MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of B.Sc. Sustainable Fashion Design & Management
(Effective from 2023-24 Academic Sessions)

Semester 5

Course Name: Computer Graphics - Illustrator

Mode: Offline **Credits: 3**

SUB CODE: BSFD 501

Aim of the Course: 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.

Course Objectives: This course aims to equip students with foundational skills in Adobe Illustrator, focusing on creating digital fashion illustrations, including flat sketches and detailed renderings of facial features such as eyes, lips, and hair. It also introduces students to the development of menswear and womenswear fashion flats and the process of print design using Illustrator's comprehensive set of drawing, painting, and graphic tools.

Sl.	Graduate attributes	Mapped modules
CO1	**Digital Literacy:** Proficiency in Adobe Illustrator, enabling effective use of design software for fashion applications.	**M1**
CO2	**Creative Thinking and Innovation:** Ability to conceptualize and execute original fashion illustrations and prints.	**M2**
CO3	**Technical Competency:** Understanding garment construction through technical drawings and detailed flat sketches.	**M2**
CO4	**Attention to Detail:** Skills in detailing and refinement of fashion components (e.g., facial features, seams, fabric textures).	**M3**
CO5	**Communication:** Ability to visually communicate design ideas clearly through digital media.	**M4**
CO5	**Aesthetic Sensibility:** Application of color theory, proportion, and balance in fashion design and illustration.	**M4**
CO6	**Adaptability and Lifelong Learning:** Capacity to navigate evolving digital design tools and trends in fashion technology.	**M4**

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Learning Outcome/Skills:

By the end of this course, students will have developed proficiency in using Adobe Illustrator for fashion illustration and digital design. They will be able to create detailed flat sketches for both menswear and womenswear, incorporating precise elements such as eyes, lips, and hair. Learners will gain skills in manipulating objects, reshaping designs, and applying painting techniques using Illustrator's advanced tools. Additionally, they will be capable of developing fashion prints and utilizing features like the graph tool and perspective grid to enhance the visual presentation of their work.

Module Number	**Content**	**Total Hours**	**% of questions**	**Bloom Level (applicable)**	**Remarks, If any**
THEORY					
M1	Introduction to Illustrator interface, basic drawing tools, object manipulation, and perspective grid usage.	**10**	**25**	**1,2**	**NA**
M2	Creating digital fashion figures with facial detailing, color application, and effective layer management.	**10**	**30**	**1,2,3**	**NA**
M3	Developing technical flat sketches for menswear and womenswear with garment construction detailing.	**10**	**20**	**1,2**	**NA**
M4	Designing motifs, seamless patterns, and placement prints with color and layout exploration for textiles.	**15**	**25**	**1,2,3**	**NA**
Total Theory		**45**	**100**		
Practical		**30**			
TOTAL		**75**			

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Detailed Syllabus

Module 1: Getting Started with Adobe Illustrator Introduction to the Adobe Illustrator interface and tools. Basic drawing tools and functions: drawing objects, selecting and manipulating drawn objects. Introduction to reshaping tools, painting tools, the graph tool, and the perspective grid. **Total Hours:** 10
Module 2: Fashion Illustration and Detailing with Illustrator Digital fashion illustration techniques including flat sketches. Detailing facial features such as eyes, lips, hair, and face using Illustrator tools. Layer management, color application, and design adjustments in Illustrator. **Total Hours:** 10
Module 3: Flat Sketches – Menswear and Womenswear Introduction to fashion flat sketches in Adobe Illustrator. Creating technical flat drawings for both menswear and womenswear. Focus on garment construction, seam lines, topstitching, and fabric detailing. **Total Hours:** 10
Module 4: Print Development in Illustrator Introduction to print design and repeat development using Adobe Illustrator. Creating motifs, seamless patterns, and layout designs suitable for various textiles. Exploration of color palettes, scale, and mock-ups for fashion application. Understanding placement prints and engineered designs using Illustrator tools. **Total Hours:** 15

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PRACTICAL
Credit: 2
Total Hours: 30

Subject Code: BSFD 591

1. Introduction to line drawing, poses, and movement exploration of human figures (Men & Women)
2. Introduction to basic human forms and figures for fashion illustration – Women & Men
3. Study of 8-heads and 12-heads fashion croquis; fashion rendering using brush, pencil, poster color, watercolor, Staedtlers, pastels, dry chalk, Rotring pen, and Chinese inks
4. Introduction to tessellation art and its application in fashion concepts
5. Pattern and motif development for textiles and fashion prints
6. Introduction to mounting techniques and effective visual presentation
7. Exploration of lines, forms, shapes; light and shadow rendering; material representation
8. Texture exploration and generation through natural elements (leaves, bark, stones, etc.)
9. Texture exploration and generation through man-made tactile objects (fabric, metal, paper, etc.)

