K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION
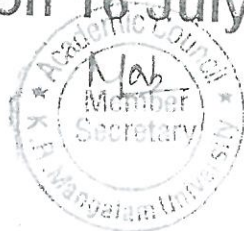
SCHOOL OF FASHION DESIGN
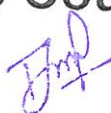# (SOFD)

BACHELOR OF ARTS-FASHION DESIGN
B.A FASHION DESIGN

Programme Code: 22

2019-22

Approved in the 20th Meeting of Academic Council
Held on 16 July 2019

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

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CONTENTS

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 inter-disciplinary 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 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 line 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 provides 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 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 for B.A. Fashion Design programme offered by SOFD is given in the following pages

For each course, the first line contains; Course Code, Tittle and Credits (C) of the course. This is followed by the course objectives, syllabus (Unit I to IV), Text Book and Reference Books.

THREE YEAR -B.A. FASHION DESIGN COURSE AT COURSE AT A GLANCE

	Sem. I	Sem. II	Sem. III	Sem. IV	Sem. V	Sem. VI	TOTAL
Courses	6	8	9	8	9	5	45
Credits	28	32	21	23	21	18	143

Scheme of Studies

B.A. Fashion Design Batch 2019-2022 (Scheme of Studies as per CBCS)									
ODD SEMESTER-I									
Year	S.No		Course Code	Course Title	L	T	S	P	C
First	1	CC	SFBF101A	Fibre to Fabric Studies	4	-	-	-	4
	2	CC	SFBF103A	Fundamental Ideas Of Design	5	-	-	-	5
	3	CC	SFBF105A	Fashion Model Drawing	-	-	-	4	4
	4	SEC	SFBF107A	Pattern Making-I	-	-	-	4	4
	5	SEC	SFBF109A	Fundamental of Surface Ornamentation	-	-	6	-	6
	6	AECC	SFEL101A	Communication Skills	5	-	-	-	5
TOTAL					14	0	6	8	28

			EVEN SEMESTER-II						
S.No		Course Code	Course Title	L	T	S	P	C
1	CC	SFBF102A	Historical Safari of Global Fashion	6	-	-	-	6
2	CC	SFBF104A	Sewing Techniques	4	-	-	-	4
3	CC	SFBF106A	Machine & Equipment of Garment Construction	3	-	-	-	3
4	SEC	SFBF108A	Pattern Making -II	-	-	-	4	4
5	SEC	SFBF110A	Fashion Art Illustration	-	-	-	4	4
6	CC	SFBF112A	Fashion Design Software -I	-	-	-	4	4
7	AECC	SFCH125A	Environmental Studies	3	-	-	-	3
8	OPE		Open Elective	4	-	-	-	4
			TOTAL	20	0	0	12	32

				ODD SEMESTER-III						
	1	CC	SFBF201A	Overview of Fashion & Apparel Industry	3	1	-	-	4
	2	CC	SFBF203A	Fabric Manufacturing: Woven & Knits	3	1	-	-	4
	3	AECC	SFDM301A	Disaster Management	3	-	-	-	3
	4	SEC	SFBF251A	Pattern Making-III	-	-	-	4	2
Second	5	SEC	SFBF253A	Summer Training-I	-	-	-	-	1
	6	SEC	SFBF255A	Garment Construction-I	-	-	-	4	2
	7	SEC	SFBF257A	Fashion Design Software -II	-	-	-	4	2
	8	CC	SFBF259A	Sketching-I	-	-	-	4	2
	9	MOOC		MOOC	-	-	-	-	1
				TOTAL	9	2	0	16	21

			EVEN SEMESTER IV					
1	CC	SFBF202A	Fashion Marketing and Merchandising	3	1	-	-	4
2	CC	SFBF204A	Import Export Management	3	-	-	-	3
3	CC	SFBF206A	Visual Merchandising	3	-	-	-	3
4	CC	SFBF208A	Textile Dyeing & Printing	3	-	-	-	3
5	SEC	SFBF250A	Pattern Grading	-	-	-	4	2
6	SEC	SFBF252A	Design Studies Project	-	-	2	6	4
7	SEC	SFBF254A	Garment Construction-II	-	-	-	4	2
8	SEC	SFBF256A	Sketching-II	-	-	-	4	2
		TOTAL		12	1	2	18	23

			ODD SEMESTER-V					
1	CC	SFBF301A	Fashion Forecasting	3	-	-	-	3
3	CC	SFBF303A	Fashion Communication	3	1	-	-	4
4	CC	SFBF305A	Quality Control In Apparel	3	-	-	-	3
2	SEC	SFBF351A	Traditional Indian Embroideries & Textiles	-	-	-	4	2
5	SEC	SFBF353A	Draping	-	-	-	4	2
6	SEC	SFBF355A	CAD in Apparel	-	-	-	4	2
7	SEC	SFBF357A	Craft Research & Design Project	-	-	2	6	4
8	SEC	SFBF359A	Summer Training -II	-	-	-	-	1
9	VAC	VAC111A	Fashion Event Management	2	-	-	-	-
		TOTAL		11	1	2	18	21

			EVEN SEMESTER VI					
1	CC	SFBF302A	Cultivating Fashion Entrepreneurship Skills	3	1	-	-	4
2	SEC	SFBF350A	Portfolio Development for Fashion	-	-	-	4	2
3	SEC	SFBF352A	Design Collection	-	-	5	10	10
4	VAC	VAC108A	Boutique Management	2	-	-	-	-
5	MOOC		MOOC	-	-	-	-	2
			TOTAL	5	1	5	14	18
Total Credits [C]								143

SFBF101A   **FIBRE TO FABRIC STUDIES**   **(CREDIT-4)**

Overview: This course will give the learner an opportunity to conceptualize the structure, property and end use of different types of yarns & fabrics and their correlations with garments. In this course the learner will understand the nature and property of different textile fibres, structural details of different types of yarns, their property and uses, especially for sewing threads, fabric structure details, different types of fabrics, their property and uses, fabric stitch ability, the influence of fabric on garment property.

Objectives and Expected Outcome: Fashion Designing students generally encounter difficulties in identifying the appropriate fabric for the selected design and costume that are essential element of any design making of a costume. In this course, Students will learn about the technical skills for identifying different types of fabrics and their formation by understanding of various physical and mechanical properties of fabrics that affect the making up process of a garment and its performance. Through such skill domain leaner can develop the skill of selection and use of yarn and fabric for the apparels as per end use, develop the concept of preparatory processes before the dyeing, printing & finishing stages. This Course will add to the technical knowledge of a learner that has been used during the selection of fabric for any garment.

This course will give an insight into the relationship between fabric properties and making up processes, the ability to apply these principles to minimize defects and improve productivity, ability to identify the cost of the fabric.

SFBF103A   FUNDAMENTAL IDEAS OF DESIGN   (CREDIT-5)

Overview: This course will give a detailed overview to the learner about understanding and usage of elements and principles of design for creating a good design as well as to develop visualization and communication idea. The course is an interesting mix of practical and theoretical projects that will encourage students to learn the concepts of visual merchandising in an interactive way. Students will familiarize with nature of fashion & fashion terminology, classification of fashion, fashion,of for fashion in our society, factors that affect fashion, elements & and principles of design like line,pe, form, Color, texture, emphases, rhythm, balance, harmony, proportion that are required in context of developing different tactic based design.

