the Beginning of costumes.	M1
2	Compare the costumes of the ancient civilizations.	M2
3	Distinguish the costumes of the Greek's and Roman's and their accessories heritage.	M3
4	Analyze Lifestyle & Dressing patterns of the Orient and Middle Eastern cultures. Understand & Analyze the costumes of Europe through the Middle Ages and Renaissance period to its modern-day evolution.	M4
5	Take part in the basics of Draping.	M5
6	Test for the draping and research process to make design and recreate periodic costumes.	M5, M6

Syllabus:

Theory: FYBFD 501

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
Module 1	Beginning of costume	11	25	1,2	N.A
Module 2	Costumes of ancient civilizations.	12	25	1,2	N.A
Module 3	History of costumes in ancient Rome, Byzantine and	11	25	2,3	N.A

	the Orient.				
Module 4	Costumes of Europe and Renaissance.	11	25	3,4	N.A
Module 5					
Module 6					
	Total	45	100		

Practical: FYBFD 591

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
Module 1					
Module 2					
Module 3					
Module 4					
Module 5	Draping	30	50	4,5,6	N.A
Module 6	Individual research study and creating periodic costumes.	30	50	4,5,6	N.A
	Total	60	100		

Contents

Module I (Theory) (11 Hours)

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 (Theory) (12 Hours)

Mesopotamian, Sumerian, Assyrian, Babylonian-Dresses-Garments, Hair, Accessories, Jewelry & Typical materials.

Ancient Egyptian Costumes-Dresses-Garments, Typical materials, Headdresses, footwear, colors & ornaments.

Ancient Greek-Dresses-Garments, Headdresses, Footwear's, Jewelry, Colors, Fans & shades & Typical materials used for the costumes.

Module III (Theory) (11 Hours)

Ancient Roman-Dresses-Garments, Materials used, Typical colors, Hair dresses, footwear's, Jewelries & Accessories

Byzantine-Dresses-Garments, Headdress, Footwear, Typical colors, Materials Accessories & Jewelry.

China & Japan-Dresses-Garments, Typical materials, Headdresses and footwears.

Module IV (Theory) (11 Hours)

Europe in Middle Ages (5^{th} to 15^{th} century)

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

Module V (Practical) (30 Hours)

Basics of Draping-

Basic bodice, princess bodice, sweet heart neckline, halter top, wrap bodice & variations.

Cowls, butterfly twist, yokes etc.

Skirts- flared, peg etc.

Module VI (Practical) (30 Hours)

Students do an individual research study on any culture and time period and create periodic costumes.

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.

MENSWEAR DESIGNING PROJECT (FYBFD 502/592)

Credits- 3T+2P

Course Objectives:

This course is aimed to enable the student to apply relevant professional knowledge, skills, discipline and ethics in design theory and practical application. The learnings gained from this course when put to use in conjunction with technical knowledge will enable the student to conceptualise and develop creative apparel design collection for men.

Course Outcomes (CO):

Sr. No.	Course Outcome	Mapped Modules
1	Examine the basic knowhow of modern menswear	M1
2	Apply trend forecast to conceptualize a menswear collection	M2
3	Make use of design theory to develop a menswear collection	M3
4	Analyze and execute basic men's garment construction techniques	M4
5	Take part in pattern making; Evaluate fit & Create a finished final garment with technical process documentation	M5
6	Test for Fashion Design Illustration techniques to Create a complete stylized illustrated range of garment designs	M6

Theory: FYBFD 502

Module Number	Content (THEORY)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M1	Introduction to Menswear	15	50	CO1	2	
M2	Study of Forecast, Fashion Design Process	15	20	CO2	2,3	
M3	Design Development in Menswear	15	30	CO3	2	
		45	**100**			

Practical: FYBFD 592

Module Number	Content (PRACTICAL)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M4	Basics of Men's Garment Construction	20	30	CO4	2,3	
M5	Pattern Making, Technical Package, Garment Construction	20	50	CO5	3,4,5,6	

M6	Fashion Illustration	20	20	CO6	3,4,5,6	
		60	**100**			

Detailed Course Curriculum:

Module I (Theory) (15 Hours)
Introduction to Menswear:
Menswear Categories, Category Planning, Fashion Styles,
Body Types & Body Shapes, Wardrobe Planning,
Fashion Terminologies, Men's Costume overview,
Standard Sizing and Measurement Charts

Module II (15 Hours)
Study of Forecast:
Trend and Forecast Analysis and Application
Fashion Design Process:
10 Boards documentation for developing a design collection
[Forecast > Inspiration/Concept > Mindmap > Theme > Mood > Color > Client > Designer Research > Look/Silhouette > Swatch & Trims]

Module III (15 Hours)
Design in Menswear:
Application of elements and principles in men's apparel design
Material and Surface Exploration:
Special emphasis on men's suiting and shirting textiles
Design Development:
Range development > Illustration
Flat Sketches > Technical Package
Catalogue Photo Shoot

Module IV (Practical) (20 Hours)
Basics of Men's Garment Construction:
Basic Men's Shirt, Basic Men's Trousers, Men's Waistcoat, etc

Module V (Practical) (20 Hours)
Pattern Making:
Develop the patterns for the design collection
Create 1 basic Prototype of the final garment to be executed (toile, muslin)
Technical Package [Tech Pack]:
Specification Sheet,
Construction Details,
Cost Sheet
Garment Construction:
Execute 1 Final Garment from the Collection