Suggested Readings:

1. **"Fashion Illustration: Inspiration and Technique"** by Anna Kiper
   - A comprehensive guide covering figure drawing, fashion poses, and rendering techniques.
2. **"9 Heads: A Guide to Drawing Fashion"** by Nancy Riegelman
   - A foundational text for fashion croquis drawing, proportion techniques, and garment detailing.
3. **"Fashion Flats & Technical Drawing"** by Bina Abling
   - Focuses on creating technical flat sketches for both menswear and womenswear using traditional and digital tools.
4. **"Adobe Illustrator for Fashion Design: Essentials"** by Susan Lazear
   - A practical guide tailored to fashion students for mastering Adobe Illustrator in design work.
5. **"Rendering Fashion, Fabric and Prints with Adobe Illustrator"** by Kathryn Hagen
   - Explores detailed digital rendering of garments, fabrics, and print development using Illustrator.
6. **"Tessellation Inspired Fashion Design"** by Jay D. Rothstein
   - Introduces tessellation concepts and their creative use in fashion.
7. **"Color Studies"** by Edith Anderson Feisner and Ron Reed
   - Offers a thorough understanding of color theory, schemes, and their application in art and design.
8. **"Drawing Fashion: A Century of Fashion Illustration"** by Colin McDowell
   - A historical look at iconic fashion illustrations over the past century.

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Course Name: Pattern Making & Garment Construction IV

Mode: Offline **Credits: 3**

SUB CODE: BSFD 502

Aim of the Course: To enable students to design and construct original menswear using flat pattern techniques, develop fitted personal patterns through drafting and manipulation, and apply industry-standard methods for garment production.

Course Objectives: This course aims to enable students to design, plan, and develop original menswear garments through the flat pattern drafting process. Students will experiment with both pattern manipulation and drafting techniques to create unique and personalized design patterns for garment construction. Emphasis will be placed on correct fitting methods and the construction of muslin prototypes, resulting in well-fitted personal patterns that serve as the foundation for various styles and designs. Additionally, the course introduces students to creative menswear silhouette development through innovative pattern and drape techniques, as well as advanced couture tailoring and industry-standard finishing methods for professional apparel production.

Sl.	**Graduate Attributes**	**Mapped modules**
CO1	Ability to apply technical skills in menswear pattern drafting and garment construction.	**M1**
CO2	Creativity in designing innovative and well-fitted menswear silhouettes.	**M2**
CO3	Proficiency in using industry-standard tailoring and finishing techniques.	**M2**
CO4	Critical thinking and problem-solving skills in pattern manipulation and fitting.	**M3**
CO5	Professional communication and presentation skills relevant to fashion design.	**M4**
CO6	Awareness of sustainability and ethical practices in apparel production.	**M4**

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Learning Outcome/Skills:

Upon successful completion of this course, students will have the ability to design and construct original menswear garments using flat pattern drafting techniques. They will develop skills in pattern manipulation and variation to create personalized garment patterns tailored to specific design ideas. Students will be able to apply accurate fitting techniques and construct muslin samples that serve as a foundation for refined and wearable designs. Through exposure to creative draping and silhouette development, they will gain the ability to explore innovative menswear forms. Additionally, students will learn to incorporate advanced tailoring and couture finishing methods, preparing them for professional standards in apparel production.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Draft and develop basic men's shirt and trouser patterns with standard variations.	**10**	**25**	**1,2**	**NA**
M2	Draft men's jacket patterns and explore design variations for fit and style.	**10**	**30**	**1,2,3**	**NA**
M3	Create innovative menswear silhouettes through experimental pattern manipulation and draping.	**10**	**20**	**1,2**	**NA**
M4	Apply advanced tailoring and finishing techniques for professional menswear garment construction.	**15**	**25**	**1,2,3**	**NA**
Total Theory		**45**	**100**		
Practical		**30**			
TOTAL		**75**			