Objectives and Expected Outcome: Fashion design students will learn the language of the fashion industry & get ready for fashion industry environment through the knowledge of fashion terminologies. Through this course students will get familiar with basic elements & principles of design that are the essential components for creating new design. It provides a balanced mix of theory and practical knowledge tied up with practical situations based on fashion & apparel design industry. The study of this course will help to develop the concept of visualization, communication through the medium of flat sketch/drawing based on elements & principles of design.

Students will able to use different mediums and tools that are required for communicating design idea or blueprint of design, there by encouraging students to think, explore and create. Elements of design provide a baseline for designing a unique apparel design in terms of structure, function, and aesthetics. Students will learn how to identify fashion trends, how fashion moves, and how to create harmony in design.

This course will give an overview of the workings of the fashion industry. This course will create a relationship between the fashion industry & students enabling them to work in the fashion industry & express their views and thoughts through the sketch.

SFBF105A   FASHION MODEL DRAWING   (CREDIT-4)

Overview: This course will give detailed overview to understand the fundamental structure of a human body by beginning with figure drawing, emphasizing anatomical details. It will develop clarity & confidence in drawing of the Human body as a mode of visual communication in fashion. In this course the student will be familiarized with the fundamental structure of a human body by beginning with figure drawing, emphasizing anatomical details. Basic line & shading exercise, Stick figures & different body actions, basic female block figure, flashing figures that are required in context of developing different view of a fashion model figure poses.

Objectives and Expected Outcome: Main objective of this course is to create understanding about fundamental structure of a human body by beginning with figure drawing, emphasizing anatomical details. To draw figures with normal human proportion to get the actual knowledge of human scale. Fashion model drawing gives a physical view to our creative thoughts and design ideas, drawing is the first thing that gives full clarity to our ideas. Fashion model drawing develops the concept of visualization, communication through the medium of sketch/drawing based on the lines, shading & block figure techniques.

Through this course, the student can develop visual thinking and he/she can use knowledge of human anatomy for developing illustrations & develop skills for drawing fashion figures free- hand. The student will play with the postures and expressions of fashion figures and create his own style fashion model figure. Students can convert flat figure drawings to flesh fashion figures.

This course will give an overview, how fashion model drawing plays an important role in fashion industry. This course will help student to communicate his design philosophy through his own style of drawing skills. Student will understand the methodology of work as a fashion illustrator in fashion industry & express his own views, thoughts through the sketches.

SFBF107A   PATTERN MAKING-I   (CREDIT-4)

Overview: This course will impart an understanding to the learner to relate different body shapes to different patterns and understand points of control in each pattern to achieve desired fit. Pattern making is an art. It is the art of manipulating and shaping a flat piece of fabric to conform to one or more curves of the human figure. Pattern making is a bridge function between design and production. A sketch can be turned into a garment via a pattern that interprets the design as the garment components. A patternmaker typically makes a pattern from a flat sketch with measurements or a two-dimensional fashion illustration. The basic pattern is the very foundation upon which pattern making, fit and design are based. The basic pattern is the starting point for flat pattern designing. It is a simple pattern that fits the body with just enough ease for movement and comfort. Basic patterns usually consisting of the front and back bodice, front and back skirt, sleeve, and pant. Pattern blocks have been tested to have an impeccable fit. All new styles and patterns stem from the basic foundation. In other words, basic blocks are altered to create a variety of new styles.

Objectives and Expected Outcome: In this course the learner understands scientific way to manipulate patterns to achieve the desired style line. Pattern Making is the process to make template from which the parts of a garment are traced onto fabric before being cut out and assembled. Patterns are usually made of paper, and are sometimes made of sturdier materials like paperboard or cardboard if they need to be more robust to withstand repeated use. In this course, students will learn about the technical overview of fit related problems of kids and find out technical solution to covert the 2D material process to a 3D body. Through such skill domain students will enable to generate well-fitting patterns and manipulate them to achieve desired style line.

This Course will enable students to appreciate the critical areas and shapes in human form impacting the fit of the garment and give students opportunity to relate to the pattern Making Techniques undertaken to fit a 2D material to a 3D body.

SFBF109A   FUNDAMENTAL OF SURFACE ORNAMENTATION   (CREDIT-6)

Overview: "Surface Ornamentation" purely depends on the creativity of the designer. There are no limits for surface ornamentation. India is a country which has a rich culture, tradition, art, music,literature and sculpture; embroidery is no exception. Embroidery is the handicraft of decorating fabric or other materials with needle and thread or yarn. Embroidery may also incorporate other materials such as metal strips, pearls, beads, quills and sequins. An interesting characteristic of embroidery is that the basic techniques, or stitches, on surviving examples, of the earliest embroidery chain stitch, buttonhole or blanket stitch, running stitch, satin stitch and cross stitch remain the fundamental techniques of hand embroidery today. Dyeing Techniques, Tie-dye techniques the process of tie-dye, typically consists of, folding, twisting, pleating, or crumpling fabric followed by application of dye. There are different types of fabric manipulation techniques.

Objective and Expected Outcome: Objective of the course is to make students aware of Differenttypes Embroideries, dyeing & printing and other surface ornamentation part. After finishing the course, the students is able to understand the various processes of fabric manufacturing, Surface Ornamentation, Embroideries, dyeing & printing. Become aware and understand handcrafting techniques, materials and processes involved in enhancing the aesthetics of the garment. Surface ornamentation is a skill. It has been practiced in India since centuries. Every region in India is known for its own style of surface ornamentation. Embellishing was not limited to only fabrics;it was done on the surface of leather, wood, metal, glass, etc. With every generation devoted to the art of embellishment, it only got better. After studying this course the students will understand the scope for design intervention and innovation in using these techniques for creative and contemporary product development.

Learning surface ornamentation in a fashion design course can help the students to create exquisite designs. It is one of the best ways to express your love for art. The students will be able to develop skills to enhance the aesthetic value of any fabric through ornamentation.

SFEL101A   COMMUNICATION SKILLS   (CREDIT-5)

Overview: The world is shrinking into a global village and therefore, communication skills in English have emerged as a major means of empowerment and human resource development. Many professionals fail to make an impact on the global market as they lack the required communicative competence. The course will augment comprehension skills, enhance vocabulary, and enable to acquire impressive writing skills, assist correspondence with others effectively, aid in understanding the non-verbal cues and enrich skills in spoken English through a variety of teaching techniques. The course will be instrumental in acquiring proficiency both in spoken and oral language.

Objectives and Expected Outcomes: The course will help the learners to focus on communication activities in functional and situational contexts as well as enhance the four language skills of reading, writing, listening and speaking through real-life and professional situations. It will build confidence among the students and encourage them to speak fluently. Through practical learning and delivery, the learners will be able to identify their areas of strengths and weaknesses and improvise their personality and soft skills. The learners will be able to strengthen and broaden their communication skills through various insightful ways.

This learning program with its practice-based learning tasks will facilitate the learners to enhance their communication skills in a modern and globalized context, enhance their linguistic and communicative competence and hone their interpersonal skills.

SFBF102A   HISTORICAL SAFARI OF GLOBAL FASHION   (CREDIT-6)

Overview: Costume is the distinctive style of dress of an individual or group that reflects their class, gender, profession, ethnicity, nationality, activity. This course is all about history of fashion, costumes, makeup, footwear's that were worn in different era of Indian dynasties like: Pre-Historic Era, Vedic Period, Maurya and Sunga Period, Satvana period. Kushan period, Gupta period, Mughal and different era of British era like: Ancient Egypt, Ancient Greek, Ancient Rome, and Renaissance. Through this course student will understand the evolution, changes and developments in clothing in the Indian context as well as in British era. They will learn the other fields of arts along with the drawing, painting, calligraphy, architecture, and sculpture, effect of personal, political, sociological and religious factors behind each creation.