Module VI (Practical) (20 Hours)
Fashion Illustration:

Basic 8 head croquis. Basic 10 head croquis.
Generating front, ¾ or side and back pose-view of the same design,
Interactive croqui poses in range presentation with matching fabric rendering,
Illustrating stylized silhouettes with accessories and complete head-to-toe looks

Suggested Readings:

1. Elements of design and apparel design., Sumathy. G. New Age International Pvt. Ltd, 2002.
2. Art and Fashion in Clothing Selection, M.C. Gimsely and Harriot. T., Nova State Uty. Press, New York.
3. Fashion Design (Process, Innovation & Practice), Kathryn Mckelvey & Janine Munslow
4. Fashion from Concept to Consumer. Gini Stephens Frings
5. Introduction to Fashion Design. Patrick John Ireland
6. Encyclopaedia of Fashion Details. Patrick John Ireland
7. A History of Fashion. Kenneth, Black and Garland.
8. Fashion in the Western World. Doreen Yarwood, Trafalger Square.
9. Fashion Promotion: Building a Brand Through Marketing and Communication, Gwyneth Moore
10. A History of Fashion, Black A.J. (1985) USA Orbits Publishing Ltd.
11. Understanding Fashion, UK, Rouse E. (1989), Blackwell Science.
12. The Dictionary of Costume, UK, Wilcox T. Bats ford Ltd.
13. The Art of Dress Clothes and Society, Ashelford J. ISBN 1500-1914, Amazon- com.
14. Clothing – An Introductory College Course, Beth Quinlan etal
15. The Concise History of Costume and Fashion, James Laver -Harry N. Abrams (1969)
16. History of Fashion, Rebecca Rissman, ABDO Publishing Company_ABDO_Essential Library (2014)
17. Western World Costume – An Outline History, Carolyn G. Bradley, Dover Publications, INC. (1954)
18. Historic Costume – From Ancient Times to the Renaissance, Tom Tierney, Dover Publications, INC.
19. The Complete History of Costume & Fashion, Bronwyn Cosgrave, Checkmark Books (2000)
20. Portfolio Presentation for fashion designers – Linda Tain, Fairchild Books, New York (2010)

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SEMESTER 6

KIDSWEAR DESIGNING PROJECT (FYBFD 601/691)

Credits- 3T+2P

Course Objectives:

This course is aimed to enable the student to apply relevant professional knowledge, skills, discipline and ethics in design theory and practical application. The learning gained from this course when put to use in conjunction with technical knowledge will enable the student to conceptualise and develop creative apparel design collections for boys and girls across different age groups under kidswear.

Course Outcomes (CO):

Sr. No.	Course Outcome	Mapped Modules
1	Utilize the basic knowhow of modern kidswear	M1
2	Apply & Analyze trend forecast to conceptualize kidswear ranges for different age groups	M2
3	Make use of design theory to develop a kidswear collection	M3
4	Demonstrate basic kids garment construction techniques	M4
5	Experiment with pattern making; Evaluate fit & Create a finished final garment with technical process documentation	M5
6	Take part in Fashion Design Illustration techniques to Create a complete stylized illustrated range of garment designs	M6

Theory: FYBFD601

Module Number	Content (THEORY)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)
M1	Introduction to Kidswear	15	50	CO1	2	
M2	Study of Forecast, Fashion Design Process	15	20	CO2	2,3	
M3	Design Development in Kidswear	15	30	CO3	2	
		45	**100**			

Practical: FYBFD 691

Module Number	Content (PRACTICAL)	Total Hours	%age of questions	Covered CO	Blooms Level (if applicable)	Remarks (If any)

M4	Basics of Kid's Garment Construction – Boys & Girls	20	30	CO4	2,3	
M5	Pattern Making, Technical Package, Garment Construction	20	50	CO5	3,4,5,6	
M6	Fashion Illustration	20	20	CO6	3,4,5,6	
		60	**100**			

Detailed Course Curriculum:

Module I (Theory) (15 Hours)
Introduction to Kidswear:
Kidswear Categories based on Gender, Wardrobe Planning
Age based Sizing and Measurement Charts + Fit Guide
Fashion Terminologies, Kid's Costume overview,

Module II (15 Hours)
Study of Forecast:
Trend and Forecast Analysis and Application
Fashion Design Process:
10 Boards documentation for developing a design collection
[Forecast > Inspiration/Concept > Mindmap > Theme > Mood > Color > Client > Designer Research > Look/Silhouette > Swatch & Trims]

Module III (15 Hours)
Design in Kidswear:
Application of elements and principles in kids' apparel design across age groups
Material and Surface Exploration:
Special emphasis on kids friendly textiles and surface manipulation techniques
Design Development:
Range development > > combined Boys and Girls collection > Illustration
Flat Sketches > Technical Package
Catalogue Photo Shoot

Module IV (Practical) (20 Hours)
Basics of Kid's Garment Construction:
Basic Blocks for Boys & Girls > Basic Bodice, Basic Skirt, Basic Trousers, Dress, etc

Module V (Practical) (20 Hours)
Pattern Making:
Develop the patterns for the design collection
Create 1 each basic Prototype [Boy and Girl] of the final garments to be executed (toile, muslin)
Technical Package [Tech Pack]:
Specification Sheet, Construction Details, Cost Sheet
Garment Construction:
Execute 2 Final Garments [Boy and Girl] from the Collection

Module VI (Practical) (20 Hours)
Fashion Illustration:

Basic Kids croquis,
Generating front, and back pose-view of the same design,
Interactive croqui poses in range presentation with matching fabric rendering,
Illustrating stylized representation with accessories and complete looks as per different age groups

Suggested Readings:

1. Elements of design and apparel design., Sumathy. G. New Age International Pvt. Ltd, 2002.
2. Art and Fashion in Clothing Selection, M.C. Gimsely and Harriot. T., Nova State Uty. Press, New York.
3. Fashion Design (Process, Innovation & Practice), Kathryn Mckelvey & Janine Munslow
4. Fashion from Concept to Consumer. Gini Stephens Frings
5. Introduction to Fashion Design. Patrick John Ireland
6. Encyclopaedia of Fashion Details. Patrick John Ireland
7. A History of Fashion. Kenneth, Black and Garland.
8. Fashion in the Western World. Doreen Yarwood, Trafalger Square.
9. Fashion Promotion: Building a Brand Through Marketing and Communication, Gwyneth Moore
10. A History of Fashion, Black A.J. (1985) USA Orbits Publishing Ltd.
11. Understanding Fashion, UK, Rouse E. (1989), Blackwell Science.
12. The Dictionary of Costume, UK, Wilcox T. Bats ford Ltd.
13. The Art of Dress Clothes and Society, Ashelford J. ISBN 1500-1914, Amazon- com.
14. Clothing – An Introductory College Course, Beth Quinlan etal
15. The Concise History of Costume and Fashion, James Laver -Harry N. Abrams (1969)
16. History of Fashion, Rebecca Rissman, ABDO Publishing Company_ABDO_Essential Library (2014)
17. Western World Costume – An Outline History, Carolyn G. Bradley, Dover Publications, INC. (1954)
18. Historic Costume – From Ancient Times to the Renaissance, Tom Tierney, Dover Publications, INC.
19. The Complete History of Costume & Fashion, Bronwyn Cosgrave, Checkmark Books (2000)
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FASHION STYLING & PHOTOGRAPHY (FYBFD 602/692)

Credits- 3T+2P

Course Objectives:

To provide students with professional skills in the field of fashion photography and styling. The students should be able to direct a team of people in front of and behind the camera in order to create an image that a client would buy.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Explain the human body Make ups & its importance.	M1
2	Make use of the Wardrobe planning, dressing for events, Make up & Hair style.	M2
3	Organize Dress and accessories heritage.	M3
4	Analyze Lifestyle factor of client & personal style, Portfolio Development.	M4, M5
5	Apply Photography Fundamentals , Studio Lighting & Effects, Post Editing, Fashion show Photography, Catalogue & Editorial Photography.	M6, M7
6	Model the process to make a fashion Campaign.	M8

Syllabus:

Theory: FYBFD 602

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
Module 1	The human body, Make ups & its importance.	9	20	1,2	N.A
Module 2	Wardrobe planning, dressing for events, Make up & Hair style.	9	20	1,2	N.A
Module 3	Dress and accessories heritage.	9	20	2,3	N.A
Module 4	Lifestyle factor of client & personal style, Portfolio Development.	9	20	2,3,4	N.A

Module 5	Photography Fundamentals , Studio Lighting & Effects, Post Editing, Fashion show Photography, Catalogue & Editorial Photography.	9	20	3,4	N.A
Module 6					
Module 7					
Module 8					
	Total	45	100		

Practical: FYBFD 692

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
Module 1					
Module 2					
Module 3					
Module 4					
Module 5					
Module 6	Studio Lighting & Effects, Post-Editing	20	30	4,5	N.A
Module 7	Fashion Photography Catalogue-Editorial Photography.	20	30	4,5,6	N.A
Module 8	Make a fashion Campaign.	20	40	4,5,6	
	Total	60	100		

Detailed Course Curriculum:

Module I (Theory) (9 Hours)

Understanding the human body

Make-up

Module II (Theory) (9 Hours)

Wardrobe planning

Dressing for events

Make up & Hair style

Module III (Theory) (9 Hours)

Dress and accessories heritage-

Indian and International

Module IV (Theory) (9 Hours)

Portfolio Development

Lifestyle factor of client

Personal style

Module V (Theory) (9 Hours)

Portfolio Development

Module VI (Practical) (20 Hours)

Photography Fundamentals

Studio Lighting & Effects

Post-Editing

Module VII (Practical) (20 Hours)

Fashion Photography

Catalogue & Editorial Photography

Module VIII (Practical) (20 Hours)

Formulating a fashion Campaign

Suggested Readings:

1. 'Horst: Photographer of Style', by Anna Wintour and Susanna Brown

2. Styling the Stars: Treasures from the Twentieth Century Fox Archive', by Angela Cartwright and Tom McLaren

3. 'Marisa Berenson: A Life in Pictures', Marisa Berenson & Hamish Bowles

4. Another Fashion Book', by Jefferson Hack

5. It's Modern: The Eye and Visual Influence of Alexander Liberman', by Charles Churchward & Rosamund Bernier

6. Louis Vuitton Fashion Photography', by Charlotte Cotton and Martin Harrison

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FASHION MARKETING(FYBFD-603)

Credits: - 4

Course Objectives:

Students will be able to demonstrate a coherent understanding of the various functions of marketing organizations within the fashion industry as well as analyze the marketing strategies and come up with creative solutions to problems within fashion industry and management.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Experiment with Retailing-Retail Strategies, Types of Retail organizations & Types of ownership etc.	M1
2	Examine role of a fashion buyer, sourcing & various types of sourcing.	M2
3	Develop a working knowledge of Marketing & its functions & Marketing calendar. Understand Marketing Mix and its implementation. Understand and analyze Strategy planning.	M3, M4
4	Analyze Consumer Behavior.	M5
5	Understand Market research- Methods & data analysis.	M6
6	Understand & analyze product lifecycle in relation to 4 p's of marketing	M7

Syllabus:

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
Module 1	Retailing-Retail Strategies, Store based retailers, Retail organization Multiple unit stores, Types of ownership, Non store retailing.	7	15	1,2	N.A
Module 2	Role of a fashion buyer, Fabric sourcing, Garment sourcing, Local sourcing, National sourcing & International sourcing. Range Planning.	6	15	1,2	N.A

Module 3	Marketing- Functions of marketing, Marketing calendar.	6	15	1,2	N.A
Module 4	Marketing Mix-Product, Price, Promotion & transportation, Strategy planning.	7	15	2,3	N.A
Module 5	Consumer Behavior, Costumer Profile Defining the consumer by: Sex, Age, Size, Season, Economic Status, Location and others.	7	15	3,4	N.A
Module 6	Market research- Methods & data analysis.	7	15	3,4	N.A
Module 7	Product lifecycle in relation to 4 p's of marketing.	5	10	3,4,5	N.A
		45	100		
	Tutorials	15			
	Total	60			

Detailed Course Curriculum:

Module I (7 Hours)

Retailing-Retail Strategies & Types of Retailing, Store based retailers, Retail organization. Multiple unit stores- chain stores, group stores, franchises etc.
Types of ownership- sole proprietorship, partnership, corporations and corporative society.
Non store retailing-mail order, electronic retailing, direct selling, television retailing, tele marketing etc.

Module II (6 Hours)

Definition, roles and responsibilities of a fashion buyer.

Fabric sourcing, Garment sourcing, Local sourcing, National sourcing & International sourcing.

Range Planning and its design and financial parameters like product mix, balance of range, costing and profitability, sourcing of range etc.

Module III (6 Hours)

Marketing- Functions of marketing, Promotion, Selling, Product management, Marketing information management, Pricing, Financing, Distribution. Marketing calendar- definition, implementation and importance.

Module IV (7 Hours)

5 marketing concepts- Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing Concept.

Marketing Mix- Product, Price, Place, Promotion & Importance of Marketing Mix.

Transportation- Types & Importance, Logistics in the garment industry.

Strategy planning- setting goals and objectives, analyzing internal and external factors (5C, SWOT, PEST analysis), product planning, implementation and tracking progress. Perceptual mapping.

Module V (7 Hours)

Consumer Behavior- definition and importance.
Costumer Profile Defining the consumer by: Sex, Age, Size, Season, Economic Status, Location and others.
Segmentation-definition, importance and types of segmentation - demographic, geographic, psychographic, behavioral.

Module VI (7 Hours)

Market research- Methods & data analysis. Definition and importance of research, types of research, Research objectives, Research Plan, Data collection, Types of data (primary, secondary etc.), Sampling, Research instruments- questionnaires and mechanical instruments.

Module VII (5 Hours)

Product lifecycle-definition, importance and various methods of adapting product, price and promotional strategy according to where the product is in its lifecycle.

Suggested Reading:

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

2. Fashion Buying-Helen Goworek, Blackwell Science

3. Retail Buying-Jay Diamond, Gerald Pintel, Prentice Hall

4. Fashion Marketing. Micheal Easey

5. Management Gurus and Management Fashions. Brad Jackson.

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SEMESTER 7

FASHION RETAIL & VISUAL MERCHANDISING (FYBFD 701/791)

Credits- 3T+2P

Course Objectives:

To make the students evaluate the fashion retail industry with practical sense of visual merchandising and display. The learner will understand the sales potential in terms of the right display on shop windows & in-store, signboards, interiors and other promotional drives.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Determine the strategic role of retail in fashion industry	M1
2	Examine Retail Operating Formats and its relevant functions	M2
3	Take part in retail functions and its application in fashion business	M3
4	Apply Visual Merchandising / Promotions of brands	M4
5	Value Store Business & its Key Performance Indicators	M5
6	Select Project : Visual Merchandising, Brand Attributes & Store Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies, Some Useful Display Fixtures, Shelves, Gondolas, Round racks, Four ways, facades and fixation & applying it on graphics	M6, M7
7	Select Project : Planning & Executing a display design Cluster, Focal points, Plan-o-gram, Window display, Branding collaterals with graphics design & production	M8

Syllabus:

Theory FYBFD 701

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
Module 1	Overview of Fashion Retail	4	10	3, 4	N.A

	Strategies : role, importance, business, concept				
Module 2	Retail Operating Formats, types, ownership, MBOs, EBOs, SIS, business entities, retail directions & usages Specialty stores- Single brand or Private label retailers, Secondary spin-offs, (2) Department stores, (3) Mass Merchants – Discounters, Off-Price retailers, Outlet stores, Warehouse clubs, (4) Promotional stores, (5) Non store retailing - Mail order merchants, Party plan retailing, Electronic retailing, Television shopping, Online shopping.	15	25	3, 4	N.A
Module 3	understanding core Functions of fashion retail business : operations, Loyalty, Sales, Visual Merchandising, Loyalty, Marketing, Human Resources, Supply Chain, Category management and its relevance in supporting fashion retail business as key drivers of sales	15	25	3, 4	N.A
Module 4	Visual Merchandising & Promotion: conceptual understanding, aesthetics, display, merchandise techniques, fixture capacity, layout plotting, seasonal displays, ambience, store windows, mannequins, product segmentation, offers & promotions	4	20	3, 4	N.A
Module 5	Store Business & Inventory Management: merchandising Planning & assortment, Retail buying decisions, Pricing strategies, Organizational breath, Key Performance Areas: Daily	7	20	3,4,5	N.A

