



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

**SCHOOL OF FASHION DESIGN
(SOFD)**

**BACHELOR OF ARTS-FASHION DESIGN
B.A FASHION DESIGN**

Programme Code: 22

2018-21

Approved in the 17th Meeting of Academic Council Held on 29 June 2018




Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



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1. Introduction

The K.R. Mangalam Group has made a name for itself in the field of education. Over a period of time, the various educational entities of the group have converged into a fully functional corporate academy. Resources at KRM have been continuously upgraded to optimize opportunities for the students. Our students are groomed in a truly interdisciplinary environment wherein they develop integrative skills through interaction with students from engineering, management, journalism and media study streams.

The K.R. Mangalam story goes back to the chain of schools that offered an alternative option of world-class education, pitching itself against the established elite schools, which had enjoyed a position of monopoly till then. Having blazed a new trail in school education, the focus of the group was aimed at higher education. With the mushrooming of institutions of Higher Education in the National Capital Region, the university considered it very important that students take informed decisions and pursue career objectives in an institution, where the concept of education has evolved as a natural process.

K.R. Mangalam University was founded in the year 2013 by Mangalam Edu Gate, a company incorporated under Section 25 of the Companies Act, 1956.

K. R. Mangalam University is unique because of its

- i. Enduring legacy of providing education to high achievers who demonstrate leadership in diverse fields.
- ii. Protective and nurturing environment for teaching, research, creativity, scholarship, social and economic justice.

Objectives

- i. To impart undergraduate, post-graduate and Doctoral education in identified areas of higher education.
- ii. To undertake research programmes with industrial interface.
- iii. To integrate its growth with the global needs and expectations of the major stakeholders through teaching, research, exchange & collaborative programmes with foreign, Indian Universities/Institutions and MNCs.
- iv. To act as a nodal center for transfer of technology to the industry.
- v. To provide job oriented professional education to the peculiar student community with particular focus on Haryana.

2. About School

School of Fashion Design at K. R. Mangalam University is equipped to carry out both teaching and research. The faculty is in constant touch with various experts in the relevant field and is willing to experiment with latest ideas in teaching and research.

School of Fashion Design imparts students technical knowledge, enhances their skill and ability, motivating them to think creatively, helping them to act independently and take decisions accordingly in all their technical pursuits and other endeavors. It strives to empower its students and faculty members to contribute to the development of society and Nation.

3. Programmes offered by the School

B.A. Fashion Design Programme is designed to impart technical knowledge of fashion to the students and will provide theoretical as well as practical training in their respective fields.

3.1 B.A. Fashion Design

Realizing the potential of fashion industry and in lined requirement of trained human resource the course of Bachelor of Arts in Fashion Design is developed. The studies in Bachelor of Arts in Fashion Design provide a wide array of Fashion and related areas that trains for designing Fashion with its various aspects. Students will gain fundamental skills and knowledge in Fashion Design and related Product development to create a sustainable, commercially viable yet an acceptable Fashion.

Eligibility Criteria: - The student should have passed the 10+2 examination conducted by the Central Board of Secondary Education or equivalent examination from a recognized Board in any stream with an aggregate of 50% or more.

Course Outline: - Meaning of Fashion/Awareness of historical and contemporary Fashion/Fashion Rendering/Study of fashion elements such as Fabrics, accessories/Styles and technology/Flat and draped pattern development/Construction techniques/Fashion Research/Technical specification/Range building/Portfolio presentation.

Career Options: - Fashion designer, Stylist, Costume Designer, Illustrator, Fashion Entrepreneur, Retail Merchandiser and Visual Merchandiser.

Programme scheme

For three year Programme scheme, see Annexure A.

4. Programme Duration

The minimum period required for B.A. Fashion Design Programme offered by the University shall extend over a period of three Academic Years, i.e., 6 semesters. The Programme will be considered completed when the candidate has earned minimum courses and credits required by the Programme curriculum.

5. Class Timings

The classes will be held from Monday to Friday from 9:10 am to 4:10 pm.

6. Scheme of Studies and Syllabi

The syllabi of all courses of B.A. Fashion Design programme offered by SOFD is given in the following pages.

For each course, the first line contains; Course Code, Title and Credits (C) of the course. This is followed by the course objectives, syllabus (Unit I to IV), Text Book and Reference Books.three Academic Years, i.e., 6 semesters. The Programme will be considered completed when the candidate has earned the minimum courses and credits required by the Programme curriculum.

Three Year B.A. FASHION DESIGN PROGRAMME AT A GLANCE

	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	TOTAL
Courses	8	8	9	9	11	6	51
Credits	21	22	26	27	30	21	147

Scheme of Studies

B.A. Fashion Design Batch 2018-2021 (Scheme of Studies)								
ODD SEMESTER					EVEN SEMESTER			
Year	SNo	Course Code	Course Title	C	SNo	Course Code	Course Title	C
First	1	SFFD103	Introduction to Textiles	4	1	SFFD104	History of Fashion	4
	2	SFFD105	Elements & Principles of Design	4	2	SFFD108	Sewing Techniques	3
	3	SFEL101	Communication Skills	4	3	SFFD118	Machine & Equipment of Garment Construction	4
	4	SFFD159	Elements & Principles of Design Lab	2	4	SFCH125	Environmental Studies	3
	5	SFFD153	Fashion Model Drawing Lab	2	5	SFFD154	Pattern Making -II Lab	2
	6	SFFD155	Pattern Making-I Lab	2	6	SFFD162	Sewing Techniques Lab	2
	7	SFFD157	Surface Ornamentation Lab	2	7	SFFD164	Fashion Art Illustration Lab	2
	8	SFEL171	Communication Skills Lab	1	8	SFFD166	Computer Application-I Lab	2
TOTAL				21	TOTAL			22

Second	1	SFFD201	Overview of Fashion Industry-I	4	1	SFFD202	Overview of Fashion Industry-II	4	
	2	SFFD203	Textile Dyeing and Printing	4	2	SFFD204	Fashion Marketing and Merchandising-II	4	
	3	SFFD205	Fashion Marketing and Merchandising-I	4	3	SFFD206	Fashion Accessories Design	4	
	4	SFMC211	Human Resource Management	4	4	SFFD208	Fabric Studies-Woven	3	
	5	SFFD251	Pattern Making -III Lab	2	5	SFFD212	Import- Export Management	3	
	6	SFFD261	Summer Training –I	2	6	SFFD254	Pattern Grading Lab	1	
	7	SFFD263	Garment Construction-I Lab	2	7	SFFD258	Design Studies Project	4	
	8	SFFD265	Computer Application -II Lab	2	8	SFFD260	Garment Construction-II Lab	2	
	9	SFFD267	Sketching-I Lab	2	9	SFFD262	Sketching-II Lab	2	
	TOTAL				26	TOTAL			

Third	1	SFFD301	Visual Merchandising	4	1	SFFD302	Intellectual Property Rights in Apparel Industry	3
	2	SFFD303	Fashion Forecasting	4	2	SFFD306	Fashion Entrepreneurship	3
	3	SFFD305	Fashion Communication	4	3	SFFD308	Textile and Garment Quality Analysis & Assurance	3
	4	SFFD307	Traditional Indian Embroideries & Textiles Lab	2	4	SFFD354	Portfolio Development for Fashion	2
	5	SFFD309	Fabric Studies-Knitted	4	5	SFFD356	Design Collection	10
	6	SFFD351	Draping	1	6	VAC	Value Added Course	0
	7	SFFD353	Computer Aided Design	2				
	8	SFFD355	Craft Research & Design Project	4				
	9	SFFD357	Summer Training -II	2				
	10	SFDM301	Disaster Management	3				
	11	VAC	Value Added Course	0				
TOTAL				30	TOTAL			21

Total Credits [C]	147
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Course Objectives:

- To educate students about the various stages from fibre to fabric.
- To familiarize the fabric properties to enable better design skills.
- To aid the fabric choice as per the design, budget and client.

UNIT I

The Textile Industry; Fibers – Classification, Composition /Origin/ manufacture of natural and man made fibers, Performance criteria of fibers, Properties and characteristics of natural and man-made fibers, Fiber blends.

UNIT II

Yarns – Spinning of natural and man-made fiber, Types of yarn, Yarns properties.

UNIT III

Fabric Construction: Weaving, Knitting, Lacing, Netting, and Felting.

UNIT IV

Finishes - Classification of finishes, Preparatory finishes, Aesthetic finishes, Functional finishes.

TEXT BOOK:

1. Bernard P Corbman ,Textiles :Fiber to Fabric, New Year Macgraw Hill 2009

REFERENCE BOOKS:

1. Sara J.Kadolph, "Textiles", 11th edition Pearson India 2014
2. Mary Humphries "Fabric reference" 4rth edition.

Course 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.

UNIT I

Type of Design- structural and decorative, Elements of Design-Lines, Form, Shape, color, texture, etc., Principles of design- repetition, gradation, radiation, dominance, unity, harmony, contrast, Proportion, balance & rhythm- its importance in designing.

UNIT 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.

UNIT 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.

UNIT IV

Texture, Various types of texture, Fashion terminology: - fashion cycle, fad/classic, and factors affecting fashion etc. Apparel categories: - Garment vocabulary, Fashion capitals of the world:- New York, Paris, London, Milan, and Tokyo etc.

TEXTBOOKS:

1. Sumathy. G., "Elements of Design and Apparel Design", New Age International Pvt. Ltd, 2002.
2. Bina Abling , "Fashion Sketchbook", 4th edition, Fairchild Publications

REFERENCE BOOKS:

1. M.C. Gimsely and Harriot. T., "Art and Fashion in Clothing Selection", Nova State University Press, New York.
2. Kathryn Mckelvey & Janin, "Fashion Design -Process, Innovation & Practice", Blackwell. Publishers.

Course Objectives:

- To develop understanding of elements of design (point, line, pattern, shape, texture, colorform & space).
- To develop understanding of principles of design (balance, rhythm, harmony, proportion, emphasis & variety).
- To understand & analyze the effective use of elements / principle of design & fashion in the garment design process.

LIST OF EXPERIMENTS

1. Draw compositions of lines using at least ten lines in a 8"x8" block Draw Color wheel mention Primary, secondary, Sub-secondary & tertiary colors. Color schemes & its introduction
2. Monochromatic scheme- In a 8" x 8" block using floral design a using Monochromatic scheme Analogous- Make a Sanghaneri print in a 8" x 8" block using Analogous color scheme
3. Complimentary - Make a nursery print in a 8" x 8" block using Complimentary color scheme Polychromatic - Make an abstract design in a 8" x 8" block using Polychromatic color scheme
4. Achromatic scheme - Make any design of your choice in a 8" x 8" block using achromatic color scheme
5. Tints & Shades-Make a geometric pattern in a 8"x8", using tints & shades
6. Neutral color.-Make a design out of dots & strips in a 8"x8" using neutral color.
7. Types of textures- thread pulling, thread crumple, thread rolling, paper dabbling, wax rubbing, wax drop , smoke , blade , leaf, flower etc.