Objective and Expected Outcome: This course makes helps the students to see fashion design through the prism of history. But national costumes aren't just about history. They're also a living, evolving art form that can give one a glimpse into the culture of a country or group. Traditional clothing styles and national costumes aren't just a great source of inspiration or a way to learn about the world. A thorough knowledge of clothing culture could be your key to a fashion future. Costume designers for film and television are always working with new ideas. They might need to create a wardrobe that represents a certain character trait. Sometimes they'll be called to replicate the clothing of a historical period. Other times, they might find themselves imagining how to dress characters in the future, or in a fantasy land. Costume designers who work in ballet or opera also need to understand the complexities of movement, as the costumes will need to accommodate the performances of the dancers or singers.

This course will enable students to relate the features of historical costumes with the features of contemporary costumes. Be able to apply the knowledge of styles and special features of historical costumes for contemporary design development. Understand the cross-cultural contacts during various civilizations influencing the materials, styles and silhouettes of the people of that era.

Overview: This course will give the learner to conceptualize the structure and end use of different types of sewing machines, sewing machines attachments, seams and their applications and their correlations with garment construction. Student will acquire knowledge of various types of seams, seam finishes and hem finish etc. In this course the learner understands history & classification of sewing machines and their applications as well as advantages and disadvantages of each basic stitch, seams, sewing thread and its application in garment. Student will create samples of Basic stitches – Basting: Even basting, uneven basting, diagonal basting, hemming: Blind hemming, slip Hemming, Plain hemming, back stitch etc. Samples of Seams: Superimposed, Lapped, Bound, French, Flat & Fell, Edge Finishing, Decorative Seams. Seam finishes - Pinking, Turn & stitch, Turn & baste, Turn & hem, Over casting and Blanket stitch, Facing- Separate & Combined Facing, Binding, Piping. Placket- Continuous Placket, Zipper Placket, Pointed Placket, Shirt Placket. Fasteners placement on fabric - Overlap and under lap: Hooks & Eyes, Snaps, Zippers, Buttons, Velcro.

Objectives and Expected Outcome: This course prepares the students to acquire the knowledge and skills, regarding the operational use of industrial sewing machines, and its application. To understand the importance and necessity of various construction techniques for different fabrics, and to acquire the skills to apply those construction techniques for producing finished sample**.** It gives hands on experience of operating different sewing machines, sewing techniques like basic hand stitches, various seams that will require creating a different pattern as well as adding some technical design element in the product. Be able to identify different types of sewing defects and their possible solutions.

This course will give an overview about the utility of seams, gathers, pleats, tucks, etc. as used in garments both for construction and as design feature.

SFBF106A MACHINE & EQUIPMENT OF GARMENT CONSTRUCTION
(CREDIT-3)

Overview: This course will give the learner to conceptualize the structure and end use of different types of sewing machines, sewing machines attachments, Classification of Finishing Equipment and their application their correlations with garment mass production. The course is an interesting mix of practical and theoretical projects that will encourage students to learn the concepts of technical design in an interactive way. Students will be given a sound understanding on various areas of garment manufacturing unit; they will know the method of Marker making, Spreading, Cutting, Ticketing, Bundling, Sewing, Finishing, and Quality Checking in industry. They will understand feed Mechanisms importance of fusing, different types of resins, coating systems, coating methods, factors influencing the choice of fusible, fusing machine, feed system of fusing machine, and process parameters in fusing, washing methods, Stain removal methods, Packaging, types of packing.

Objectives and Expected Outcome: The course helps students to understand the stepwise process to be followed while developing a design collection and enabled them get sensitized to the use of production process to create designs at various levels of product development. as well screate an awareness what the types of garments machinery available in the industry, develop an understanding about the selection of the right machinery for production of the required garments, efficiency. It's gives a hands-on experience of Garment mass production process- Process flow of sewing department, Classification of Sewing Machines and their applications, factors influencing the choice of fusible, The purpose of pressing, Categories of pressing, Pressing Equipment and methods.

The course help students to understand the use of production process to create designs at various levels of product development.

Overview: This course will give the learner to relate female body shapes to patterns and understand control points of control in each pattern to achieve desired fit. In this course the learner understands scientific way of manipulating patterns to achieve the desired style line of female outfits. Through such skill domain students will be able to generate well-fitting patterns of creative, innovative designs and manipulate them to achieve desired style line of any outfit.

The course is aimed at preparing professionals in Pattern Making for women. After an approach to the basis of the measurement, allowances and darts in transfer, the student starts approaching the details such as: collars, sleeves, skirts, blouses, trousers, and dresses. Later, the focus moves to more complex garments like jackets and coats and gradually to studying traditional and innovative fabrics.

Objectives and Expected Outcome: In Fashion Design, Pattern Making is the process to make template from which the parts of a garment are traced onto fabric before being cut out and assembled. Patterns are usually made of paper, and are sometimes made of sturdier materials like paperboard or cardboard if they need to be more robust to withstand repeated use. In this course, students will learn about the technical overview of fit related problems and find out there technical solution to covert the 2D material process to a 3D body of females.

This Course will enable students to appreciate the critical areas and shapes in female body to form impacting the fit of the garment and give students to relate to the pattern making Techniques undertaken to fit a 2D material to a 3D body.

SFBF110A   **FASHION ART ILLUSTRATION**   **(CREDIT-4)**

Overview: Fashion Illustration is the art of communicating fashion ideas in a visual form that originates with illustration, drawing and painting, also known as Fashion sketching. It is used by fashion designers to brainstorm their ideas on to paper or computer, using digital software like Adobe Photoshop and Illustrator, which helps them to communicate easily with their team. Fashion sketching plays a major role in designing to preview and visualize designer's thoughts and make decisions before going to actual clothing to reduce any wastage. A designer starts with an inspiration and brainstorms ideas to rough sketches on sketchbook. These rough sketches are then transferred to croqui and rendered to a fashion sketch applying the texture, Color, pattern and details with the help of art materials.

Objective and Expected Outcome: To learn the different aspect of fashion illustration, To develop the skills of rendering different textures and colours to illustrate various fabric, To develop the skills of drawing garments and garment details, To understand the illustration of garments and accessories on fashion figures. Through this course student will know how to create clothing designs by hand. Drawings are usually the first things that Fashion Stylists and Fashion Buyers will look at in order to make decisions for their clients. To suit these purposes, the drawings must represent the clothing well, and be both marketable and visually appealing. To do fashion illustration job well, student must stay on top of current trends in the fashion world, staying current on style and knowledgeable on fabrics will be essential for a good fashion illustration.

After the study of this course the students will be able to develop the skills of illustration, and also be able to render colours and textures to illustrate various fabrics. The students will enable to illustrate various garments and garment details in fashion illustration like frills, neck lines, collars, pocket, cuffs etc. This course will also help the students to acquire the skills of draping garments on fashion figures, be able to accessorize fashion figures to illustrate a complete ensemble.