	Sales Tracker/Reports, basket size, ticket size, conversion, bill value, customer entry, store performance				
		45	100		
	Total	45			

Practical: FYBFD 791

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
Module 6,7	Practical - Mentor Guided Project : Visual Merchandising, Brand Attributes & Store Design, Exterior of a store, Interior of a store, Window displays, Merchandise Presentation Strategies, Some Useful Display Fixtures, Shelves Gondolas, Round racks, Four ways, facades and fixation & applying it on graphics	20	N A	3,4, 5	N.A
Module 8	Practical - Final Project : Planning & Executing a display design Cluster, Focal points, Plan-o-gram, Window display, Branding collaterals with graphics design & production	40	N A	3,4, 5	N.A
		60			
	Total	60			

Detailed Course Curriculum:

Module I (4 Hours)
Module-I: Introduction to Fashion Retail Strategies

Definition,
Concept, Importance,

Functions – Indian Retails vs. Global Scenario,

Pre & Post pandemic scenario, Current scene of Foreign Direct Investment(FDI) policy on retail

Module II (15 Hours)

Retail Operating Formats

i. Types of Retail formats –

(1) Specialty stores- Single brand or Private label retailers, Secondary spin-offs,

(2) Department stores,

(3) Mass Merchants – Discounters, Off-Price retailers, Outlet stores, Warehouse clubs,

(4) Promotional stores,

(5) Non store retailing - Mail order merchants, Party plan retailing, Electronic retailing, Television shopping, Online shopping.

ii. Retail Directions -Value directed retailing; Service oriented retailing, Unique Merchandising, Shopping as entertainment, Street retailing, Global expansion of retailing, Retail Location- Factors affecting location decision

Module III (15 Hours)

Retail Store Functions:

Retailing Functions – Merchandising, Store operations, Marketing, Sales Promotion, Finance, Real estate or Store planning, Human resources Organizations, Shopping Centres – Traditional Malls, Diversified Malls, Value centres, Outlet Malls, Transportation centres, Recreational Malls, Town centre malls, the small stores, The large stores, Store with in a store – In store designer boutiques, Leased departments; Multiple -unit stores – Chain stores, Department store groups, corporate ownerships.

Module IV (4 Hours)

Visual Merchandising & Promotion:

Definition, Concept, Importance; Store Image,
Target customers, Seasonal Visual merchandising,
Windows Direct-sell windows, Interiors - Apparel fixtures, Folding and stacking,
Accessories display,
Promotions strategy and retail Image

Module V (7 Hours)

Store Business & Inventory Management:

Merchandising Planning & assortment,
Retail buying decisions, Pricing strategies, Organizational breath,
Degree of centralisation, Devising Merchandise plans, Seasonal inventory hold, promo items, stock management process, floor allocation decisions,
Standard Operating Procedures: audit procedures – commercial audits, mystery audits, operation audits, adhering to the store checklist system, replenishment system, stock take/count, shrinkage, stock turn Key Performance Areas: Daily Sales Tracker/Reports, basket size, ticket size, conversion, bill value, customer entry, store performance

Practical : 60 Hours Visual Merchandising

Module VI: In-store Display Design Plan

Graphic design trends

Plan – o- gram : Product & visual research
Visual content development
Product adjacencies
Floor layouts
Fixtures and fittings
Lighting standards & ambience
Wall fixtures & Product handling
Retail standards and maintenance, and budget

Module VII : Exterior Display Design Plan - Window Display :

Getting to know your windows
Research
Visual & art direction
Trend boards
Flat layouting & prototyping
Planning a window display
Themes and schemes
Budgeting
Props
Designing a window display

Suggested Readings:

1. Fashion Brands: Branding Style from Armani to Zara . Mark Tungate
2. Fashion from Concept to Consumer. Gini Stephens Frings
3. Basics Fashion Management: PR and Marketing: Communicating in the digital age. Gwenyth Moore.
4. Fashion Promotion: Building a Brand Through Marketing and Communication, Gwyneth Moore 5.Visual Merchandising for Fashion
6.Visual Merchandising and Display: Martin M. Pegler: Fairchild Books
7.Visual Merchandising 2nd Edition by Tony Morgan

COSTUME DESIGNING PROJECT (FYBFD 702/792)

Credits- 3T + 2P

Course Objectives:

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

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Take part in the evolution of theatre costumes.	M1
2	Evaluate the history of selected theatre costumes around the world.	M2
3	Appraise the stages of evolution of theatre costumes from ancient times to present day-movies, plays etc.	M3
4	Distinguish the difference in theater costumes, make up, accessories from that of everyday usage.	M4
5	Assess the knowledge and process to sketch and colour- Costumes, Accessories, Masks, props etc.	M5
6	Value process to prepare any one variety of theatre costume.	M6

Syllabus:

Theory: FYBFD 702

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
Module 1	Evolution of theatre costumes.	11	25	1,2	N.A
Module 2	History of theatre costumes.	11	25	1,2	N.A
Module 3	Stages of evolution of theatre costumes	11	25	2,3	N.A
Module 4	Difference in theater costumes, make up, accessories from that of everyday usage.	12	25	3,4	N.A

Module 5					
Module 6					
	Total	45	100		

Practical: FYBFD 792

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
Module 1					
Module 2					
Module 3					
Module 4					
Module 5	Sketch and color- Costumes, Accessories, Masks, props	30	50	4,5,6	N.A
Module 6	Make a wearable costume	30	50	4,5,6	N.A
	Total	60	100		

Detailed Course Curriculum:

Module I (Theory) (11 Hours)

Introduction to Early Theatre Clothing:

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

Origin of Theatre in Greece, stage lay-out, practical requirements of actors and other different aspects of early performance arts.

Module II (Theory) (11 Hours)

Selection of clothing:

Study of selected theatre costumes around the world- Greek, Roman, India, Egyptian, Elizabethan Theatre, Italian Theatre, Chinese Theatre, Japanese Theatre.

Module III (Theory) (11 Hours)

Ancient to Modern Costumes:

Medieval theatre costumes, Renaissance theatre costumes, Baroque theatre costumes, 17-18thth century costumes, 19th Century Theatre to present times.

Costumes in films, Costumes in modern theatres or any in other visual performing arts.

Module IV (Theory) (12 Hours)

Introduction to Fashion costume:

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

The difference of theatre make-up, hair, accessories from that of everyday use.

Module V (Practical) (30 Hours)

Design Process:

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

Module VI (Practical) (30Hours)

Design Development: 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.

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.

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INTEGRATED PORTFOLIO DEVELOPEMENT PROJECT (FYBFD 781)

Credits- 4 (SESSIONAL)

Course Objectives:

This course aims to enable the student to apply professional knowledge and skills to evaluate and create a clear action plan for designing a portfolio through conceptualization to organization to dissemination.
Job-seeking design aspirants must capture the interest of potential clients and employers and hence need to develop a portfolio that clearly articulates who they are as designers. Through content development and strategic structuring, a portfolio highlights the skills, insights, vision, and potential each aspirant brings to the table, thus showcasing their work and helping them put their best foot forward.

Course Outcomes (CO):

Sr. No.	Course Outcome	Mapped Modules
1	Apply & Analyze the fundamentals of portfolio development	M1
2	Apply & Analyze the evolution of portfolio through history of style	M2
3	Apply & Analyze the core skills to Evaluate existing body of work & Create the finished projects	M3
4	Apply & Analyze the project categories to Evaluate interest areas & Create focused specialized projects	M4
5	Analyze the forecast trends & Evaluate its application in the projects	M5
6	Evaluate career opportunities & Create a complete portfolio with resume	M6

Category: Full time

Duration: 120 Days (4 months)

PORTFOLIO SEGMENTATION >

A | Major Portfolio – mandatory 4 Design Projects from Semester 3-7

B | Minor Portfolio – additional 4 skill-based projects based on specialized fashion profiles

Portfolio Development Process Flow:

STAGE I > (1 Week)

Introduction to Portfolio:

- Material selection, Portfolio Cases, Size and Technique, Traditional Fashion Portfolio
- What to Include, Highlighting Special Skills, Focus, Unity, Variety and Flow
- Presentation Formats & Customer Profiles

STAGE II > (4 Weeks)

A| Major Portfolio Development: (minimum 4 Design Projects are mandatory)

❖ **Major Project Content Breakdown** (each Design Project should include the following segments below):

➢ **<u>Document Breakdown</u> –**

- ***Design Process*** boards
- ***Illustrated Design Range*** (Rendered Front View)
- Design Range's ***Rendered Technical Drawings*** > Flat Sketches / Floats (for draped garments)
- Final Executed Design's Front, Back and Side or ¾ view rendered illustrations
- Final Executed Design's ***Technical Package (Tech Pack)*** consisting of Specification sheet + Construction Details and Cost sheet
- ***Catalogue Look Book*** (includes styled and edited photo shoot (with props, hair & make-up styling and accessories)

➢ **<u>Supporting Materials</u> –** (to be maintained for physical submission)

- Conceptual and Trend Research ***Storyboards***
- ***Design Development Journal***
- Final Executed Design's ***Pattern Development*** (all pattern pieces should be labelled with name, date, caption with approval signature in the respective semester)
- Final Executed Design's ***Toile (muslin) Fits*** (all prototypes should be labelled with name, date, caption with approval signature in the respective semester)
- Final Executed Design's ***Constructed Garment(s)***

STAGE III > (8 Weeks)

B| Minor Portfolio Development –

- Minimum 4 Special Projects are mandatory
- Each skill-based project should be tailored to the student's interest area
- Each project should include 5-10 sub-projects that help showcase the student's conceptual and creative aptitude
- Presentation layout and format should suit the individual projects respectively

STAGE VI > (2 weeks)

Navigating the Job Market:

- Company Organizations & Fashion Profiles

- Interview Preparation & Post-Interview Process
- Freelance Designing & Career Mapping
- Resume Styles & Strategies + Cover Letter
- Digital and/or A/V clip + Social Media presence

Process Documentation:

- Soft copy > all relevant process and final files (in .pdf format) to be uploaded to a Drive generated by Batch/Subject Coordinator before Jury evaluation
- Hard copy > Final Collection Graduation Project document to be printed, bound and submitted before Jury evaluation