TEXTBOOKS:

1. Maurice De Saumarez; "Basic Design: The Dynamics of Visual Form", Studio Vista, 1964.
2. Carol A. Nunnally, The Encyclopedia of Fashion Illustration Techniques

REFERENCE BOOKS:

1. Birren & Fabersvan, "Principles of Color", Nostraid Reinhold Company.
2. Bina Abling, "Fashion Sketchbook 4th edition", Fairchild Publications.

Course Objectives:

- To understand the importance of anatomical studies as the basis of fashion model drawing.
- To realize the need for understanding, clarity & confidence in drawing of the Human body as a mode of visual communication in fashion.
- To develop skill in fashion model drawing (drawing from a live model).

LIST OF EXPERIMENTS

1. Basic line & shading exercise- Lines & Shading exercises using various pencil & color mediums, Such as, Grade pencils, Color pencils, Poster color/ watercolor, Charcoal.
2. Stick figures & different body actions. Developing blocks for block figures.
3. Brief idea about face block.
4. Basic 8 & Basic 10 head female block figure.
5. Poses: Front, $\frac{3}{4}$, side & back block figure.
6. Flashing figure - Front, $\frac{3}{4}$, side & back.
7. Face block.
8. Fashion frontal face-eyes, ears, nose, mouth & head.
9. Story poses: X, S, I, A & T,

REFERENCE BOOKS:

1. Sketching And Drawing Authors: Vasudeo Kamat, Publication: Jyotsna Prakashan .
2. The Encyclopedia of Fashion Illustration Techniques: A Comprehensive Step-by-Step Visual Guide to Fashion Design, Author: Carol A. Nunnally
3. Pamela Stekar, "Fashion Design Manual", Palgrave MacMillan
4. Noel Chapman and Judith Cheek, "Creative Fashion Drawing" , Arcturus Publishing
5. Lisa Smith Arnold, "Fashion Drawing for Dummies", Marianne Egan
6. Julian Seaman, "Fashion Illustration Techniques", PAVILION BOOKS
7. Bina Abling, "Fashion Sketchbook 4th edition", Fairchild Publications.

Course Objectives:

- To develop understanding of pattern making in the fashion industry.
- To develop skills of size variations in patterns.

LIST OF EXPERIMENTS

1. Introduction to pattern making - Importance of pattern making in fashion industry,
2. Tools & instruments used, Terminology & indications used, Standard body measurement charts.
3. Children Bodice Block with size variations.
4. Basic Sleeve Block (Children) – with variations-Puff, Cap, Petal, Flared.
5. Collars (Children) - Peter pan, Cape, Convertible, Sailors.
6. Skirts (Children) - Straight basic, A-line.
7. Introduction to fullness & skirt variations - Dirndl skirt, Gypsy skirt, Tiered skirt, BalloonSkirt.
8. Introduction to slash and spread techniques and yokes with gathers.
9. Developing Industrial Paper Pattern (A-Line Frock/ Gathered Frock)

TEXTBOOKS:

1. Helen Joseph Armstrong, “Patternmaking for Fashion Design”, Pearson, Fourth edition.
2. Winifred Aldrich, “Metric Pattern Cutting for children”, Blackwell Publishers.
3. ManmeetSodhia, “Advanced Drafting& Draping”, Kalyani Publishers.

REFERENCE BOOKS:

1. LoriA. Knowles, “Pattern Making for Fashion Designers”, Fairchild Publishers.
2. Pamela C Stringer, “Pattern Drafting for Dressmaking”, Batsford Ltd (1992).

Course Objectives:

- The Design process involves some value additions to improve the aesthetic value of the fabric. This subject makes students efficiently use various surface techniques to exaggerate the look and convert the simplicity into creativity.
- The subject briefly introduces various techniques in printing, embroidery, creative fabric textures & yarn craft.
- This subject imparts the skill to manipulate the basic technique to come up with extraordinary applications of the same techniques to enhance the fabric surface

LIST OF EXPERIMENTS

1. Families of Textile Design - Floral, Geometric, Conversational/Traditional, Ethnic.
2. Study of Basic Hand Embroidery.
3. Repeat and its types – Directional, Non-Directional, One way, Two way, Allover, Half Drop Vertical, Half-Drop Horizontal.
4. Other Ornamentation – Smocking, Quilting.
5. Prints techniques– Block Printing and Stencil Printing.
6. Dyeing: Tie & Dye.

REFERENCE BOOKS:

1. Traditional Indian Costumes and Textiles by Parul Bhatnagar
2. Indian Textiles, (Author) John Gillow, Nicholas Barnard
3. Fabric Reference by Mary Humphries (Author)
4. Susan Meller & Joost Q. Elffers, “Textile Design”, Harry N. Abrams, 1991
5. Marion Nicholas, “Encyclopedia of embroidery stitches including crewel” Dover Publications (1974)
6. Pam Lonttot & Rosemary, “Quilter's work book”, New Holland Pub Ltd, 1993

Course Objectives:

- To indulge students in communication activities in functional and situational contexts.
- To encourage students to speak in English fluently and accurately.
- To strengthen language skills through real life and professional situations.
 - 5 to 10 minutes should be spent on effective browsing of online News paper.
 - 5 to 10 minutes should be mandatorily spent on English Language software activities in every lab.

Each student must actively complete the following ten activities in practical classes, and the Lab Record with the teacher's signature and the internal marks should be submitted to the External Expert during Viva.

Activity 1: Self- introduction: Informal introduction & formal introduction; A detailed write up on formal 'Self Introduction'; Formal Introduction of oneself in front of the group.

Activity 2: News Reading: Introduction to 'online News papers'; Browsing and selecting the preferred Newspaper; Browsing through the News Headlines; Selecting interested News items; Comprehending the content, writing down the essence and reading the News in Front of the Group. Discuss 5 to 8 new words or terms, 4 to 5 important personalities of that day's news etc.

Activity 3: a. JAM: Introduction to 'Just A Minute speech' and the 'Extempore speech'; Preparation of speech on given topic (different topic for each student); delivery of the speech; Feedback (on content, time management, body language etc. highlighting the positive aspects first.)

b. Listening Comprehension: Listen to online / downloaded oration by renowned Orators; write down the content in a precise form and give an oral presentation of that write up following all the etiquettes of public speaking.

Activity 4: a. Turn Coat: Speaking for and against by the same person with time specification; assign topics from the immediate surroundings; write down the content either from the Net or from personal knowledge; prepare well and deliver; feedback & suggestions for improvement.

b. News Discussions: Selecting News of the day, discussing among the group, prepare the news content and prepare the group opinion about the issue and present it in front of the class by the group involving each member; select 5 new words & new usages from the selected news item

Activity 5: Conversation ability: Characteristics of effective conversation; Listening to a few sample conversations; preparing conversation based on the given situation; enacting the situation through effective delivery of the script; feedback & suggestions for improvement.

Activity 6: Role Play: Characteristics of Role Play; assigning roles; developing the content to deliver; enacting the role with effective delivery; feedback & suggestions for improvement.

Activity 7: Public Speaking: Characteristics of effective Public speaking; possible barriers; watching demo online; topic assignment, information gathering & recording; delivery in front of the class; feedback & suggestions for improvement. . (Different topic for each student)

Activity 8: Group Discussion: Importance and characteristics; Dos & Don'ts in GD; Demo display; assign topic for the group, Preparation & performance; feedback & suggestions for improvement.

Activity 9: Debate: Difference between Group Discussion & Debating; Watching demo of Debating; Topic for the group of 2 or 4; preparation and performance; feedback & suggestions for improvement.

Activity 10: Interview: Importance & purpose of Job Interview; Interview etiquettes; Watch demo interview; Appear for formal mock interview; feedback & suggestions for improvement.

TEXTBOOK:

1. Kumar, Sanjay and Pushplata. Communication Skills, Oxford University Press, New Delhi, 2013.

REFERENCE BOOKS:

1. Mitra, Barun K. Personality Development and Soft Skills. Oxford University Press.
2. Raman Meenakshi & Sharma, Sangeetha. Technical Communication Principles and Practices, 2nd Ed. Oxford University Press, New Dehi, 2011.
3. O. Scot. Contemporary Business Communication, Biztantra, New Delhi, 2

Course Objectives:

- To make the students understand the basics of Grammar to enhance oral and written communication, and to train them to speak correct form of English fluently.
- To refine the personality of students and to enhance their self- confidence.

UNIT I

Introduction to Communication: Meaning, Forms & Types of Communication; Process of Communication; Principles of Effective Communication/7Cs, Barriers in Communication; Literature: A Bird Came Down the Walk by Emily Dickinson

UNIT II

Essentials of Grammar: Parts of Speech: Noun, Pronoun, Adjective, Verb, Adverb, Preposition, Conjunction, Interjection; Using tenses; Articles; Types of sentences; Reported Speech; Punctuation; Literature: Stopping by Woods on A Snowy Evening by Robert Fros

UNIT III

Building Vocabulary: Word Formation (by adding suffixes and prefixes); Common Errors; Words Often Confused; One word substitution, Homonyms and Homophones; Antonyms & Synonyms, Phrasal Verbs, Idioms & Proverbs (25 each); Commonly used foreign words(15 in number); Literature: The Gift Of The Magiby O'Henry

UNIT IV

Personality Development: Etiquette & Manners; Leadership; Inter & intra personal skills; Attitude, Self-esteem & Self-reliance;

Public Speaking; Body Language: Posture, Gesture, Eye Contact, Facial Expressions; Presentation Skills/ Techniques; Literature:

My Prayer to Thee by Rabindranath Tagore;

TEXTBOOK:

1. Kumar, Sanjay and Pushplata. Communication Skills. Oxford University Press.

REFERENCE BOOKS:

1. Tickoo, M.L, Subramanian A. E. and Subramaniam P.R. Intermediate Grammar, Usage and Composition. Orient Blackswan.
2. Mitra, Barun K. Personality Development and Soft Skills. Oxford University Press.
3. "Best Poems", <http://100.best-poems.net/>. 20 July 2016.
4. "Classic English Short Stories" ,<http://www.eastoftheweb.com/short-stories/Collections/ClasEngl.shtml>, 20 July 2016.

Course Objectives:

- This course prepares the students to acquire the knowledge and skills regarding the operational use of industrial sewing machines, and their application.
- To understand the importance and necessity of various construction techniques for different fabrics, and to acquire the skills to apply those construction techniques in a sample form.

UNIT I

History of sewing machine, Classification of Sewing Machines and their applications - Sewing machine bed types - Basic sewing machines - General Sewing - Over locking machine - Blind Stitching machine - Button hole machine - Button Sewing machine - Bar tacking machine - Needle basic structure and types.