SFBF112A   FASHION DESIGN SOFTWARE –I   (CREDIT-4)

Overview: Photoshop is photo editing and graphic design software. Photoshop is the predominant photo editing and manipulation software on the market. Its use ranges from the full-featured editing of large batches of photos to creating intricate digital paintings and drawings that mimic those done by hand. This subject covers a lot of features which are commonly used by every designer to create some composites or any design or to make any illustrations or even just doing some simple retouching. Designers use Photoshop for different purpose such like photo editing, graphics designing, 3d designing, video editing. Students are going to cover some most common features like workspace, layers, smart objects, blend modes, selections techniques, filters and much more necessary features that every designer uses to work on Photoshop. Photoshop can do many things, and you are able to customize your own workflow in Photoshop.

Objective and Expected Outcome: Photoshop Basics will help to quickly make sense of the soft- ware and start improving students' photos and preparing images for design projects. Be able to integrate design skills with the technology of computer applications. Photoshop keeps the creative world moving with intuitive tools and easy to use templates. Adjust, crop, remove objects, retouch and repair old photos. Play with colour, effects and more to turn the ordinary into something extraordinary. Because through such skill domain students will enable to generate unique designs, pattern, they can manipulate the pattern to achieve desired style or look according to their project work. To familiarize the student with Photoshop which gives a fundamental knowledge about graphical logics in computer such as photo editing, vector images, portfolio setting, applied art and advertisement.

Through this course students are able to enhance the colors, add some contrast, or crop the image. They can design everything from posters to banners to beautiful websites, eye-catching logos to fashion magazines, edit videos, style retouch etc.

SFCH125A   **ENVIRONMENTAL STUDIES**   **(CREDIT-3)**

Overview: Everything that surrounds and affects living organisms is the environment. Environment includes all those things on which we are directly or indirectly dependent for our survival, whether it is living or biotic components like animals, plants or non-living or abiotic components like soil, air and water etc. It belongs to all, influences all and is important to all. Environmental Protection Act (1986) defined "Environment as the sum total of water, air and land, their interrelationship among themselves and with the human beings, other living organisms and materials." Environmental studies are important since it deals with the most mundane problems of life like hygienic living conditions, safe and clean drinking water, fresh air, healthy food and sustainable development.

The syllabus for Environmental Studies includes conventional classroom teaching as well as field work. In this course the teacher simply acts as a catalyst to infer what the student observes or discovers in his/her own environment. Involvement of students in project work is one of the most effective learning tools for environmental issues. This syllabus is beyond the scope of textbook textaching and also the realm of real learning by observing the surroundings. The content of this course provides an overview of the introduction to environment, concept of an ecosystem, various renewable and non-renewable resources, how are various biodiversity occur and different means to conserve these. This course also includes various types of pollution and environmental policies & practices related with environs. Finally, it also highlights the relationship of human population with environment. The course further integrates to project work such as visit to an area to document environmental assets river/ forest/ grassland/ hill/ mountain, visit to a local polluted site-Urban/Rural/Industrial/Agricultural, study of common plants, insects, birds, and study of simple ecosystems. These studies are as imperative as it forms a unique synergistic tool for comprehensive learning process. This will help students to recognize and appreciate how the technological advancement at global level, exponential growth of human population and their unlimited demands has put the environment at stake and has contaminated the environment worldwide.

Objective and expected Outcome: The main objective of the course is to create consciousness among the students with the idea about healthy and safe environment. This course is aimed to explain students that the rapid industrialization, crazy consumerism and over-exploitation of natural resources have resulted in degradation of earth at all levels. These changes need the discussion, concern and recognition at national and international level with respect to formulate protection acts and sustainable developments policies. It can be possible only if every citizen of the nation is environmentally educated and gets involved into this matter at the grass root level to mitigate pollution.

After studying the course, the learners will be able to comprehend and become responsive regarding environmental issues. They will acquire the techniques to protect our mother earth, as without a clean, healthy, aesthetically beautiful, safe and secure environment no specie can survive and sustain. This is the only inheritance which every genera of specie passes to their future generation.

SFBF201A   OVERVIEW OF FASHION INDUSTRY-I   (CREDIT-4)

Overview: This course will familiarize students with Overview of global & Indian fashion Industry, structure of apparel industry with trends, scope and prospects**.** The fashion industry operates on four levels: the production of raw materials, principally Fiber and textiles but also leather and fur; the production of fashion goods by designers, manufacturers, contractors, and others; retail sales; and various forms of advertising and promotion. These levels consist of many separate but interdependent sectors, all of which are devoted to the goal of satisfying consumer demand for apparel under conditions that enables participants in the industry to operate at a profit.

Through this course students will be familiarized with the terminology used in fashion ind industry, how the fashion product life cycle moves, fashion trends and fashion ptance how how the virtual fashion industry moves at present times. In this course the learner understands the global prospective of fashion ind industry, the classification of fashion, factors affecting fashion change.

Objective and Expected Outcome: This course will develop an understanding about factors influencing fashion trends such as socio-cultural environment, economic conditions, technological advancement, political scenario, religious views as well as film and media. As well as give information on how fashion forecast is done, how it's used by designers, tools that are used for fashion promotion and communication like trade fairs, fashion shows etc.To develop an understanding of global & Indian fashion Industry and role of merchandisers in the fashion industry. To learn technical skills, terminology for working in virtual fashion world.To understand the importance of fashion forecasting in fashion and the visual merchandising process.

This course prepares professionals for the garment industry to develop competencies in fashion theory and marketing of fashion goods.

SFBF203A   **Fabric Manufacturing: Woven & Knits**   **(CREDIT-4)**

Overview: The course offers students full-fledged technical know-how of woven and knitted, non-woven textiles focusing on different techniques of weaving and knitting to create various textile surfaces and fabrics. Students will be given a sound understanding on various areas of weaving and knitting, including a detailed learning of various terminology used for weaving & and knitting, technical know-how of the machinery, formation of fabrics/surfaces using various types of weaves for woven and different loop formations for knitting. Both creative and theoretical training will enable students to experiment with new surfaces using different fabric formation techniques.

Objectives and Expected outcomes: The course imparts knowledge to students on fabric formation, its properties and classification on fabric formation and machines used in the industry for the same. Understanding the term textiles in context of weaving and knitting, developing skills to visualize, create and develop textile surfaces.

Hands on experience along with creative teaching strategies will help students to discover a new perspective towards creating surfaces used for textiles. Students will learn both conventional and non-conventional methods and techniques to explore woven and knitted techniques. The course focuses on in depth study of functioning of machinery, terminology, woven and knitted structures formation and various technical classifications of knitted and woven patterns. Exposure to manufacturing of non-woven fabrics & their applications.

On successful completion of the course students will gain expertise in the area of weaving and knitting. Student will be ready to place themselves as Textile surface designers in the industry.

SFDM301A　　　　　　　**Disaster Management**　　　　　　　**(Credit 3)**

Course Objective:
- 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 framework 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.

SFBF251A　　　　　　　　　**PatternMakingI-III**　　　　　　　　**(Credit 2)**

Overview: This course will give the learner to relate male body shapes to patterns and understand control points of control in each pattern to achieving desired fit. In this course the learner understands scientific way to manipulating patterns to achieve the desired style line of male outfits. Because through such skill domain students will enable to generate well-fitting patterns of creative & innovative designs and manipulate them to achieve desired style line of any outfit.

Objectives and Expected Outcome: In Fashion Design, Pattern Making is the process to make template from which the parts of a garment are traced onto fabric before being cut out and assembled. Patterns are usually made of paper, and are sometimes made of sturdier materials like paperboard or cardboard if they need to be more robust to withstand repeated use. In this course, students will learn about the technical overview of fit related problems and find out there technical solution to covert the 2D material process to a 3D body of males.