Evaluation:

1. Evaluation parameters >

- Timely submissions and Quality of work in Stage I and Stage II (30% weightage)
- Timely submissions and Quality of work in Stage III and Stage IV (30% weightage)

2. Each student presents their Portfolio, supported by an A/V presentation and all relevant process documentation materials, in front of a jury panel >

- Evaluation by Jury panel (40% weightage)

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SEMESTER 8

SUSTAINABILITY IN FASHION (FYBFD-801A)

Credits: - 5

Course Objectives:

Students will be able to develop awareness, understanding and knowledge in:

- Global & National Environmental, Sustainable & Ethical issues and agendas facing the world today.
- The causes of environmental impact, local, national and global.
- Issues of ethics within industries and business.
- The role of consumerism and capitalism in national and global environmental and ethical issues.
- The roles and impact designers have on the natural resources and the environment.
- The Role of sustainable, ethical and environmental organizations, agencies & regulatory bodies.
- To explore and investigate the possibilities in sustainable and ethical fashion

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Assess Environmental & Sustainability Issues.	M1
2	Recommend Ethics and Fair Trade Issues.	M2
3	Choose Sustainable & Ethical focused Organizations, bodies and Agencies. Environmental Impact: (Giant Industry Impacts)	M3, M4
4	Prioritize Innovations in sustainable thinking for the future.	M5
5	Evaluate Resource consumption and depletion..	M6
6	Compare Renewable Energy Vs. Non-Renewable Energy, Fashion Design & Sustainability.	M7, M8

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Syllabus:

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
Module 1	Environmental & Sustainability Issues (Local, National & Global)	7	10	1,2	N.A
Module 2	Ethics and Fair Trade Issues (Local, National & Global): Ethical issues.	7	10	1,2	N.A
Module 3	Sustainable & Ethical focused Organizations, bodies and Agencies.	7	10	1,2	N.A
Module 4	Environmental Impact: (Giant Industry Impacts)	7	10	2,3	N.A
Module 5	Innovations in sustainable thinking for the future.	7	10	3,4	N.A
Module 6	Resource consumption and depletion.	7	10	3,4	N.A
Module 7	Renewable Energy Vs. Non-Renewable Energy.	7	10	3,4,5	N.A
Module 8	Fashion Design & Sustainability	11	30	3,4,5	N.A
	Theory	60			
	Tutorials	15			
	Total	75	100		

Detailed Course Curriculum:

Module I (Theory) (7 Hours)

Environmental & Sustainability Issues (Local, National & Global):
Climate Change & Global Warming
Pollution
Resource depletion
Capitalism
Consumerism and the throw-away society
Genetically Modified Species etc.

Module II (Theory) (7 Hours)

- Ethics and Fair Trade Issues (Local, National & Global):
- Ethical issues – workers' rights,
- Exploitation,
- Sustainable wages,
- Conditions & health & safety.

Module III (Theory) (7 Hours)

- Sustainable & Ethical focused Organizations, bodies and Agencies
- Greenpeace
- Earthday Network
- Ethical Fashion Forum
- United Nations
- Fair Trade
- World Wildlife Fund (WWF)
- Others

Module IV (Theory) (7 Hours)

Environmental Impact: (Giant Industry Impacts)
Oil
Mining
Timber
Fishing
Fashion and Textiles

Module V (Theory) (7 Hours)

Innovations in sustainable thinking for the future
UN Sustainable Development Goals
The Paris Climate Agreement
Ocean Clean-Up
Others

Module VI (Theory) (7 Hours)

Resource consumption and depletion:
Deforestation
Fossil Fuels
Sand
Minerals
Precious Stones & Metals

Module VII (Theory) (7 Hours)

Renewable Energy Vs. Non-Renewable Energy:
Impact of non-renewable i.e. traditional fossil fuel based energies.
Renewable energy systems and technology innovations.
Sustainable energy schemes and initiatives in India.

Module VIII (Theory) (11 Hours)

- Fashion Design & Sustainability:
- Sustainable Fashion design concepts
- Sustainable materials for fashion and an understanding of the impacts of our materials choices
- Future trends within sustainable fashion
- An overview of the key issues the fashion and textiles industry faces
- Discussion on the impact of new emerging technologies

Suggested Reading:

Introduction to Sustainability Paperback – 2016 by Robert Brinkmann (Author) B.

Sustainability in Interior Design Book by Sian Moxon C.

Environmental Studies, M.P. Poonia & S.C. Sharma (Khanna Publishing House)

References-

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

RESEARCH METHODOLOGY(FYBFD-801B)

Credits: -5

Course Objectives:

- To familiarize participants with basic of research and the research process.
- To enable the participants in conducting research work and formulating research synopsis and report.
- Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Value the meaning and scope of social research in real life application	M1
2	Conclude on research steps	M1, M2, M3,
3	Decide the design process in various types and research modes	M1, M2, M3, M4, M5, M6
4	Compare the various tools and techniques in data collection	M1, M2, M3, M4, M5, M6
5	Analyse data, presentation and detailed evaluation of data	M1, M2, M3, M4, M5, M6
6	Examine data analysis results and interpretation of data and reporting	M1, M2, M3, M4, M5, M6

Syllabus:

Module Number	**Content**	**Total Hours**	**%age of questions**	**Blooms Level (if applicable)**	**Remarks (If any)**
Module 1	Meaning, scope and significance of social research	10	15%	2, 3,4	N.A
Module 2	Research Process and Research Design	5	10%	2, 3, 4	N.A
Module 3	Exploratory , Descriptive and Causal ResearchDesign	15	25%	3, 4, 5, 6	N.A
Module 4	Questionnaire and Form Design, Sampling and Scaling Techniques	10	15%	3, 4, 5, 6	N.A
Module 5	Data Presentation and Data Analysis	15	25%	3, 4, 5, 6	N.A
Module 6	Reporting and Report Presentation	5	10%	3, 4, 5, 6	N.A
		60	100		
	Tutorials	15			

	Total	75			

Detailed Course Curriculum:

Module 1: Meaning, scope and significance of social research

Types of Research: (a) Pure and Applied, (b) Exploratory, Descriptive, (c) Experimental; Steps in Social Research & types Conceptualization and Formulation of Hypothesis.

Scientific Study of Social Phenomena: (a) The Scientific Method, Logic in Social Science, (b) Objectivity and Subjectivity in Social Science, (c) Positivism and Empiricism

Module 2: Research Process and Research Design

Research Process: Steps in Research process, problem identification and Literature survey

Research Design: Introduction to Research design

Module 3: Exploratory, Descriptive and Causal Research Design

Meaning of Exploratory research, exploratory research methods

Sources of Data: Primary & Secondary

Methods of research: (a) Quantitative and Qualitative (Characteristics and Differences)

Techniques of Data Collection: (a) Survey, (b) Observation, (c) Questionnaire & Scheduled, (d) Interview, (e) Case Study.

Causal Research or Experimentation: Use of causal research, concepts of independent, dependent and extraneous variables; types of experimentation.

Module 4: Questionnaire and Form Design, Sampling and Scaling Techniques

Questionnaire Definition, Objectives, Design Process, Effect of Interviewing Method on Questionnaire Design, Form and Layout, coding

Sampling Design, Sample size, Types, Advantages and Limitations

Scaling Techniques: Measurement and Scaling – Meaning, Primary Scales of Measurement – Nominal / Ordinal / Interval / Ratio, Classification of Scaling Techniques, Comparative and Non Comparative Scales – Classification

Module 5: Data Presentation and Data Analysis

Basic Data Presentation: Bar diagram, histogram, pie chart, line chart, table and tabulation

It includes the various types of chart and representation of data in a pictorial representation.

It includes theory and practical case study to interpret the data in the form of a data dashboard

It will take at least 2 class lecture

Data Analysis: Central Tendency, Dispersion, Correlation and Regression

Central Tendency

Central Tendency includes areas like MEAN | MEDIAN | MODE - including composite group

Each will take at least 1 lecture and overall 3 lectures

Dispersion

Includes Range | Mean Deviation | Quartile Deviation | Standard deviation and COV

Overall it will take at least 3 Lecture classes

Correlation

Both Karl Pearson's Method and Spearman Method (Rank Correlation)

It will take at least 2 Lecture classes

Regression

Basic Concept / theory require to be explained - Understanding the concept of IV and DV

Use of Simple Regression, Practical Problems

Use of Multiple Regression, Practical Problems

Case Analysis

Practical Problem with raw data - Use of Excel and SPSS

Module 6: Reporting and Report Presentation

Research Proposal, Content of research proposal

Report Preparation, Project report format

Report writing, guidelines for tables and graphs, presentation.

Suggested Readings:

Ranjit Kumar: Research Methodology- A Step by Step Guide for Beginners, 2/e, Pearson.

Taylor, Bill, Sinha, G and Ghoshal, Taposh : Research Methodology, Prentice Hall of India.

D.K. Bhattacharjee: Research Methodology, Excel Books

Kothari, C.R.: Research Methodology – Methods and Techniques, Wiley Eastern.

Sadhu, A.N. & Singh: A Research Methodology for Social Sciences, Sterling.

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INDUSTRY GUIDED PROJECT/INTERNSHIP (FYBFD-882)

Credits-5 (SESSIONAL)

Course Objectives:

Industry guided projects or Internships are educational and career development opportunities, providing practical experience in a field or discipline. They are structured, short-term, supervised placements often focused around particular tasks or projects with defined timescales. An internship may be compensated, non-compensated or some time may be paid. The internship has to be meaningful and mutually beneficial to the intern and the organization

Course Outcomes (CO):

Sl	Course Outcome	Mapped modules
1	Evaluate industrial environment (viz. various materials, processes, products and their applications) which cannot be simulated in the classroom	M1
2	Prioritize possible opportunities to learn and sharpen the real time technical and managerial skills required for professional career	M2
3	Assess the social, environmental, economic and administrative considerations that influence the working environment	M3.
4	Evaluate the working styles of industries at different hierarchy and learn to work in a team	M4
5	Demonstrate the impact of the internship on their lifelong learning and professional development	M5
6	Recommend linkages of future job/research opportunities	M6

Category: – Full time

Duration: - 45 – 60 Days

Schedule: - After semester 6 examination and before starting of semester 7 class

Students Responsibility: -

1. Submission of Project / Internship completion Certificate from the industry to the Mentor / Batch Coordinator
2. Preparation and submission of a detailed Project / Internship Report
3. Giving a presentation about the Project / Internship in front of a jury panel

Evaluation: -

1. By the reporting manager at the industry (50% weightage)
2. By the jury panel (50% weightage)