UNIT II

Stitch classification, Stitch Class 100 – 700, Interlooping, Intralooping, interlacing. Advantages and disadvantages of each stitch and its application, Comparative analysis strength, elasticity, durability, Appearance of each stitch – technical and practical, Seam: Seam Definition, seam dimension. ASTM, Superimposed seam, Bound seam, Flat seam, Lapped seam, Edge Finishing, ornamentation, Seam grin, seam strength, seam pucker

UNIT III

Introduction to Sewing thread, classification of sewing thread, Functions of sewing threads: Aesthetics & Performance, Characteristics of sewing threads, Thread consumption ratio, Thread Application

UNIT IV

Introduction to Sewing machines attachments and their applications.-Edge Guides – - Compensating foot / specialized presser foot - Stitching Jig, rack guide, Classification of finishing equipment and its applications, Folders & Binders, Machine Exercise, Control and safety parameters.

TEXTBOOK:

1. Harold Carr and Barbara Latham, "Technology of Clothing Manufacture" , Blackwell Publishing Asia Pty Ltd

REFERENCE BOOKS:

1. Complete Guide to Sewing by Readers Digest, The reader's digest association, 1976.
2. Alison Smith, "The Sewing Book", Dorling Kindersley, 2009.

Course Objectives:

- To acquire knowledge and skill regarding stitching techniques for various garment components such as plackets, pockets, cuffs, collars, and fasteners which are ultimately used for stitching of any garments.

LIST OF EXPERIMENTS

1. Introduction to sewing room and basic sewing equipment and its importance in Garment Manufacturing
2. Making samples of Basic stitches of clothing construction - Basic stitches – Basting: Evenbasting, uneven basting, diagonal basting, Hemming: Blind hemming ,slip Hemming ,Plain hemming, back stitch, Blanket stitch (Key Hole)
3. Making the samples of Seams: Superimposed, Lapped, Bound, French, Flat & Fell, Edge Finishing, Ornamental/Decorative Seams.
4. Seam finishes - Pinking, Turn & stitch, Turn & baste, Turn & hem, Over casting and Blanket stitch.
5. Facing- Separate & Combined Facing, Binding, Piping.
6. Placket- Continuous Placket, Zipper Placket, Pointed Placket, Shirt Placket
7. Fasteners placement on fabric - Overlap and under lap: Hooks & Eyes, Snaps, Zippers, Buttons, Velcro
8. Learning to take body measurements for different garments.

REFERENCE BOOKS:

1. Alison Smith ,”Complete Book of Sewing , Dorling Kindersley, 1999
2. Gladys Cunningham, "Singer Sewing Book", The singer company, 1st edition.
3. Claire Shaeffer, Sewing for the Apparel Industry, Prentice Hall, 2001

Sewing &Knitting, Reader's Digest (Australia) Pty Ltd, 1993 Edition

SFFD118 MACHINE & EQUIPMENT OF GARMENT CONSTRUCTION (CREDIT-4)

Course Objectives: The subject matter incorporated in this course will help students.

- To create an awareness of the types of garments machinery available in the industry
- To develop an understanding about the selection of the right machinery for production of the required garments, efficiency

UNIT I

Overview of the Garment mass production setup - Marker making, Spreading, Cutting, Ticketing, Bundling, Sewing, Finishing, Quality Checking, Classification of cutting machines and their application - Straight Knife Cutting Machines, Band Knife Cutting Machines, Servo Assisted Cutting Machines, Computer Controlled Cutting Machines, Round Knife Cutting Machines, Hot notcher cutting machines.

UNIT II

Process flow of sewing department, Classification of Sewing Machines and their applications Horizontal bed Machines Vertical bed machines, Stitch type analysis, classification and their applications - 100 Class, 200 Class, 300 Class, 400 Class, 500 Class, 600 Class, Sewing department layout, sewing line balancing.

UNIT III

Feed Mechanisms - Drop Feed, Differential Feed, Unison Feed, Compound Feed, Roller Feed, Fabric guides, importance of fusing, different types of resins, coating systems, coating methods, factors influencing the choice of fusibles, fusing machine, feed system of fusing machine, and process parameters in fusing.

UNIT IV

Classification of Finishing Equipment and their applications - The purpose of pressing, Categories of pressing, Pressing Equipment and methods, washing methods, Stain removal methods, Packaging, types of packing.

TEXTBOOK:

1. Glock & Kunz, "Apparel Manufacturing", Pearson Prentice Hall.

REFERENCE BOOKS:

1. Hannelore Elberle, "Clothing Technology", Europa Lehrmittel.
2. Technology of Clothing Manufacture by Harold Carr and Barbara Latham

Course Objectives: The subject matter incorporated in this course will help students.

- To acquire the knowledge about the understanding and appreciation of the evolution of the Indian and western clothing at the cradle of the civilization, prehistoric times through the classical eras to the Middle Ages and in the most recent times.
- To develop an understanding of Indian and western costumes which acts as a vital piece of material that helps to understand what has happened in the past and how it affects our present.

UNIT I

History of Indian Costume I: Pre-Historic Era, Vedic Period, Maurya and Sunga Period, Satvahana period.

UNIT II

History of Indian Costume II: Kushan period, Gupta period, Mughal, British.

UNIT III

History of Western Costumes I: Ancient Egypt, Ancient Greek, Ancient Rome, Byzantine, Renaissance, Baroque and Rococo.

UNIT IV

History of Western Costumes II: History of fashion from 18th, 19th and 20th century

TEXTBOOKS:

1. Dr.ParulBhatnagar, "Traditional Indian Costumes and Textiles",Abhishek Publication,Chandigarh 2004.
2. Costumes & fashion, a concise history- james haver, fourth edition.
3. A History of fashion by Government of Tamil Nadu, first edition, 2007.

REFERENCE BOOKS:

1. Roshen Alkazi, "Ancient Indian Costumes Vol. I and II", Art Heritage, 2008.
2. Dr. Vandana Bhandari, "Costume, Textiles and Jewellery of India: Traditions in Rajasthan", Mercury Books, London, 2005

Course Objectives:

- The emphasis is on the understanding of basic proportions of the fashion figure through the analysis of photographs.
- Using figure research as a basis for the creation of fashion design sketches and visual representative techniques of elements of design and principle of design.

LIST OF EXPERIMENTS

1. Draw fashion poses proportionally.
 - Draw female fashion body poses from the text book and magazines.
 - 1 front view pose, 1 back view pose, and 1 side view pose.
 - Relaxed fashion poses.
2. Demonstrate illustration skills for rendering of garment details, fabric type, and fit.
3. Fashion head illustration
 - Draw 3 female fashion heads with hair. Render with markers, color pencils, pastels, or paint.
 - 1 front view head with hair (11 x 14 sketch pad).
 - 1 three quarter fashion head with hair (11 x 14 sketch pad).
 - 1 back view fashion head with hair (11x 14 sketch pad).
4. Hands and shoes illustration
 - Draw 5 hands from different angles. Render with marker defining the plan of the Hands and wrist.
 - Design 5 pair shoes with the foot (11 x 14 sketch pad). Render with marker defining the Plan of the shoes and the foot.
5. Clothing details (elements of fashion including fashion accessories)- Drawing various Fashion elements to form a garment such as, types of sleeves, necklines, pockets, cuffs, collars, yokes, waist bands, bows & ties, frills & flounces etc.
6. Fall layering.
 - Draw 2 fashion poses. Design outfits combining bulky sweater knits, herringbone tweed wool pants or skirts, and leather coat. Render both outfits in compatible colors. About rendering fabric textures.

TEXTBOOK:

1. Hagen, K. (2005). Fashion Illustration for Designers, NJ: Pearson Prentice Hall

REFERENCE BOOKS:

1. Angel Fernandez and Gabriel Martin Roig , "Drawing for Fashion Designers", Batsford, 2009
2. Anna Kiper , "Fashion illustration, Inspiration and Technique" , David & Charles Publishers
3. Carol A. Nunnally, "Fashion Illustration School, A Complete Handbook for Aspiring Designers and Illustrators", Thames & Hudson, 2009

Course Objectives:

- Photoshop Basics will help to quickly make sense of the software and start improving student's photos and preparing images for design projects.
- To familiarize Photoshop which give a fundamental knowledge about graphical logics in computer such as photo editing, vector images, portfolio setting, applied art and advertisement.

LIST OF EXPERIMENTS

1. Draw and manipulate custom raster/vector shapes using the Pen tool and shape tools.
2. Create precise selections in low-contrast images using vector masks and paths.
3. Use smart Objects in Photoshop to non-destructively edit, link, update images.
4. Sharpen, blur, and vignette images using customizable and editable Smart Filters.
5. Apply professional-quality typography in Photoshop, considering leading, kerning, tracking, baseline shift, and ligatures.
6. Handle type creatively by applying textures to text, pushing photographs through text and other shapes, and hiding portions of text.
7. Combine multiple photographs using gradient masks, blending sliders, and displacement maps.
8. Create attractive gray scale, partial grayscale, and duotone images.
9. Use Swatches panel, and Color Libraries to effectively select and manage colour schemes.
10. Create custom brushes, use the Mixer Brush for freehand painting in Photoshop, and turn images into paintings.

Course Objectives:

- To acquire the knowledge of Human body structure and its measurements & patternmaking Principals.
- To acquire the knowledge of drafting Adult Bodice Block as per standard size.
- To acquire the knowledge of Manipulation Principle.

LIST OF EXPERIMENTS

1. Introduction to Human Anatomy
2. To study the individual measurement of dress form
3. Introduction to Pattern Making Principles
4. Specification and terminology of Adult Bodice Block size # 8
5. Dart Manipulation-Slash and spread technique, Pivot transfer technique, Single dart series, Double dart series.
6. Designing with Darts: Tuck - Darts, Pleats, Flares , and Gathers
7. Sleeves (Set –in)-Plain, Puff & derivations, Cap, Petal, Bishop, leg-o mutton, Lantern etc.
8. Collars -Non convertible, flat roll, Partial roll, Full roll, Collars with deep open, necklines.Convertible, Mandarin, Roll, Collars with stand.
9. Skirts -Basic single & double dart, A- line, Paneled, Gored, Flounce, Wrap, Circular,Circular with uneven, hemline, Cascade.

TEXTBOOK:

1. Helen Joseph Armstrong, “Patternmaking for Fashion Design”, Pearson, Fifth edition.

REFERENCE BOOKS:

1. Pamela C Stringer, “Pattern Drafting for Dressmaking”, Published by Bats ford Ltd (1992)
2. Natalie Bray, “Dress Pattern Designing”, Pearson.

Course Objectives: This course in environmental studies will develop the

- Basic understanding about the concept related to environment such as eco system and biodiversity.
- Insight about the various concerns regarding environment such as population and social issues.

UNIT I

Introduction of Environmental Studies: Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development.

Natural Resources: Renewable and Non-renewable Resources

Land resources: land use change; Land degradation, soil erosion and desertification.

Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

UNIT II

Ecosystems: Definition and Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.

Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Biological Diversity: Levels of biological diversity; genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots ; India as a mega-biodiversity nation; Endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

UNIT III

Environmental Pollution: Types, causes, effects and controls; Air, water, soil and noise pollution. Nuclear hazards and human health risks; Solid waste management: Control measures of urban and industrial waste; Pollution case studies.