This Course will enable students to appreciate the critical areas and shapes in male body to form impacting the fit of the garment and give students to relate to the pattern making Techniques undertaken to fit a 2D material to a 3D body, Prepare professionals for the profile of production management, merchandisers, and quality auditors, technicians.

SFBF253A   **Summer Training –I**   **(Credit 1)**

Course Objective:
To gain practical knowledge of various department workflow in apparel and textile l 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 ongoing activities of the organization 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.

SFBF255A   **GARMENT CONSTRUCTION –I**   **(Credit 2)**

Overview: This course will give detailed overview to the learner about understanding and usage of different finishing skills that are required to finish different components of a garment, develop skill of handling various fabrics for garment construction. The course is an interesting mix of practical and theoretical projects that will encourage students to learn the concepts of technical design in an interactive way. Students will be given a sound understanding on various areas of garment construction like seams finishes, facing, collars, necklines, sleeves & fasteners placement in kid's wear that will be conducted through various creative assignments and projects. It's gives a hands on experience of operating different sewing machines, various seams that will require to create a different pattern as well as add some technical design element in garment. To impart skill of finishing different components of a garment as well as construction techniques for various kids wear garments.

Objectives and Expected Outcome: The objective of the course is to imparts knowledge to students on fabric formation, its properties and classification of different seams, gathers, pleats, necklines, facing, sleeves that are used in garment construction. Understanding the term garment construction in context of sample designing skills to visualize, create and develop. After a successful completion of the course, students will be able to acquire basic understanding & skills of garment construction, enabling them to use various tools and techniques for design developments, integrating design skills with the help of sewing machine applications.

This course is an important asset for students to be able to design and construct garments for kid's wear as well as to understand how to calculate fabric material required for construction of garments.

SFBF257A **FASHION DESIGN SOFTWARE –II** **(Credit 2)**

Overview: This course will give detailed overview to the learner about understanding the basics of Internet and its usage in day to day projects using computers as a tool, with core focus on design software's mainly Corel draw and Adobe Photoshop that enables learner to create professional design eccentric presentations. The course focuses on the in depth learning of design software's, enabling learner to understand and explore various terminology and tools of the software to design, create and innovate patterns, textures, graphics, mood boards, theme boards and presentations as a design professional.

Objectives and Expected Outcome: Students will acquire a sound knowledge of various design software's like Corel draw and Photoshop, a powerful tool that offers a wide scope to conceptualize, design and create graphics, prints, patterns, textures etc. for various design led projects using computers as a medium. Hands on experience with the software and related design assignments, offers a wide scope to the learner to implement creative ideas in various permutations and combinations, bringing creative ideas into a realistic approach and outcome.

After a successful completion of the course, students will be able to acquire basic understanding & skills of vector graphics software, enabling them to use various tools and techniques for design developments, integrating design skills with the technology of computer applications. The course is an important asset for the designers to come at par with the modern technology.

SFBF259A **SKETCHING-I** **(Credit 2)**

Overview: Sketches can be easily created using pen and paper or a whiteboard. Using something permanent like a pen or marker is best. The idea is to keep your sketches fast rough & dirty. This helps you worry less on design aesthetics and focus more on rapid formulation of ideas. Students will also acquire the skill for drawing with accurate proportions and other aesthetic details of Body of a Fashion figure. In this course the learner understands technical way to drawing still life object according to one eye view, 2 eye view as well as student will understand how to use these techniques in design to achieve the desired style outfit. This subject will also provide the skills to draw different hair styles with a practice of Facial details.

Objectives and Expected Outcome: In Fashion Design, Sketches help to convey ideas, demonstrate functionality, visualize user flow, and illustrate anything that requires human interaction. Sketching helps you extract numerous ideas out quickly before you enter into a graphics editor to start designing the look and feel. Sketching ideas are the first steps in the design process and something every designer should do. Be able to establish cognitive skills as demonstrated by the ability to distinguish between "seeing" and "looking" as well as develop observation skills through various techniques of drawings using different material to express ideas. Through such skill domain students will enable to generate

different 2 D & 3D design by using different point prospective view for creative & innovative designs and help them to achieve desired stylized fashion figure pose as well as to communicate his design ideas in a better way. Student will gain the knowledge of drawing the technicalities & details of various Fashion elements with the correct fashion Terminologies.

This Course will enable students to work on different ideas of styling techniques, able to illustrate various garments and garment details in fashion illustration like frills, neck lines, collars, pocket, cuffs based on different material to express his design ideas.

SFBF202A   **Fashion Marketing and Merchandising**   **(Credit 4)**

Overview: This course will familiarize students with a broad range of competencies suitable for employment in fashion industry. The fashion industry requires a deep and intensive knowledge of fashion products, management pedagogy, business skills and e-commerce. Fashion Marketing focuses on an in-depth exploration of fashion marketing, fashion brand management, and business knowledge, while also developing an understanding of creative thinking practices*.* In addition it also develops essential knowledge on industry management specific to fashion - strategic innovation and technology, product sourcing and supply chain management issues. The course will enable students to either be independent entrepreneurs or be employable in the business of fashion and lifestyle. Examination of the main areas related to issues within fashion, creative management and marketing, Study of customer, communication and promotion, Study of project management, planning and innovating fashion strategy. Planning to succeed and innovating fashion strategy will be covered in this course.

Objective and Expected Outcome: This course provides inside knowledge of industry strategies and cultures on a global basis combined with a strong grounding in key business skills including: finance; risk; leadership; organizational and change management; strategy; marketing and entrepreneurship. Students will be exposed to the fashion business industry by means of various domestic industry trips within the country. The students will develop an understanding of fashion merchandising, its scope and the role of merchandisers in the fashion industry. Understand theimportance of visual merchandising as a tool for effective retailing. Be able to develop competencies in theory and marketing of fashion goods. Understand the basics of fashion promotion and needto study consumer behaviour and differentiate between organizational buying behaviour and consumer buying behaviour.

This course transforms students into trained professionals who later play the roles of buyers, merchandisers, retailers, category managers, and retail operation managers, store managers, visual display experts, brand managers, customer care executives and image promoters.

SFBF204A **Import Export Management** **(Credit 3)**

Overview: This course will give a detailed and systematic overview to the learner about of the various Import and export methodologies, policies, procedures and importance of marketing and merchandising in Apparel Industry. The course will cover in depth study to understand the concept of export & import, the complete process, various policies and tools that are being practiced in the trade and new ones introduced, in context to Apparel Industry. Importance of merchandising and marketing for export & import will give an additional edge to the students to understand the concept thoroughly. This subject will help students to identify and creating fashion trends to sell the products created by fashion designers. Drawing on their knowledge of consumer psychology and trends, they promote fashion with advertising and visual marketing campaigns. The fashion merchandising field includes jobs in both retail and wholesale sales.

Objectives and Expected outcomes: The objective of the course is to understand the concept of export marketing and import procedure in Apparel Industry, providing in-depth knowledge of various export and import activities, documentation required, focusing on various measures and policies for a better understanding and monitoring of export/import orders. The course will also focuses on the marketing and merchandising aspects with detailed understanding of sourcing structures, emphasizing on the role of fashion buyers in Apparel Industry. On a successful completion of the course, students will have clarity on the concept of export/import practiced in the Industry with complete technical know-how required to handle the various challenges efficiently.