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Detailed Syllabus

Module 1: Introduction to Flat Pattern Drafting for Menswear Introduction to basic menswear pattern blocks – shirt and trouser. Drafting of basic shirt and trouser patterns and their standard variations. Understanding body measurements, size charts, and block development for menswear. **Total Hours: 10**
Module 2: Jacket Pattern Drafting and Variation Techniques Drafting of men's basic jacket block. Pattern variations for lapels, collars, sleeves, and jacket lengths. Understanding structure and fit in outerwear patterns. **Total Hours: 10**
Module 3: Creative Silhouette Development and Draping Introduction to creative menswear silhouettes through experimental pattern development. Drape development for innovative garment shapes and construction techniques. Exploration of unconventional shapes, cuts, and asymmetry in menswear design. **Total Hours: 10**
Module 4: Couture Tailoring and Finishing Techniques Introduction to advanced tailoring techniques for menswear garments. Construction methods for structured jackets, trousers, and shirts. Application of couture finishing techniques and industry standards in garment construction. **Total Hours: 15**

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PRACTICAL
Credit: 2
Total Hours: 30

Subject Code: BSFD 592

1. Introduction to measurement taking and drafting of men's basic shirt and trouser blocks.
2. Drafting and constructing variations of men's shirt and trouser patterns.
3. Drafting of men's jacket block and exploring basic style adaptations (collars, lapels, and sleeves).
4. Muslin development: stitching and fitting trials for shirt, trouser, and jacket prototypes.
5. Pattern manipulation for creative menswear silhouettes using draping techniques.
6. Construction of experimental silhouette in muslin and evaluation of fit and design.
7. Introduction to advanced tailoring techniques – interfacing, lining, and structured finishes.
8. Finishing techniques for collars, cuffs, waistbands, and hems in menswear.
9. Final garment construction using personal patterns with complete finishing and presentation.

Suggested Readings:

1. **"Patternmaking for Fashion Design"** by Helen Joseph-Armstrong
   – Comprehensive guide to patternmaking with detailed explanations and illustrations.
2. **"Metric Pattern Cutting for Menswear"** by Winifred Aldrich
   – Focused on men's garment construction with metric-based drafting techniques.
3. **"Classic Tailoring Techniques: A Construction Guide for Menswear"** by Roberto Cabrera and Denis Antoine
   – An essential reference for couture tailoring methods and garment finishing.
4. **"Men's Wear Design"** by Ritu Jindal
   – Covers men's fashion history, silhouettes, and current design techniques.
5. **"Designing Patterns: A Fresh Approach to Pattern Cutting"** by Hilary Campbell
   – Offers creative insights into pattern manipulation and design development.
6. **"Draping for Fashion Design"** by Hilde Jaffe and Nurie Relis
   – Explores draping techniques suitable for innovative menswear silhouettes.
7. **"The Fashion Designer's Textile Directory"** by Gail Baugh
   – Helps in selecting appropriate fabrics for construction and tailoring of menswear.
8. **Industry Journals and Magazines:**
   – *Apparel Online*, *Business of Fashion*, and *Vogue Runway* for current menswear trends and industry practices.

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Course Name: Professional Industry Internship

Mode: Offline **Credits: 4P**

SUB CODE: SEC581

Aim of the Course: To enable students to gain practical exposure through industry placement, enhancing their understanding of professional practices in the creative industries.
It aims to develop their awareness of the designer's role, responsibilities and collaborative processes within real-world production environments.

Course Objectives: The course aims to provide students with practical experience in the design or creative industry, allowing them to apply academic learning in real-world settings. It focuses on developing an understanding of a designer's role, enhancing professional skills like communication and teamwork, and fostering career readiness. The course also encourages critical reflection on the internship experience for overall growth.

Sl.	**Graduate Attributes**	**Mapped modules**
CO1	Professionalism and ethical responsibility in creative industries	**M1**
CO2	Effective communication and presentation skills	**M2**
CO3	Ability to apply design research and critical thinking to real-world problems.	**M2**
CO4	Collaborative teamwork and interpersonal skills	**M3**
CO5	Adaptability and lifelong learning mindset for career development	**M4**
CO6	Technical proficiency in design tools and portfolio creation.	**M4**
CO7	Confidence in professional interactions, including interviews and networking	**M4**

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Learning Outcome/Skills:

By the end of this module, students will be able to respond to live industry briefs through brand analysis and a creative, research-driven design process. They will develop 2D portfolio skills, including design development using drawing and CAD, reflecting their internship experience. Students will gain an understanding of brand aesthetics, customer profiling, trend forecasting, and fabric sourcing. Additionally, they will enhance their visual and verbal communication skills, building confidence for interviews and professional placements.