Environmental Policies and practices: Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture.

Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context. International agreements: Montreal & Koyoto protocol and convention on biological diversity. Nature reserves, tribal population and rights, human wild life conflicts in Indian context.

UNIT IV

Human Communities and the Environment: Human population growth: Impacts on environment, human health and welfare; Resettlement and rehabilitation of project affected persons; case studies; Disaster management: floods, earthquake, cyclones and landslides; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Field work:

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems-pond, river, Delhi Ridge, etc.

TEXTBOOK:

1. Erach Bharucha, Textbook of Environmental Studies, Universities Press (P) Ltd., Hyderabad, India.

REFERENCE BOOKS:

1. A.K. De, Environmental Chemistry, New Age International, New Delhi
2. P. H. Raven, D. M. Hassenzahl & L. R. Berg, Environment, John Wiley & Sons, New Delhi.
3. J. S. Singh, S. P. Singh and S. R. Gupta, Ecology, Environmental Science

Course Objective:

- To familiarize students with the structure of apparel industry with trends, scope and prospects.

UNIT I

History and Evolution of Fashion in India and Globally, Overview of global & Indian fashion Industry, Structure and work flowchart of various departments of a garment production house.

UNIT II

Fashion terminology, fashion cycle, fad/classic, and factors affecting fashion, Fashion adaptation theories, and Major fashion centers of the world: Brief introduction to world fashion centers - American, European, and Japanese.

UNIT III

Factors influencing fashion trends such as socio-cultural environment, economic conditions, technological advancement, And political scenario, religious views as also film and media, forecasting trends: Purpose of forecasting trends, how to use forecasting service, Fashion promotion and communications- Trade fairs, Fashion shows.

UNIT IV

Consumer identification with fashion cycles- leaders, innovators, followers. Motives of consumer buying, fashion selection, brief introduction about roles/jobs in fashion / export houses.

TEXTBOOKS:

1. Brockman, H.L., "The theory of Fashion ", John Wiley & Sons, 1965.
2. Sr. Prof. BanhiJha ,Mr.Prem Kumar Gera, "Overview of Fashion Industry-I"first edition 2014, published by : The Secretary, Central Board of Secondary Education

REFERENCE BOOKS:

1. Jarnow, J.A., and Judelle B., "Inside the Fashion Business ", JWS, 2nd edition, 1974.
2. Swinney, John B, "Merchandising of Fashion ", Ronald press, 1942.
3. Solomon, Michael R, "Consumer Behaviour in Fashion", Pearson 2012 and Conservation, S. Chand Publication, New Delhi.
4. AnubhaKaushik and C. P. Kaushik, Environmental Studies, New Age International, NewDelh

Course Objective:

- To provide comprehensive knowledge about the concepts of dyeing and printing of textiles.
- To enable the students to design and create dyed and printed material.

UNIT I

Introduction and flow chart of Pretreatment Wet Processing: desizing, scouring, bleaching, mercerizing, Overview of wet processes machineries.

UNIT II

Introduction to natural and Synthetic dyes, dyeing of cotton material with direct dye, vat dye, sulphur dye, azoic dye, Dyeing of silk/ wool material with acid dye, basic dye. Dyeing of synthetic textile material, Dyeing machines, and Color fastness: Wash, Rubbing, Light fastness and their evaluation.

UNIT III

Concept of Printing, Dyeing vs. Printing, Styles of printing: Direct, Resist, Discharge. Introduction to printing techniques and methods.

UNIT IV

Methods of printing – Block, Roller, Screen, Rotary screen, Heat Transfer, Digital, Flock, Common dyeing and printing defects.

TEXTBOOK:

1. Sara J.Kadolph , "TEXTILES ",Pearson.

REFERENCE BOOKS:

1. Howard C Needles , "Textile Fibres ,Dyes ,Finishes& Process",Noyes Publications.
2. E.P.G Gohl & L.D.Vilensky , "Textile Science",CBS Publishers & Distributors

SFFD205 FASHION MARKETING AND MERCHANDISING-I (CREDIT -4)

Course Objective:

- To introduce students to aspects of fashion and textile marketing and merchandising
- To impart knowledge about various product standards and product specifications and the process of product development towards market need.

UNIT-I

Introduction to Merchandising:- Role of a Merchandiser, Types of Merchandiser, Retail merchandiser, Channels of Distribution, Merchandiser calendar, Concept of apparel product line, planning, directing, coordinating and controlling, Product development, definition, objective - product design and manufacturing.

UNIT II

Understanding Marketing and Consumers:- Definition, Importance, Scope, Various marketing concepts, Marketing mix, Market segmentation-Targeting- Positioning, Marketing vs. Selling, Responsibilities of a marketing manager, Concept and components of understanding Consumer Behaviour, Factors Influencing Consumer Buying Behaviour.

UNIT III

Promotion Decisions: Communication Process, Promotion Mix, Fashion advertising, advertising media used in apparel marketing, Sales Promotion, Public Relations, Direct Selling and Online Marketing Personal Selling Process, Managing the Sales Force, Evaluating Performance.

UNIT IV

Pricing Decisions: - Objectives, Factors Affecting Pricing Decisions, Pricing Methods, Price Changes, Pricing Strategies, Markups and markdowns Sourcing- Types of sourcing- factors affecting sourcing decision.

TEXTBOOK:

1. Mike Easy, Fashion Marketing, Third Edition, Blackwell Publishing, 2009
2. Kincade, Doris H, Merchandising in Fashion Products, New Delhi, Pearson 2012

REFERENCE BOOK:

1. Kotler, Philip, Marketing Management, 13th Edition, Prentice-Hall of India.
 2. Pooja Chatty, Fashion marketing & merchandising (Kalyani Publisher)
 3. Dr. Janardha Jha, Apparel Merchandising, Manipal University, 2006
- Stanton, William J. & Walker, Bruce, Fundamentals of Marketing – Stanton – Tata McGraw Hill

Course Objective:

The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

UNIT I

Introduction to HRM : Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM; Functions of HRM, Strategic HRM.

UNIT II

Acquisition of Human Resources: HR Planning; Job Analysis – Job Description and Job Specification; Recruitment; Selection Process, Placement, Induction, Socialization

UNIT III

Developing Human Resources: Training and Development, Executive Development – Process and Techniques; Career Planning and Development, HRD

UNIT IV

Managing Performance & Compensation: Performance and Potential Appraisal; wage and salary administration; Incentive compensation; significance; Components of Employee Remuneration – Base and Supplementary; Employee Welfare, Health and Safety, Social Security, HRIS, International HRM, HRM in Changing environment

TEXTBOOKS:

1. Aswathappa, K., “Human Resource Management”, McGraw Hill Education.

REFERENCE BOOKS:

1. Durai, Praveen, Human Resource Management, Pearson Education.
2. Monappa, A. and Saiyadain, M., Personnel Management, McGraw-Hill Education.
3. Dessler, Gary, Human Resource Management, Pearson Education.
4. Jyothi, P. and Venkatesh, D.N, Human Resource Management, Oxford Higher Education.

Course Objective:

- To teach the students basic fundamentals of men's wear
- The students are required to make a collection of any 3 garments in men's wear and make a presentation of it. And construct one complete garment for each.
- To enable students to do the proper layout of paper drafts on the fabric and to make maximum usage of fabric with minimum wastage

LIST OF EXPERIMENTS**MEN'S BLOCK**

1. Specification and terminology of young & adult men's Bodice Block size # 10.
2. Develop a range of Men's wear
3. Classic shirt block
4. Casual shirt block
5. Basic one-piece sleeve block
6. Basic Collar with variations
7. Cuff and Pockets with variations
8. Formal Waist Coat Block
9. Trouser block

REFERENCE BOOKS:

1. 'Creative sewing' – E. Olive pounds. Golla D.A. and Bark B. 'How to draft basic pattern' USA. Fairchild, 1979.
2. Lewis S.D. etal. 'Clothing Construction & Wardrobe Planning', Macmillan Co. New York. Gut's M. 'Sewing A to Z' Mills and Boon Ltd., London 1972
3. Daksha R. 'Dacha's 'Handbook for Dress Making and Tailoring' First edition, 2004
4. Goulbown M. 'Introducing Fashion Cutting Grading and Modeling', Bats ford Pub.UK.
5. Metric pattern cutting for men's wear, 3rd edition, Winifred Aldrich, Blackwell publishing, U.

SFFD261

Summer Training –I

(Credit 2)

Course Objective:

- To gain practical knowledge of various department workflow in apparel and textile industry & to gain hands on experience of working in a professional manner.

Course Learning Outcome:

After completing this course, the learner will be able to:

CO1. To involve students with fashion industry professional.

CO2. To enhance their practical knowledge.

CO3. Students will participate in the organization's ongoing activities as advised by the industry mentor.

CO4. Collect the required information and prepare a written report to be presented in the department.

CO5. To prepare a project based on his/her industry learning.

SFFD263

GARMENT CONSTRUCTION –I LAB

(CREDIT -2)

Course Objective:

- The students will learn the development and understanding for the relation of fabric and technology in the requirement of appropriate selection of the same for the desired end product. Acquire the skill and knowledge of the use of appropriate garment construction techniques to assemble the end product.
- To understand the utility of seams, stitches, tucks gather etc. as used in garments both for construction and as design feature.

LIST OF EXPERIMENTS

Making samples of:

Machine seams

Plain seam, Run 'n' fell, corded seam, Bias seam

Tucks

Plain Tucks, Vertical Tucks, Cross Tucks

Pleats

Knife Pleat, Box Pleat, Inverted Pleat

Plackets& Gathers

Two-piece, one piece, Single and Double Thread Gathers

Pockets

Patch pocket, Flap pocket, Welt pocket, cargo pocket, in seam pocket, kangaroo pocket, seamed pocket, Cross pocket

Sleeves

Sleeves: Plain, Puff, Petal, Magyar, cap sleeve, bell sleeve, shirt sleeve

Collars & Neck Lines

Collars: Peter pan, Cape collar, Sailor collar, shirt collar

Necklines: 'V', 'U', Round, Boat, Keyhole, Sweetheart Neckline,
Construction of Baby Frock. (3 years to 5 years) Including Sleeve, Collar, Tucks/ Gathers, Interlining.

Construction of Baby Frock. (3 Years to 5 Years) Including Placket, Pockets, Neckline, Pleats.

REFERENCE BOOKS:

1. Readers Digest, Complete Guide to Sewing, The Readers Digest Association, 1976

Alison Smith, Doring Kindersely, Complete Book of Sewing, 1999

Gladys Cunningham, Singer Sewing Book, the Singer Company, 1st edition.

SFFD265

COMPUER APPLICATION-II LAB

(CREDIT -2)

Course Objective:

- Students will acquire the knowledge of Corel Draw basics, for quickly make sense of the software and start improving student's vector images for design projects. After completion of basic Corel Draw students will able to develop their own print design.