The course forms the foundation for the student who aspires to start their own venture in future. Interactive teaching methodologies will be practiced to impart in depth understanding of the concept, process and documentation in a more creative and interactive way.

This course prepares professionals for the garment industry to pursue careers as merchandisers, sampling coordinators, quality controllers and sourcing agent.

SFBF206A   **VISUAL MERCHANDISNG**   **(Credit 3)**

Overview: Visual Merchandising is the specific art of displaying fashion merchandise in a manner that appeals to a potential customer. The course aims to impart cutting-edge knowledge about the fast-growing field of Visual Merchandising. The course covers various aspects of Visual merchandising, in relation to design principles and theories, required to form a sound understanding of the topic. Emphasis on Color schemes, importance of display, planning of layouts for a retail space etc. will be conducted through various creative assignments and projects. The course is an interesting mix of practical and theoretical projects that will encourage students to learn the concepts of visual merchandising in an interactive way. The program emphasizes on practical workshops, inputs from industry stalwarts and offers an open and free thinking environment. Visual merchandiser work includes planning and installing in-store promotions, consulting on new fixtures and installations, and window design and dressing.

Objectives and Expected outcomes: The course aims to impart core understanding of Visual Merchandising from creative and theoretical aspects. Understand the key Visual Merchandising techniques and how these can be implemented across the sales floor to assist with sales, and increase profits, basic promotion and advertising including various media for retail advertising (newspaper, radio, direct mail) and the design, layout, and production of ads and promotional point of purchase material as well as importance of carrying out regular customer flow exercises and how these can assist you in understanding if your current store layout is working for your customer. The learner will understand the sales potential in terms of the right display on shop windows, signboards, interiors and other promotional drives. The course covers a gamut of areas from Color, proportion, balance, rhythm to 2d & 3d visualization in context to retail spaces with aim to fine tune creativity and design aesthetics, to meet day to day challenges as a visual merchandiser.

After completion of the course, student can work in various areas like visual merchandising, window styling, store planning, merchandising presentation and point of purchase designing.

SFBF208A   **TEXTILE DYEING & PRINTING**   **(Credit 3)**

Overview: The course focuses on the process and stages involved in dyeing and printing of the fabric in Industrial scenario. Dyeing and printing are processes employed in the conversion of raw textile fibers into finished goods that add much to the appearance of textile fabrics. All kinds of Fiber, yarn, fabric are dyed by applying dyeing application. Dye used depends on the type of material and the specific requirements to be met. Textile dyes include acid dyes, used mainly for dyeing wool, silk   and nylon; and direct dyes, which have a strong affinity for cellulose fibers. Mordant dyes require the addition of chemical substances, such as salts, to give them an affinity for the material being dyed.

Printing is a process of decorating textile fabrics by application of pigments, dyes, or other related materials in the form of patterns. The four main methods of textile printing are block, roller, screen, and heat transfer printing. In each of these methods, the application of the colour, usually as a thickened paste, is followed by fixation, usually by steaming or heating, and then removal of excess colour by washing. Printing styles are classified as direct, discharge, or resist.

Objective and Expected Outcome: The course emphasize on the process of fabric dyeing and printing used in the textile and fashion Industry. Pre and post fabric dyeing process as well as various types of printing techniques with interactive sessions and demonstrations students develop technical know-how on the topic. Students will learn from conventional/unconventional to traditional/modern ways of printing and dyeing of fabrics with hand on experience and Industry visits will make this course an interactive learning session. To provide comprehensive knowledge about the concepts of dyeing and printing of textiles and Enable the students to design and create dyed and printed material. The course aims to offer in depth knowledge on traditional and modern ways of dyeing and printing of fabrics which forms the core of their learning as a Fashion designer.

After completion of the course, Students will acquire a thorough understanding of textile dyeing and printing.

SFBF250A **PATTERN GRADING** **(Credit 2)**

Overview: The course focuses on the process and stages involved in pattern grading, a student learns how to size up or size down a good pattern. Grading also helps in adapting the size of a pattern to a person's changing body size. There are three basic methods of grading: cut and spread, pattern shifting, and computer grading. In the slash & spread method, the area of the pattern, which needs to be resized, is cut horizontally and vertically, spread out to the new garment size before redrawing the new pattern. This is known as grading up. While grading down, the cut-out pieces are overlapped, and not spread.

In the shift method, Pattern shifting is the process of increasing the overall dimensions of a pattern by moving it a measured distance up and down and left and right, (using a specially designed ruler) and redrawing the outline, to produce the same results as the cut-and-spread method.

In computer grading method, Software's like CAD for computer grading makes the whole process easier. It perfectly handles pattern making, sizing and fabric shrinkage calculations. Pattern Grading is the process whereby patterns of different sizes are produced from the original master pattern. This process can be performed manually or automatically by a computerized system. Patterns are graded according to size charts which present the sizes and the average measurements of the population group for which the garments are intended.

Objectives and Expected outcomes: Pattern grading is necessary for a fashion student to learn how to make garments for a fashion line which can be dress by people of different body types. Be able to gain technical versatility combined with a practical understanding of accurate sizing and maintenance of design proportions. Be able to explore the dynamics of fashion for domestic and overseas size ranges.

However, it's worth learning if you are planning on designing and creating your own clothing line to sell.

SFBF252A   **DESIGN STUDIES PROJECT**   **(Credit 4)**

Overview: This course will give detailed overview to the learner about the stepwise process to be followed while developing a design collection and make them sensitized to the use of design process to create designs at various levels of product development.

Fashion design student will learn about a complete design process, an important tool used for creating a design collection. As a future design professional, they will be exposed to various research methodologies for a theme-based design process. From working on an inspiration to conceptualization to ideation, all these tools will be clubbed together to create a complete fashion collection which will enhances their creativity in the form of theme boards, mood boards, fabric selections, surface techniques explorations, silhouettes designing etc.

Objectives and Expected Outcome: The course helps students to understand the stepwise process to be followed while developing a design collection and enabled they get sensitized to the use of design process to create designs at various levels of product development. Students will learn to create theme board, colour palette, story board etc. from a design inspiration and how to develop product using the design process. It also focuses on understanding the importance of the documentation and presentation of a design project.

Students will be able to research, analyse and use collected data for ideation and concept development. To interpret and use mood boards, theme boards, colour palettes or story boards to create designs based on a particular theme. Students will understand importance of presentation and display required for any particular product

This program aims to prepare candidates aspiring to enter the Apparel or Fashion Industry. The course curriculum has been designed keeping in mind the needs of the fashion Industry as well as the markets and manufacturing capabilities in and around fashion industry.

SFBF254A   **GARMENT CONSTRUCTION-II**   **(Credit 2)**

Overview: This course will give more advanced detailed overview to the learner about understanding and usage of different finishing skills that are required to finish different components of a garment. Students will develop construction samples to support their own signature collection. The course is totally based on practical projects that will encourage students to learn the concepts of technical design in an interactive way. Students will get more advance understanding of garment construction like seams finishes, facing, collars, and necklines, sleeves & fasteners placement in kid's wear & women's wear that will be conducted through various creative practical projects. It's gives a hands-on experience of operating different sewing machines, various seams that will require to create a different pattern as well as add some technical design element in garment. To impart skill of develop construction samples to support their own signature collection.