Module Number	**Content**	**Total Hours**	**% of questions**	**Bloom Level (applicable)**	**Remarks, If any**
THEORY					
M1	Overview of professional roles, ethics, and teamwork in the creative industries.	**10**	**25**	**1,2**	**NA**
M2	Internship preparation through research, resume building, and documentation.	**10**	**20**	**1,2,3**	**NA**
M3	Execution of live industry briefs using research-driven design processes.	**10**	**20**	**1,2**	**NA**
M4	Development of a professional 2D portfolio using drawing and CAD tools.	**15**	**25**	**1,2,3**	**NA**
M5	Analysis of brand identity, trend forecasting, and concept presentation skills.	**15**	**10**	**1,2**	**NA**
TOTAL		**60**	**100**		

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Detailed Syllabus

This internship is intended to provide hands-on experience in the field of fashion design under real-world professional constraints and industry contexts. Students will engage in assigned design projects or segments of larger fashion collections, following a complete design process that meets industry standards. They are expected to contribute to concept development, trend research, material sourcing, design execution, and documentation. The outcome will be a well-developed fashion project (or part of a larger project), accompanied by supporting research, photographs, fabric swatches, technical drawings, and written documentation. Students must also maintain a detailed diary/planner to record the full internship experience and track the progression of the project from concept to execution.

Module 1: Introduction to Professional Practices in the Creative Industries Understanding the structure and functioning of the design industry Roles and responsibilities of a designer within a professional environment Workplace ethics, communication, and teamwork in industry settings Career exploration and preparation for internship placement **Total Hours: 10**
Module 2: Industry Internship Planning and Documentation Research and identification of suitable industry placements Preparation of resumes, portfolios, and interview skills Securing internships through professional correspondence Documentation of internship objectives, goals, and expectations **Total Hours: 10**
Module 3: Industry-Linked Live Projects Working on live industry briefs aligned with student specialization Development of concepts through research, brand analysis, and ideation Creative execution of design solutions for real-world applications Incorporation of industry feedback and iterative development **Total Hours: 10**
Module 4: Portfolio Development and Technical Skills 2D portfolio creation: research, design development, and final presentation Application of drawing, CAD, and other digital tools for design execution Presentation of projects reflecting internship experience and brand alignment Development of a cohesive and professional design portfolio **Total Hours: 10**
Module 5: Brand Analysis and Trend Forecasting Study of fashion brand aesthetics and customer profiling Trend analysis: colour forecasts, fabric sourcing, and market positioning Concept development aligned with brand identity Verbal and visual presentation skills for final documentation and interviews **Total Hours: 15**
Module 6 -Submission Requirements: Final Internship Report (Detail document of work with images.)

Offer Letter/Joining Letter Attendance Sheet signed by mentor Employer Feedback/Evaluation Form Completion certificate/Work Experience letter **Total Hours: 5**

Suggested Readings:

- **"Designing Design"** – Kenya Hara
  A deep exploration of the philosophy and professionalism behind design.
- **"The Design of Everyday Things"** – Don Norman
  A foundational book on user-centered design and practical functionality.
- **"How to Be a Designer Without Losing Your Soul"** – Adrian Shaughnessy
  Insights into navigating a professional design career with integrity.
- **"Fashion Design Course: Principles, Practice, and Techniques"** – Steven Faerm
  Covers design process, portfolio building, and professional practice for fashion designers.
- **"CAD for Fashion Design and Merchandising"** – Stacy Stewart Smith
  A practical guide to digital tools used in professional fashion portfolio development.
- **"Brand Thinking and Other Noble Pursuits"** – Debbie Millman
  Conversations with experts about branding, creativity, and market relevance.
- **"Creative Confidence"** – Tom Kelley & David Kelley
  Encourages innovation and risk-taking in professional design settings.
- **"Portfolio Design"** – Harold Linton
  A step-by-step guide to creating a compelling and professional design portfolio

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