List of Experiments

Learning the Internet-Internet & its scope, connecting to internet, Opening an Email account, sending & receiving Emails.

Draw and manipulate custom raster/vector shapes using the Pen tool and shape tools.

Create precise selections in low-contrast images using vector masks and paths.

Use smart Objects in Photoshop to non-destructively edit, link, update images.

Sharpen, blur, and vignette images using customizable and editable Smart Filters.

Apply professional-quality typography in Photoshop, considering leading, kerning, tracking, baseline shift, and ligatures.

Handle type creatively by applying textures to text, pushing photographs through text and other shapes, and hiding portions of text.

Create attractive gray scale, partial grayscale, and duotone images.

Use Swatches panel, and Color Libraries to effectively select and manage colour schemes.

Create custom brushes, use the Mixer Brush for freehand painting in Photoshop, and turn images into paintings.

Create Mood & Trend Presentation Boards, creating textile patterns with Photoshop, Creating women's wear, kids wear & men's wear illustrations using pen tool.

Creating invitation card, visiting cards and greeting cards.

TEXTBOOK:

1. Andrew Faulkner and Conrad Chavez, Adobe Photoshop CC (2015 Edition)

SFFD267**SKETCHING-I LAB****(CREDIT -2)****Course Objective:**

- Students will also acquire the skill for drawing with accurate proportions and other aesthetic details of Body of a Fashion figure.
- This subject will also provide the skills to draw different hair styles with a practice of Facial details.
- Student will gain the knowledge of drawing the technicalities & details of various Fashion elements with the correct Terminologies.

LIST OF EXPERIMENTS

1. Introduction to Perspective- 1 Point Perspective, 2 Point Perspective, 3 Point Perspective.
2. Object Drawing- Drawing of 3-D geometrical shapes in different angles such as Cube, Pyramid, Cuboids, Cylindrical forms.
3. Stylized Fashion figure (Male, Female) with various views-Drawing of Male, Female fashion figure, Different views such as Front, Back, Side & 3/4th.
4. Body details/ Figure analysis-Drawing body details with different movements: X, S, I, A & T, Drawing arms, legs, feet, palm, & different positions.
5. Face details with hair styles- Drawing different face positions such 3/4th, front, side, facial details like eyes, nose and lips.
6. Accessorizing croqui: Headgears. Footwear. Hand bags. Belts. Bows and ties. Eyewear. Jewelry. Gloves & Scarves.
7. Theme based illustration of garments: Illustration of Garments will be done on fashion figures: Lifestyle - urban, rural, tribal, hippy, retro etc. Seasons - winter, summer, rainy, spring etc. Occasions – wedding, formal meeting, party, holiday etc.

TEXTBOOK:

1. Bina Abling , “Fashion Sketchbook”, 4th edition , Fairchild Publications, Inc. New York Publication Year – 2004.

REFERENCE BOOKS:

2. Figure drawing Elisabetta druid & Tizianapaci Pepin press, 2005
3. Mode (Fashion, Drawing & design) Hannelore Eberle & Auflage publication, Hannes Dollel 2010
4. Fashion Sketchbook Bina Abling 4th edition, Fairchild Publications, Inc. New York Publication Year – 2004
5. Illustrating Fashion Concept to creation Steven Stipelman 2 nd edition , Fairchild Publications, Inc. New York Publication Year – 2005

Course Objective:

- To provide a comprehensive exposure to the structure and functioning of the Global Fashion Industry.
- To enable students to improve their understanding of the Apparel handling (Fabric to Ready product) in the industry as per the current practices prevalent by Apparel Analysis.

UNIT I

Apparel Categories: Garment Vocabulary (Menswear and Women's wear) Understanding and Appreciation of Garment Components (Kids-wear, Men's-wear and Women's wear) Different categorization of apparels based on gender, price factor, styles definition through ages, season.

UNIT II

How to disassemble Garments for Apparel Study, Breakdown of components of a Garment Parameters for apparels evaluation – Top+ Bottoms, Drawing of Garment Flats and Specifications, Spec sheet, Study of Spec sheet.

UNIT III

The textile, Apparel and Accessories supply chain and its correlations: Agile manufacturing; Supply Chain Values additions at the various stages in the supply chain Management Tools; Linear Supply Chain, Virtual, Supply Chain.

UNIT IV

Global & India Industry Overview (Textile, Apparel & Accessory)
Concept of Buyer, Buying Agency, Manufacturer; Organization structure of these entities; Workflow in a Garment Manufacturing unit; various departments and their functions

TEXTBOOKS:

Brockman, H.L., "The theory of Fashion ", John Wiley & Sons, 1965.
Sr. Prof. BanhiJha, Mr.Prem Kumar Gera, "Overview of Fashion Industry-I" first edition 2014, published by : The Secretary, Central Board of Secondary Education

REFERENCE BOOK:

1. Jarnow, J.A., and Judelle B., "Inside the Fashion Business ", JWS, 2nd edition, 1974.
2. Swinney, John B, "Merchandising of Fashion ", Ronald press, 1942.
3. Solomon, Michael R, "Consumer Behaviour in Fashion", Pearson 2012
4. Dr.JanardhaJha, Apparel Merchandising, Manipal University,2006

SFFD204 FASHION MARKETING AND MERCHANDISING-II CREDIT-4

Course Objective:

- To familiarize the students with merchandising and their functions, market segmentation, product development, etc.

UNIT I

Introduction to Retail, Marketing, Management and Merchandising, terminologies
Fashion Marketing: International Dimension of Fashion Marketing,
Historical Development of Marketing as Reflected in Fashion Industry,
Dynamic market, Environment Marketing (Political, Economic, Social,
Technological, Ecological, and Legal)

UNIT II

Brand building-Introduction, strategies, image building, brand expansion,
global trends, Types of merchandising, concepts, merchandise planning,
sampling- and Importance, counter Sample.

UNIT III

Fashion/Apparel Sourcing Structures: Direct Exporting, Indirect Exporting,
Foreign Manufacturers, Quick Response Sourcing Trends.

UNIT IV

Structure of Retail firms Responsibilities of Fashion Buyers Qualities of a
buyer, liaising with suppliers and internal departments, buying team, various
departments in a buyer's office, Retail Fashion Promotion: Fashion
Advertising Publicity Special events- Fairs/Exhibitions/BSM, Visual
Merchandising.

TEXTBOOKS:

1. Mike Easy, Fashion Marketing, Third Edition, Blackwell Publishing, 2009
2. Dr. V.S.Mahotra, "Retailing" Second Edition,
3. Doris H. Kincade and Fay Y.Gibson "Merchandising of fashion products"

REFERENCE BOOKS:

1. Rosenau& Wilson, "Apparel Merchandising", Fairchild Publications,2nd Edition
2. Philip Kotler, "Marketing Management", 11th Edition, Prentice Hall of India Pvt. Ltd.
3. Ellen Diamond, "Fashion Retailing: A Multi-Channel Approach", Pearson 2012
4. Bohdanowicz&Clamp, "Fashion Marketing", Routledge Publication

Course Objective:

- To introduce students to kinds of accessories and their importance in fashion and day to day dressing.
- Introduce the students to different materials used for accessories.

UNIT I

History of accessories and its importance, Categories of accessories: Functional accessory and decorative accessory, Introduction to leather, metal and other materials.

UNIT II

Introduction to important accessory co-ordinates in daily life e.g., wallets, bags, shoes, belts, etc., Preview on traditional Indian and contemporary jewelry.

UNIT III

Visit to local accessory manufacturing units. E.g.; Jewelry, bags, shoes, Students to prepare a project report on the same.

UNIT IV

Sketching and illustration of an accessory that the student wants to create (under guidance of course leader), Selection of material for the design, Creation of the design.

TEXTBOOKS:

1. Shailaja D. Naik, Traditional Embroideries of India.
2. Jane Schaffer & Sue Saunders, "Fashion Design Course: Accessories", Thames & Hudson.

REFERENCE BOOKS:

1. The Fashion Design Directory by Marnie Fogg published by Thames & Hudson.
2. Art/Fashion in the 21st Century by Foreword by Jonathan Saunders published by Thames & Hudson
3. Accessory Design by Aneta Genova published by Fairchild Books
4. Basics Fashion Design 09: Designing Accessories by John Lau published by AVA Publishing

Course Objective:

- Impart knowledge to students on fabric formation, its properties and classification on fabric formation and machines used in the industry for the same.

UNIT I

Introduction to various methods of fabric formation - Weaving, Knitting, Non-Woven. Comparison and differences between woven, knitted and non-woven

UNIT II

Mechanism of fabric formation on loom. Overview of conventional & non-conventional looms and their working.

UNIT III

Representation of weaves structures and identification and properties of Woven: plain, matt, twill, structures, broken twill, dobby, Jacquard, etc.

UNIT IV

Terminology on weave: like - EPI, PPI, Yarn count and GSM/oz calculation. Fabric Finishes, Fabric Defects.

TEXTBOOKS:

1. N. Gokarneshan , “Fabric Structure & Design”, New Age International Limited Publishers

REFERENCE BOOKS:

1. Watson's Textile Design & Colour by Z.J. Grosicki published by Woodhead Publishing Limited
2. David J Spencer , “Knitting Technology”, PERGAMON Press.
3. Stephen J. Russell , “Handbook of Non Wovens”, CRC Press,2007
4. Hannelore Elberle, "Clothing Technology", Verlag Europa Lehrmitte
5. B. K. Behera and P. K. Hari , “Woven textile structure – theory and applications”, Woodhead, UK, 2009

Course Objective:

- To understand the concept of export marketing and import procedure in Apparel Industry.
- To understand export process & export promotion in fashion business

UNIT I

Exports - Solution for problems related to export marketing, Classification of exports, Implementation of monitoring export orders, Export/Import Policies, Export promotion Measures, Exim Policy

UNIT II

Import- Introduction, Import Buying Methods, Buying for private labels, Imports by Producers. Export and Import Procedures - Export Procedure, Export Promotion Council, Export Documentation

UNIT III

Export in Fashion Business- Regulation of Imports, Multi-fiber and Textile agreements, Tariffs on Imports, An International Fashion Mix.

UNIT IV

Export Promotion in Fashion- Organization Set-up, Incentives, Import Facilities for Exporters, Benefits for EPZ/EOU units, Export Houses and trading Houses, Policies relating Indian exports of textile industry, Future Scenario of the clothing Industry.

TEXTBOOK:

1. Dr. Dev Raj, "Import Export Procedures & Documentation", Rajat Publications
2. Francis cherunilam "International trade and export management.

REFERENCE BOOKS:

1. Donna L. BADE, Thomas E. JOHNSON, Export/Import Procedures and Documentation, 4th Edition, AMACOM Publisher.
2. [Erdener Kaynak](#), [Belay Seyoum](#), Export-Import Theory, Practices, and Procedures, Routledge, 2014.

Course Objective:

- To understand the basic concept of grading that used for size variation.
- To develop the knowledge of grading by single size or master pattern for every size.