Objectives and Expected Outcome: The objective of the course is to imparts knowledge to students on fabric formation, its properties and classification of different seams, gathers, pleats, necklines, facing, sleeves that are used in garment construction. Understanding the term garment construction in context of sample designing skills to visualize, create and develop. After a successful completion of the course, students will be able to acquire basic understanding & skills of garment construction, enabling them to use various tools and techniques for design developments, integrating design skills with the help of sewing machine applications.

The program prepares professional to work in garment apparel industry with an ability to integrate the latest technology, in the work environment. The candidates completing this course can work as assistant to mid-level managers and supervisors.

SFBF256A   **SKETCHING-II**   **(Credit 2)**

Overview: This course will give detailed overview to understand the fundamental structure that are used To develop the ability to work on designs through various stages from preparation of basic designs to a complete designer look with all the garment details like embroidery, prints etc. To be able to render different fabric features like prints, woven textures and embellishments both 2D and 3D in the sketches, in this course the learner understands technical way of design process through mood board, colour board, fabric board, range plan sketches and specification drawings for production and industry. Because through such skill domain student is enable to understand the 2D and 3D rendering of embellishments like embroidery, beadwork, zardozi, princess line, dart, gathers, pleats etc. As well as to learn to read, interpret and prepare design sheets for manufacturing.

Objectives and Expected Outcome: Through this course student will understand more advance sketching that will help them to convey the look of the garment and style features to the production team as well as to be able to create the variations / options in overall design. Student will gain the knowledge of drawing the technicalities & details of various Fashion elements with the correct fashion Terminologies. To be able to provide options in terms of color combinations and color ways, render different fabric features like prints, woven textures and embellishments both 2d and 3d in the sketches.

This course will enable students to work as a assistant fashion designer by using different design conceptualization like theme board, mood board, story board, trims & swatch board, design development sheets etc. that all are required for creating a unique design collection.

SFBF301A   **FASHION FORECASTING**   **(Credit 3)**

Overview: The course aims to introduce various tools and methodologies to predict and understand various fashion trends in advance to meet market demands. The course emphasizes the importance of researching analyzing fashion trends accurately and efficiently.

Fashion Trend Forecasting looks at four key areas. Research: the analysis of data and phenomena. Link: the personal associations, inspirations and moods. Concept: the formulation of trends counter-trends and sub-trends. Release: the application to product development and communication purposes with presentation materials. Fashion forecasting offers a holistic view of fashion Industry and offers wide area of learning within fashion domain. Through creative and interactive sessions students will be introduced to the concept of fashion forecasting and their role as fashion forecaster. The importance of research in trends forecasting will be given prime importance with maximum exposure to research and publications by forecasting agencies, market surveys etc. will help them implement their learning in a more constructive way.

Objectives and Expected outcomes: The course aims to understand the forecasting techniques to determine market demands; enabling students to make use of the forecast to design collections by acquire the skills in research process in forecasting. Student will incorporate strategic decision making in recognizing the patterns, cycles and dissemination of information, investigation will determine a framework to specifically apply creative and analytical skills in the trend forecasting process. Critically analyze, synthesize and reflect on complex theories and recent developments, both local and international, at a micro and macro level, to extend and challenge knowledge and practice in fashion entrepreneurship. Implement research methodologies and methods to design and execute substantial applied and research projects, evaluate the outcomes and contribute to the fashion and textiles profession and the field of knowledge in fashion entrepreneurship. Verify and apply appropriate research methodologies to recognize and analyze alternative sources for identifying global trends. Investigate emerging global issues and strategically respond to their impact in the fashion industry.

This course offers vast learning opportunities covering all the aspects of fashion right from predicting future trends, to product development and placing the right product on the shelves. Through this course Students will come out to be an expert in analyzing trends for fashion Industry.

SFBF351A   TRADITIONAL INDIAN EMBROIDERIES & TEXTILE   (Credit 2)

Overview: India is a country which has a rich culture, tradition, art, music, literature and sculpture; embroidery is no exception. Important examples of embroidery in India are: Kantha, Kasuti, Phulkari, Chikankari, and Kashida to name a few. Today apparel industry holds the pride of being one of the fastest growing industries both domestically and internationally. Common techniques of embellishment used in Indian textiles as value addition are: Applique, Embroidery, done either by machinery or hand, Quilting, Patch work, contrast fabric, Fringe, Smocking, Beads and Sequins, Printing and Dyeing methods.

Embroidery is the Indian handicraft of decorating fabric or other materials with needle and thread or yarn. Dyeing and Printing Techniques Tie-dye, is a modern term, coined in the ancient, resist-dyeing techniques, and for the products of these processes. The process of tie-dye typically consists of, folding, twisting, pleating, followed by application of dye. Surface ornamentation adds immense beauty and enhances the look of a garment. The main idea of fabric decoration is to add an element of interest. The most common materials used for surface ornamentation are mirrors, beads, sequins, threads, wires, buttons, etc.

Objective and Expected Outcome: Objective of the course to familiarize students with various techniques of surface decoration and ornamentation. Understand the scope for design intervention and innovation in using these techniques for creative and contemporary product development. Be able to develop skills to enhance the aesthetic value of any fabric through ornamentation and enhance the creative skills in developing new designs based on the traditional design range.

Through this course student will appreciate traditional textiles of India via their material, colours, texture and motifs, Indian traditional crafts/garments and accessories. Understand the importance of textile crafts with the historical perspective, the impact of modernization and their contemporary status.

SFBF303   **FASHION COMMUNICATION**   **(Credit 4)**

Overview: The students after studying this course will be able to develop career in fashion industry as fashion journalist in print, digital or television media. By the end of the course, the student will be able to visualize and can enhance their creativity through it. This course is designed to encompass knowledge of fashion communication through the methods of PR, Advertising, Fashion photography and Event management etc. Photography is used in different beats of journalism to enhance the impact of the news and by the help of this course; students can use this tool to show their creativity.

Objectives and Expected Outcomes: Fashion journalism involves all aspects of published fashion media, including fashion writers, fashion critics, and fashion reporters. This can be fashion features in magazines and newspapers, and may also include books about fashion, fashion related reports on television and online fashion magazines, websites, and fashion blogs.. Students in this course will learn how to maintain public relation, How to do brand positioning and brand building of the products and the company will be done. Students will also learn to design exhibitions and events for the particular brand.

Fashion students will acquire the knowledge of basics parts of a professional camera, rules of composition of frames in photography, camera shots and camera angles to represent their idea in an effective manner. Fashion students should know how to deal with fashion shoots and professional models. A good picture can only be captured in an appropriate amount of light, students have to learn different lighting source and so that they can use it according to their needs in photography. Students will learn different types of lighting such as one point, two point and three point lighting in this course. In fashion journalism these students will learn the impact and role of a good photograph and how to do the post production of these images to achieve the right perspective.

Through this course students will learn about various editing techniques and the software's for that purpose and how to make a photograph more presentable.

SFBF305A   **QUALITY CONTROL IN APPAREL**   **(Credit 3)**

Overview: This course is to provide an introduction to the fundamental concepts and techniques of quality control and how to apply them in apparel industry. The course also provides an understanding of the principles and techniques of production management how to apply them in the apparel industry. Quality refers to the performance features of a product. Such features are decisive regarding product performance and product satisfaction. Quality assurance refers to the assurance to customers that the product, parts, components and tools contain specified characteristics and is fit for the intended use. The main objectives of quality control are: to identify and mark fabric faults on the fabric, to decide to cut the fabric lot or not, to increase productivity of the cutting department. Quality first products require quality piece goods.