LIST OF EXPERIMENTS

1. Principles of Grading
2. Track grading
3. Nest grading
4. Grading the following:
5. Basic bodice block
6. Basic sleeve block
7. Basic skirt
8. Trousers.

REFERENCE BOOKS:

1. Verma G, "Cutting and Tailoring Theory", Asian Publishers, Delhi, 1999
2. Armstrong Helen Joseph, "Pattern Making for Fashion Designing", MullickPremLata, "Garment Construction Skills".
3. Kathy K. Mullet "The concept of pattern grading" 3rd edition.

Course Objective:

- The application of the creative and specialized sewing technique to develop a highly structured, contoured garment using corsetry methods.
- Students will develop construction samples to support their own signature collection.
- To obtain fabricating skills for the same.

LIST OF EXPERIMENTS**1. Types of necklines**

- Round and jewel
- Square and glass
- V shaped, straight and curved
- Sweet heart

2. Neckline finishing by using facings and interfacings:

- Shaped facing
- Bias facing
- Single layer binding
- Double layer binding

3. Types of Collars

Finishing collars using interfacing

- Flat collar
- Rolled collar
- Stand collar
- Shirt collar
- Notch collar
- Shawl collar

4. Types of Sleeves and Sleeve Finishes

- Basic sleeve types (Half sleeve, full sleeve and 3/4 sleeve)
- Sleeves finish
- Set in sleeves
- Plain
- Puff sleeve
- Flare sleeve
- Shirt sleeve

5. Other Modified Sleeves

- Raglan
- Kimono
- Dolman

6. Pocket Making and Application

- Patch pockets- different types

- Unlined patch pockets
- Lined patch pockets
- Patch pockets with flap
- Flap and separate welt pocket
- Pleated Pocket

7. Fasteners

Inserting a zip fastener:

- Centered standard
- A lapped standard zip
- Concealed zip
- Open end zip

8. BUTTONS- Types attaching

- Positioning and buttons
- Hook and eye
- Press-studs
- Touch and close
- Construction of 2 female formal dress by using necklines/ collar, pocket, placket, facing / binding.
- Construction of 1 female casual wear top by using necklines/ collar, sleeves, tucks, fasteners, facing / binding.
- Construction of 1 high waist pencil skirt / panel skirt & 1 low waist tiered skirt / high low skirt, with fasteners.

REFERENCE BOOKS:

1. Readers Digest, Complete Guide to Sewing, The Readers Digest Association, 1976
2. Alison Smith, Doring Kindersely, Complete Book of Sewing, 1999
3. Gladys Cunningham, Singer Sewing Book, The Singer company, 1st edition

Course Objectives:

- Student will gain the knowledge of drawing the technicalities & details of various Fashion elements with the correct Terminologies.
- Incorporating above elements on a Fashion figure with necessary details to come up with an appropriate Fashion Illustration.

LIST OF EXPERIMENTS

1. Stylized rendering, Flat Spec Sheets.
2. Casual Wear, street wear (Women's Wear): Conceptualization, Design Development sheets.
3. Ethnic Wear/ Traditional Wear (Women's & men's Wear): Conceptualization, Design Development sheets.
4. Western Wear, office wears (Women's Wear): Conceptualization, Design Development sheets.
5. Any Kids Wear: Conceptualization, Design Development, Prepare Final (Computerized Based)

TEXTBOOKS:

1. Carol A. Nunnally, The Encyclopedia of Fashion Illustration Techniques

REFERENCE BOOKS:

1. Sketching and Drawing by VasudevKamath published by Jyotsna Prakashan Pune, 2nd Edition, 2006
2. Figure study made easy by Aditya Chaari published by Grace Publication,
3. Draw and Paint by Pundalik Vaze published by Jyotsna Prakashan Pune ,1st Edition,2002

Course Objectives:

- This subject aims to assist students to visually represent their design abilities by means of a portfolio for professional purposes.
- To create a professional fashion portfolio, using the skills acquired in past semesters, to showcase the signature style of the student and areas of interest towards the fashion industry.

LIST OF EXPERIMENTS**Design Philosophy – Concept Development:**

1. RESEARCH: Research for idea generation, Research file
Fashion forecasting / Trend research: - Design Details,
Color focus
2. INSPIRATION
3. Theme selection, Mood board
4. Color selection
5. Fabric Selection.
6. CLIENT: Client Selection / client board/ client profile
7. DESIGN: Design detail, New Silhouettes design
8. Flat sketches
9. CONSTRUCTION TECHNIQUES: Dyeing and Printing,
Fabric Manipulation, New Fabric Development, Pattern
Techniques.
10. TECHNICAL SHEETS: Specification sheets and Cost
sheets.
11. Design presentation.

Note: Based on all the above inputs received during all the four semesters, two students are required to work together to conceptualize and develop a mini collection of 6 garments with each one developing three garments. The collection must be targeted towards a particular lifestyle customer. Some elements of traditional textiles, history of Indian and world costumes as well as fabric ornamentation is to be applied depending upon the customer profile, style and occasion. The students are also required to accessorize the collection to achieve a complete look.

Additional Resources:

- www.style.com
- www.wgsn.com

Course Objective:

- The course aims to impart cutting-edge knowledge about the fast growing field of Visual Merchandising. Visual Merchandising is the specific art of displaying fashion merchandise in a manner that appeals to a potential customer.
- The learner will understand the sales potential in terms of the right display on shop windows, signboards, interiors and other promotional drives.
- The program emphasizes on practical workshops, inputs from industry stalwarts and an open and free thinking environment.

UNIT I

Introduction to Visual Merchandising (VM): Introduction, Objectives, Concept of Visual Merchandising, Objectives of Visual Merchandising, Scope of visual merchandising in India, Challenges in Visual Merchandising, Store Image, Seasonal Visual Merchandise.

UNIT II

Elements and Principle of Design in Visual Merchandising: Color, Texture Line, Rhythm, Balance, Proportion. Concept of display and display settings, Purpose and importance of display, types of display- One time display, line of goods display, assortment display, types of display settings-realistic setting, environmental setting, abstract and fantasy setting.

UNIT III

Store and Windows settings-Introduction, Objectives, Exterior of a store, Interior of a store, Planning a Store Layout, Various Types of Store Layouts, Grid layout, Loop-path layout, Free- form layout, Spine layout, Window displays, Merchandise Presentation Strategies, Display window construction.

UNIT IV

Store Image & Security: Introduction, Objectives, Concept of Image Mix, Elements of Image Mix, Merchandise, Fixtures, Visuals, Sound/Music, Odor, Visual Merchandising at Different Stores, Apparel store, Furniture store, Future Prospects of Visual Merchandising.

TEXTBOOK:

1. Mr Raj Kumar Mascree, "Visual and Fashion Merchandising", Sikkim Manipal University, Gangtok.

REFERENCE BOOKS:

1. Martin M. Pegler, "Visual Merchandising and Display", 6th Edition.
2. Tony Morgan, "Visual Merchandising Window and In-store Displays for Retail", Second Edition
3. Ellen Diamond "fashion retailing" 2nd edition.

Course Objective:

- To understand the forecasting techniques to determine market demands
- To be able to make use of the forecast to design collections.
- To acquire the skills in research process in forecasting.

UNIT I

Introduction to Fashion Forecasting, Meaning of Fashion, Forecasting, The role of a forecaster, the precision of the forecast, the fashion industry's components, the structure of the fashion industry, Information Network and the selling strategy.

UNIT II

Research Process in Forecasting - Fashion marketing research, Purpose of research, research design & data sources, Sampling methods, Data Collection, Forecasting Fashion, Forecasting services, Market Segmentation, Marketing mix.

UNIT III

Demand Forecasting-Types of Forecasting, Approach to Forecasting, Forecasting Demand for New Products, Criteria of a Good Forecasting Method, Presentation of Forecast to the Management, Control or Management of Demand.

UNIT IV

Fashion Products and its importance – Fashion Industry & new Product Development, Fashion Designers role in apparel market, Branded Products, personal labels, stores that seek the merchandise.

TEXT BOOK:

1. Fashion Forecasting ,Brannon Evelyn L. Fairchild Books, New York 3rd,2010

REFERENCE BOOKS:

1. Fashion Forecasting Perna Rita Fairchild Books, New York 1992
2. Fashion Forecasting Mc Kelvey Kathryn & Munslow Janine Wiley-Blackwell 2008
3. The Trend Forecaster's Handbook Raymond Martin Laurence King, U.K.

Course Objective:

- This course is designed for students to develop careers in the fashion industry as fashion journalists (in print, digital or television), fashion photographers.
- This course is designed to encompass knowledge of fashion communication through critiquing, films, styling, PR and events.

UNIT I

Introduction to Fashion communication: Fashion media, fashion writers, fashion critics, fashion reporter, fashion journalism for internet and broadcast media research, corporate journalism, events planning and Exhibit design.

UNIT II

Public relations, brand management (brand positioning, brand building and measuring) as applied to the fashion system, luxury fashion brands, strategies and public relations specific to luxury fashion, Event design tools and principles for fashion/luxury brands.

UNIT III

Introduction to camera: Basic parts of a professional camera and its function, Principles of composition, Basic principles of photography ,types of lenses, Focal point and its uses, view point & camera angle.

UNIT IV

Fashion styling, Shooting with models and makeup artists, Lighting techniques – Indoor model photography, outdoor model photography, Photo journalism: Role and impact of a photograph in print media, Review and analysis of some outstanding photographs, Photo editing- selection of photograph, cropping, caption writing.

TEXTBOOK:

1. Jaishri N Jethwaney: Public Relations, ND: Sterling

REFERENCE BOOKS:

1. Cutlip S. M. & A. H. Effective Public Relations, Prentice Hall, New Delhi Center
2. Pitman Jackson: Corporate Communication for Managers, Pitman Publishing
3. Mehta D. S.: Handbook of Public Relations in India, Allied Publishers Pvt. Ltd. Mumbai
4. Michael Langford: Basic Photography, Focal Press, 2003 Private Limited, 1999
5. James A. Folts, Ronald: Handbook of Photography, Thomsan Learning, 2002 P. Lovell, Fred C. Zwahlen.

**SFFD307 TRADITIONAL INDIAN EMBROIDERIES & TEXTILES LAB
CREDIT-2**

Course Objective:

- To familiarize students with different textiles and Embroideries produced in different states of India.
- To acquire knowledge of various embroideries done in India with the historical background of each

LIST OF EXPERIMENTS

1. Introduction of Traditional Indian textile and their importance.
2. Introduction of the fiber used, weave, motifs, colours and their significance and descriptive terms used- Maharashtra, Gujarat, Kutch, Rajasthan, Uttar Pradesh, and Karnataka etc.
3. Chikankari of Uttar Pradesh: To understand and learn the different types of stitches, motifs, colours and materials used in the embroideries and their significance:
4. Chamba ruma lof Himachal Pradesh: To understand and learn the different types of stitches, motifs, colours and materials used in the embroideries and their significance.
5. Phulkari of Punjab: To understand and learn the different types of stitches, motifs, colours and materials used in the embroideries and their significance.
6. Gold and silver embroidery: To understand and learn the types of stitches, motifs, colours and materials used in the embroideries and their significance.
7. Appliqué work of Bihar and Orissa: To understand and learn the different types of stitches, motifs, colours and materials used in the embroideries and their significance.
8. Kasuti of Karnataka: To understand and learn the different types of stitches, motifs, colours and materials used in the embroideries and their significance.
9. Kathiawar of Kutch (Gujarat): To understand and learn the different types of stitches, motifs, colours and materials used in the embroideries and their significance:
10. Kashida of Kashmir: To understand and learn the different types of stitches, motifs, colours and materials used in the embroideries and their significance.
11. Kantha of Bengal: To understand and learn the different types of stitches, motifs, colours and materials used in the embroideries and their significance.

TEXTBOOK:

1. Shailaja D. Naik, Traditional Embroideries of India.

REFERENCE BOOKS:

1. Usha Shrikant, "Ethnic Embroidery of India", Honesty Publications.
2. Barnden Betty, "Embroidery Basics", Barson's Educational Series Incorp.
3. Behra B. K., "Traditional Textile Designs of India".

Course Objectives:

- To understand the term textiles in context of knitting
- To familiarize with the parts and function of knitting machine
- To develop knitting skills & Create visual images in knitting

UNIT I

Introduction to knitting industry, Important definition of knitting terms, difference between warp & weft knitting, Working of knitting needles, Loop formation and construction of knitting stitches. - Plain stitch - Purl stitch - Miss Stitch - Tuck stitch
Revision of 4th Unit

UNIT II

Classification of weft knitted fabrics - Single jersey - Rib - Purl knit - Interlock - Double knit fabric - High pile knit - Fully fashioned knit - Knitted terry - Knitted velour - Knitted jacquard - Knitted intarsia - Pique fabric

UNIT III

Classification of warp knits - Loop structure in warp knit - Identification of warp knitted fabric - Tricot fabric - Tricot knitting machine - Yarns for warp Types and properties - Fabric characteristics - Raschel knit fabric - Difference between Raschel and tricot fabric

UNIT IV

Comparison between warp knits, weft knits and woven. Basic warp knit structures: overlap, under lap, closed lap, open lap. Knitting cycle in Tricot Knitting machine and Raschel knitting machine, Five Basic overlap, under lap variations, some warp knitted structures like, loop raised, satin, lock knit, two bar tricot, reverse lock nit, shark skin, queens cord, Open Atlas, Closed Atlas, etc.

TEXTBOOK:

1. Knitting Technology: D Spencer;Published by Pergammon Press

REFERENCE BOOKS:

1. Warp knitting production: S Raz;Published by MelliandTextilberichte.
2. Flat Knitting: S Raz;Published by MelliandTextilberichte.
3. Circular knitting : Iyer, Mammel and Schach;Published by Meissenbach GmbH.
4. NPTEL <http://nptel.iitm.ac.in> Textile Engineering Coordinators:
Prof. P.K. Banerjee Department of Textile TechnologyIIT Delhi
5. Introduction to Warp knitting: Ed.K P Weber;Karl Mayer Pulication.

Course Objective:

- To understand the method of draping
- To learn how to drape bodice, sleeve, skirts & cowl necks
- Develop three-dimensional design ideas through draping of muslin on a body form.
- Evaluation of existing garments and/or sketches to determine appropriate draping techniques needed to develop design.

LIST OF EXPERIMENTS

1. Understanding the concept of draping- Terminology, Dummy preparation, Muslin preparation, Basic Bodice Block- Front & Back, One Dart & Two Dart
2. Various Dart Positions – French Dart, Centre Front Waist Dart, Side Seam Dart
3. Mid Neck Dart, Princess Bodice Front & Back, Basic Sleeve.
4. Basic Straight Skirt Front & Back, A- Line Skirt Front & Back
5. Gathered Skirt Front & Back
6. Dresses - Trousers
7. Cowl Neck Front, Twist and Knots,
8. Corset, Unconventional Drapes

REFERENCE BOOKS:

1. Helen Joseph Armstrong, Title of the Book Author: - Draping for Apparel Design.
2. Karolyn Kiise, Draping: The Complete Course.
3. Hilde Jaffe, Professor Emeritus, Draping for Fashion Design, 5th Edition, , Fashion Institute of Technology.

Objective:

- To acquire skill in computer aided pattern making and grading.
- To introduce students to the various Apparel/ Textile designing concepts through CAD
- Introduce them about various advanced Textile and Apparel Software packages.
- To develop the creativity of the students in use of Design Software: Lectra/Tuka CAD.

LIST OF EXPEREMENTS

1. Ideal workstation for CAD- Selection of suitable hardware & software; role of computers in Textile and Apparel Designing.
2. Types of images and characteristics; saving of images; colour ways in computers, creation of new designs for textile surface - planning for various weave designs – stripes, checks etc; leading to application and change of fabric texture, print and colour
3. Introduction and using the tools of various software's i.e. Tuka CAD, Lectra etc.
4. Introduction and using the tools of Rich peace or other software use in Design industry.
5. Creation of designs in apparel; texture variation by using effects like embossing, blooming, transparency and translucent look on a garment , Use of software's for customization of created designs as per end uses.
6. Develop basic block patterns of the following using the tools of above said software for Pattern Making: a) Child bodice-block b) Sleeve block c) Basic Skirt d) Basic Trouser.
7. Pattern making software and familiarization with its tools namely toolkit, dart, pleat, segment, piece, seam, standard, rotate, internal, walk, view, point, fabric and stripes.
8. Developing motifs by scanning and drawing using the CAD commands.

REFERENCE BOOKS:

1. Stacy Stewart Smith,“ CAD for Fashion Design & Merchandising” , Bloomsbury Publishing.
2. www.ciaspallette.org

Course Objectives:

- To gain knowledge about the Indian Craft and Cluster and Design Process, Design studio Working and fashion presentation.
- To create a professional fashion portfolio, using the skills acquired in past semesters, to showcase the signature style of the student and areas of interest towards the fashion industry.

LIST OF EXPERIMENTS

1. Identification of Craft for Project research and documentation. To understand the importance and concept of Traditional Craft and how it binds our culture.
 2. Identification of research topics within the craft.
 3. Research on favorable Crafts/ Cluster (locations wise where students can travel to learn the craft). Create database of local representatives for the craft with the persons photograph and contact details.
 4. Understanding the local craft from concept to creation.
 5. Documentation of complete manufacturing processes and finishing and presentation.
 6. Development of mood boards based on selected cluster.
 7. Creating a storyboard : Flat sketch
 8. Ruff Fashion illustration with draping of garment.
- Final sketches
 - Fabric swatches
 - Trimmings
 - Ornamentation &Textures.
9. Making of toils (muslin pattern) for the selected collection.
 10. Presentation & Feedbacks of theme & Survey.
 11. Co-ordinate accessories of selected theme.
 12. Final collection of selected theme ('4' Garment).
 13. Photo-shoot and Look Book preparation.
 14. Client Presentation CAD.

Note: (15 Days) survey to any selected state cluster. Carry all important documentation equipment, like camera, notebooks, (optional –recording audio/video), local guide no, emergencies no etc.

Each student has to work on Major Design Project. Each student has to design and develop a women's wear / Men's wear based on his or her design philosophy, for a well-defined customer profile.

Additional Resources:

- www.style.com
- www.wgsn.com

SFDM301

DISASTER MANAGEMENT

CREDIT-3

Course Objectives: The objective of the course is to create awareness about various types of disasters and to educate the learners about basic disaster management strategies. The course examines disaster profile of our country and illustrates the role played by various governmental and non- governmental organizations in its effective management. It also acquaints learners with the existing legal frame work for disaster management.

UNIT I Introduction to Disasters: Concept and definitions- Disaster, Hazard, vulnerability, resilience, risks.

Different Types of Disaster: Causes, effects and practical examples for all disasters.

- Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc
- Man-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc.

UNIT- II Disaster Preparedness and Response Preparedness

- Disaster Preparedness: Concept and Nature
- Disaster Preparedness Plan
- Prediction, Early Warnings and Safety Measures of Disaster.
- Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies.
- Role of IT in Disaster Preparedness
- Role of Engineers on Disaster Management.
- Relief and Recovery
- Medical Health Response to Different Disasters

UNIT III Rehabilitation, Reconstruction and Recovery

- Reconstruction and Rehabilitation as a Means of Development.
- Damage Assessment
- Post Disaster effects and Remedial Measures.
- Creation of Long-term Job Opportunities and Livelihood Options,

- Disaster Resistant House Construction
- Sanitation and Hygiene
- Education and Awareness,
- Dealing with Victims' Psychology,
- Long-term Counter Disaster Planning
- Role of Educational Institute.

UNIT IV Disaster Management in India

- **Disaster Management Act, 2005:**

Disaster management framework in India before and after Disaster Management Act, 2005, National Level Nodal Agencies, National Disaster Management Authority

- **Liability for Mass Disaster**

- Statutory liability
- Contractual liability
- Tortious liability
- Criminal liability
- Measure of damages

- **Epidemics Diseases Act, 1897: Main provisions, loopholes.**

- **Project Work:** The project/ field work is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must be conceived based on the geographic location and hazard profile of the region where the institute is located.

Reference Books:

- Government of India, Department of Environment, Management of Hazardous Substances Control
- Act and Structure and Functions of Authority Created Thereunder.
- Indian Chemical Manufacturers' Association & Loss Prevention Society of India, Proceedings of the National Seminar on Safety in Road Transportation of Hazardous Materials: (1986).
- Author Title Publication Dr. Mrinalini Pandey Disaster Management Wiley India Pvt. Ltd.
- Tushar Bhattacharya Disaster Science and Management McGraw Hill Education (India) Pvt. Ltd.
- Jagbir Singh Disaster Management: Future Challenges and Opportunities K W Publishers Pvt. Ltd.
- J. P. Singhal Disaster Management Laxmi Publications.
- Shailesh Shukla, Shamna Hussain Biodiversity, Environment and Disaster Management Unique Publications
- C. K. Rajan, Navale Pandharinath Earth and Atmospheric Disaster Management: Nature and Manmade B S Publication

- Indian law Institute (Upendra Baxi and Thomas Paul (ed.), Mass Disasters and Multinational Liability: The Bhopal Case (1986)
- Indian Law Institute, Upendra Baxi (ed.), Environment Protection Act: An Agenda for Implementation (1987)
- Asian Regional Exchange for Prof. Baxi., Nothing to Lose But our Lives: Empowerment to Oppose
- Industrial Hazards in a Transnational world (1989)
- Gurudip Singh, Environmental Law: International and National Perspectives (1995), Lawman (India) Pvt. Ltd.
- Leela Krishnan, P, The Environmental Law in India, Chapters VIII, IX and X (1999), Butterworths, New Delhi.

SFFD302 INTELLECTUAL PROPERTY RIGHTS IN APPAREL INDUSTRY CREDIT-3

Course Objectives:

- To provide an insight to Intellectual Property Rights
- To impart the value of IPR in Apparel Manufacturing Business.
- To provide an overview of leveraging the creative and inventive output of the human mind by use of the legal tools of the IPR system

UNIT I

Idea and Creativity, Different forms of creative expression, Need for protection, Role of IPR in creativity ,Copyright & related Issues, Industrial Property Product, Commodity, brands, Importance of branding, SME competitiveness Knowledge economy Innovation process Corporate Strategy Commercialization strategy Open Innovation – interfaces & boundaries IP strategy, Exploiting IP assets

UNIT II

Trademark, its requirements, advantages & disadvantages, Types of trademark, Registration of trademark, Using trademarks, relevant cases & examples from industry, Introduction to industrial Design, Need for protecting (advantages & disadvantages), Registration of Industrial design in India & Abroad, Trademark & design relationship Relevant cases & examples from industry.

UNIT III

Patents, Protection of patents, Advantages and disadvantages of patents, Registration of patent in India & Abroad ,Relevant cases & examples from industry, What are trade secrets, Protection of trade secrets, Advantages and disadvantages of trade secret, developing trade secret strategy for business ,Relevant cases & examples from industry

UNIT IV

Copyright and other related rights, Advantages of copyright , Registration of copyright, Concept of collective management of copyright, IP & Websites, Web Development Agreement, IP issues Protection of online/web photography, Intellectual Property Audit, Character merchandising

TEXTBOOK:

1. Practical Approach to intellectual property rights, By: Rachna Singh & Arvind Vishwanathan, Publisher: I.K International Pvt. Ltd., 2009

REFERENCE BOOKS:

- <http://www.wipo.int>
- <http://www.uspto.gov>
- <http://www.ipindia.nic.in>
- WIPO: Secrets of Intellectual Property: A guide to small and medium sized exporters, Geneva, 2004
- WIPO: Looking Good: An Introduction to Industrial Designs for small and medium sized exporters, Geneva 2003
- WIPO: Inventing the Future: An Introduction to Patents for small and medium sized exporters, Geneva 2005
- WIPO: Marketing Crafts and Visual Arts: The Role of Intellectual Property - A practical guide
- Making a mark-An Introduction to Trademarks for Small and Medium –sized Enterprise-Intellectual Property for business series number 1, WIPO(2003)
- A stitch in time-Smart use of Intellectual Property by textile companies, WIPO

Course Objective:

- To develop entrepreneurship skills among the students.
- To familiarize the students with the process and procedure of setting up new enterprises.

UNIT I

Introduction to Entrepreneurship, Entrepreneur – Enterprise, development of entrepreneurship, role of entrepreneur's in development of apparel and fashion industry, Qualities of good Entrepreneur, Characteristics of the Entrepreneur.

UNIT II

Entrepreneurial support by state, central financial institutions, organizations, Government policies with reference to textile and apparel industry, Self-employment and the labour market, Financial Analysis & Means of Financing.

UNIT III

6 M's of an Entrepreneurship- Management, Money, Manpower, Materials, Machines, & marketing, Factors influencing entrepreneurial development – Environment, Psychological, Socioeconomically, Legal, Business planning - Starting a new venture related to apparel industry, essentials of a successful centre, Formalities of opening a firm, the status of firm, individual proprietor/partnership/ Pvt. limited company & public Ltd Company.

UNIT IV

Location & plant layout- factors influencing plant location, building, structure, lighting, ventilation, material handling, availability of labour, material management and transportation, Plant layout, ergonomics safety & security to be considered while planning the layout, Cash flow statement.

TEXTBOOK:

1. Panda, ShibaCharan, Entrepreneurship Development, Anmol Publications

REFERENCE BOOKS:

1. SangramKeshariMohanti, Fundamentals & Entrepreneurship: 2009: PHI learning
2. Terry & Franklin, Principles of Management, AITBS, 2002
3. Vasanth Desai, The dynamics of entrepreneurial development & Management: 6th edition Himalaya publish house. 2009.

**SFFD308 AND GARMENT QUALITY ANALYSIS & ASSURANCE
CREDIT-3**

Course Objective:

- This course is intended to impart the knowledge of quality analysis and assurance and its importance in textile and apparel industry.
- To impart knowledge about the tests and standards set in the garment industry on which products are evaluated.

UNIT I

Introduction –Definition of quality, Quality control and its necessity , inspection and its importance – functions of inspection, systems of inspection, types of inspection –hundred percent inspection, sampling inspection & AQL standards, Quality assurance ,Difference between quality assurance and quality inspection.

UNIT II

Quality standards, statistical quality control– control charts, applications, sampling, importance, and use of sampling techniques. Total quality management, basic production systems – principles for choosing a production system, production control.

UNIT III

Understanding procedures in sampling and sample development, different stages of samples and their requirements from Proto to Shipment sample Proto, fit, size set, pre-production, TOP, sealer etc. Care labelling of apparel and textiles

UNIT IV

Textile Testing & Product Evaluation, Quality control for fabrics – different types of defects in fabrics – major and minor faults, Precision & Accuracy of Test Methods- Atmospheric conditions for testing, Strength properties of apparel, Fabric stretch properties, Dimensional changes in apparel due to laundering, Bow and skew ness, Soil and stain release testing, Abrasion resistance, Colour fastness, Testing of fusible interlinings.

TEXTBOOK:

1. Sara J.Kadolph, ‘Quality Assurance for textiles and apparel’, 1st edition, Fairchild Books, 1998
2. Pradip V Mehta, SatishK.Bharadwaj, ‘Managing quality in the apparel industry’, New Age International, 01-Jan-1998

REFERENCE BOOKS:

1. Grover E G and Hamby D. S “Handbook of Textile Testing and Quality Control”, Wiley Eastern Pvt. Ltd., New Delhi, 1969.
2. Kothari V. K. “Testing and Quality Management” Volume 1, IAFL Publications, New Delhi.

Course Objective:

- The students document all their presentable work done through all semesters and those that portray the student's areas of interest.
- To enable students develop a comprehensive portfolio showcasing their professional skills & work.

LIST OF EXPERIMENTS

1. Contents of portfolio, Different portfolio presentation skills and Material management.
2. Discussion with the student on the inspiration for Theme based Design collection. (Three themes per student).
3. Field work by students; collecting inspirations in terms of images, cuttings, videos, fabrics etc.
4. Presentation of the same to internal mentors. Finalize on one theme for final design collection.
5. Creation of design boards: Mood board, Story board, Client board, Illustration sheet, (Minimum of 6 ensembles), Flat specs, Color Boards, Swatch Card, Embellishment/print board, Trims/accessory board and cost sheet.
6. Clothing categories, styling, price and size ranges for men's wear, styling, price and size ranges for women's and styling, price and size ranges for kids wear.
7. One page case study on most influential designer/ Design house.

REFERENCE BOOKS:

Design your fashion portfolio by Steven faerm

Adobe Photoshop cc 2015 release by Andrew faulker & Conrad Chavez

1. Beverly J. Irby, The Principal Portfolio by Genevieve Brown ,by Verhelst, Wilbert
2. Linda Tain, Fairchild, Portfolio Presentation for Fashion Designers.
3. www.styleportfolios.com

Course Objective:

- This subject purely concentrates on developing a collection based on all the previous areas covered in fashion. This subject also aims at a thorough research on selected theme supported by a Design process to develop the whole range of clothing collection.
- To teach students about the conceptualization of design and to construct a collection.

LIST OF EXPERIMENTS

1. Research on the topic selected/ Selection of Themes of Collection
2. Selection of Mood board, story board, fabric development, design development & range development.
3. Making of toils (Muslin patterns) and the final product in the form of a design collection
4. Development of Different Surface Ornamentation (Dyeing, printing, embroidery, Fabric on fabric)
5. Knowledge of raw materials and processes that make up a fabric , Development of different types of fabrics
6. The students will develop the patterns of the range based on the creative pattern making
/ advance draping methods.
7. The students will construct the range based on the required Construction techniques.
8. Prepare Final Design Collection

Note- Showcase their collection through fashion show / exhibition (both).

REFERENCE BOOKS:

1. Design your fashion portfolio by steven faerm
2. Adobe photoshop cc 2015 release by Andrew faulker & Conrad Chavez

Course Objective:

This program aims to give knowledge about boutique start up plan & management

The course curriculum has been designed considering the needs and requirements of boutique design management.

Course Outcomes:

On completion of this course, the students will be able to

CO1: Be able to do fashion forecasting for markets, design process like picking a theme.

CO2: Creating a boutique design for the storefront, setting the right atmosphere, the right spacing, consider the checkout & product development.

CO3: Retail management & visual management of the merchandise with this understanding.

CO4: Be able to demonstrate ability to research, analyze, appraise and synthesize appropriate contextual information related to one's design collection.

CO5: Be able to identify and communicate clear aims and objectives related to the client and user requirements for the proposed design collection.

Catalogue Description

The course aims to prepare the students to be able to understand the domestic procedures followed in the apparel boutiques. The learners will be able to understand the domestic consumer requirements and provide solutions to them on a customized basis. The focus will be on making the students understand the technicalities involved in creating customized solutions for varied requirements.

Theory Content**UNIT I****10 lecture hours**

Introduction of boutique, Type of boutique Business, 4P's and the marketing Mix, Target market, Product development, sourcing and trading, fashion forecast, trend research, classic & fad, Current trend.

UNIT II**10 lecture hours**

Type of retail, Inventory, Ecommerce, visual Merchandising, Branding, Financial planning, Sales Techniques, Hiring Staff, Advertising, Social Media, Exhibition, Customers Service.

Textbook:

Balley Sarah, Baker Jonathan (2014). Visual Merchandising in Fashion. London:

Bloomsbury Publishing

Dunn Patrick, Lusch Robert, Griffith David A., (2002). Retailing. USA: Harcourt College Publishers

Levy Michael, Weitz Barton A., (1995). Retailing Management. US: Irwin Publishers

Reference Books:

Martin M. Pegler, “Visual Merchandising and Display”, 6th Edition.

Tony Morgan, “Visual Merchandising Window and In-store Displays for Retail”, Second Edition

Ellen Diamond “fashion retailing” 2nd edition.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination.
Examination Scheme:**

Components	Quiz	Assignment/ Presentation	Mid Term Exam	Attendance	End Term Exam
Weightage (%)	10	10	20	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Through this course student will learn, types, category, Principles of Event Management	PO1
CO2	Able to make an event plan covering theme, target audience and budget.	PO2,PO3
CO3	Role of an event coordinator - Administration, Design, Marketing, Operations	PO6,PO4
CO4	Describe the steps required for successfully staging the fashion event & Prepare templates for fashion show budgets and duty charts	PO5
CO5	Explain the process of marketing the event and mobilizing sponsor ships	PO7