Some inspection guidelines like the fabric store should always inspect the fabric as soon as it reaches the facility; Always store the fabric in a clean, moisture free environment. As soon as the fabric arrives, a swatch should be submitted to a laboratory, to check the fabric for adherence to fabric performance standards that is required. Many companies prefer to undertake fabric checking while spreading, though at ABC Garments, the fabric is checked beforehand as a separate operation. This is because, while spreading, a spreader is concerned primarily with spreading the fabric and not to inspect the quality of the fabric.

Objectives and Expected Outcomes: To familiarize students about the importance of quality in today's world in general and apparel industry in specific and its relevance to apparel production and merchandising. Student has also learnt about quality assurance for raw materials, spreading and cutting, sewing, finishing and packing. You have also been given an overview of inspection standards and guidelines for various stages of manufacturing apparel. Define and apply concept of quality and its management philosophies, Learn various standards, specifications and testing protocols involved in apparel industry. Develop in depth knowledge and application of various techniques and approaches for achieving quality in manufacturing industry. Understand the importance of quality in various processes and departments of garment manufacturing units.

The program aims to prepare candidates aspiring to enter the Apparel or Fashion Industry & Interpret the role of Production Management & Quality analyst in apparel manufacturing processes.

SFBF353A   **DRAPING**   **(Credit 2)**

Overview: The course focuses on the process and stages involved in Draping. Draping for fashion design is the process of positioning and pinning fabric on a dress form to develop the structure of a garment design. A garment can be draped using a design sketch as a basis, or a fashion designer can play with the way fabric falls to create new designs at the start of the apparel design process. After draping, the fabric is removed from the dress form and used to create the sewing pattern for the garment. Fashion designers drape garments in sections i.e.: front bodice, back bodice, front skirt, back skirt etc. and only the right side of the garment (when worn) is draped, unless the apparel design is asymmetrical. In draping process, Pieces of muslin are cut and prepared. This includes measuring, tearing, blocking, pressing, and marking grain lines and other important reference lines. The fabric is pinned to the dress form and positioned to form various darts, tucks, gathers, etc., which give shape and fit to the garment. Once the desired design is achieved, the muslin is marked while still on the dress form to indicate where the seam lines, darts, etc. are located on the fabric. When marking is finished, the muslin is removed from the dress form and laid flat on a table for "truing". Once truing is complete, seam lines are added and excess material is cut away. The muslin is then pinned together (with all darts pinned) and placed back onto the dress form to check for fit accuracy and to drape any additional parts of the garment.

Objectives and Expected outcomes: Fashion draping is an important part of fashion design. Student can experiment with fabric, and decide where to place darts, tucks, and other design elements. Playing with the way fabric folds and hangs on the body is a fun way to create new designs. Draping is a key skill which allows apparel designers to understand what creates a great fit and how to achieve it. While draping for apparel design may seem like a daunting and tedious approach to creating patterns, it's actually one of the more creative parts of the fashion design process.

The course enable students to create their designs on a three dimensional form using draping method.

SFBF355A　　　　　　　**CAD IN APPAREL**　　　　　　　**(Credit 2)**

Overview: This course will give detailed overview to the learner about understanding the application of computer aided design in area of pattern making and grading. The course also offers a study of various software's used in textile and fashion industry in sync with the current Industry trends and requirements.

An in-depth study of various design software's for fashion and textile, offers students with an opportunity to learn and implement their understanding into various design projects in a more efficient ways. From designing textile prints, patterns, weaves, stripes, checks etc. to more focused areas like pattern making and grading, students will learn various software's that enables them to perform various design task in a more creative and technology savvy methods.

Objectives and Expected Outcome: Students will acquire skills in computer aided pattern making and grading with a thorough introduction to the various Apparel/ Textile designing concepts using Computer Aided Design applications. The course will offer an opportunity to the students to learn more advanced Textile and Apparel software packages like Tuka CAD, Lectra systems etc. that are significantly used in the Industry.

The course is a complete package for fashion design students as it covers all the aspects related to fashion. From making surfaces to creating creative garment patterns, the course offers students an expertise in different areas of fashion design, making them ready as future design professionals for the Industry.

SFBF357A   CRAFT RESEARCH & DESIGN PROJECT   (Credit 4)

Overview: India has a rich heritage of traditional crafts. This course will give detailed overview to the learners about various traditional Indian crafts that are practiced across the country, with in depth focus on understanding the craft, the crafts community, design process and manufacturing of handmade products. This course focuses on field, hands on experience of the craft clusters from conception to creation of handmade products. They will be exposed to real life work place with master craftsman with an aim to learn the technicalities and design process of a selected craft. The knowledge gathered from on field research and practical, will be channelized in creation of a design collection using the learnt craft techniques.

Objectives and Expected Outcome: The course focuses on gaining knowledge about the Indian Crafts and Clusters across different regions of India with a detailed research and study of the crafts community, design process, raw materials and supply chain. It also pushes students to study the current scenario of craft and the challenges faced by artisans in day to day life. Using acquired skills and knowledge, students will design and develop collections that will further enhance their learning. Student will understand and appreciate traditional crafting techniques and emerging alternatives due to market forces and influence of technology as well as explore design diversification without losing the essence of the craft.

This course creates craft appreciation among students, appreciation for handmade products, polishes their skills and makes them ready to explore the untapped resources and unmatched potential in craft sector.

SFBF359A   **SUMMER TRAINING-II**   **(Credit 1)**

Course Objective:
- To gain practical knowledge of various department workflow in apparel and textile l 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 ongoing activities of the organization 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.

VAC111A   **FASHION EVENT MANAGEMENT**   **(Credit 0)**

Course Objectives:
- To create an understanding of the different types of fashion events and the planning. Required for their successful organization. To familiarize the students with the various practical steps involved in the organization of Fashion events and their proper coordination. To develop practical knowledge of the administrative, designing, planning, marketing, Operational and risk management aspects of fashion events through project work.

UNIT I:
Understanding Fashion Events & their Planning and Management Needs; Introduction to event management – Types, category, Principles of Event Management, Key roles, types and purposes of fashion events – fashion show, fairs & trade show, Product launch.

Role of an event coordinator - Administration, Design, Marketing, Operations, Risk, Creating an event plan. initial Planning Requirements: Creating themes, targeting the audience /vendors, Timing. Event, Finding a venue, Guest lists and Invitations, Organizing the required, Production team and preparing duty charts, Budget estimation, seeking sponsorships-Writing sponsorship letters.

UNIT II:
Designing & Executing Fashion Show Venue requirements: Stage/ booth design, Seating patterns and plan, Lighting and allied, Audio-visual effects, Preparation of Programme Booklet, Catering arrangements, Progress, Monitoring through checklists. Catwalk Presentation Requirements: Merchandise selection, Models selection, Music and Choreography, Final show sequence and rehearsals, Fitting sessions, Dressing area Arrangements, Commentary requirements, Closing and striking the show.

UNIT III:

Marketing & Managing Fashion events Creating a pre and post-event promotion plan, Building media relations, preparing press release and media kit, Post Show Evaluation, Ensuring Legal Compliance, Safety & Security: Licenses and permissions to be obtained, Risk Management for prevention of hazards, Security for people and merchandise.

UNIT IV:

Project work: Presentation of a Mock Fashion Show Project: The project should include the following: Description of the theme, the fashion statement of your line, choice of the location and target audience. Budget plans, Duty chart, checklists, Sponsorship letter, Media Publicity kit, Designing an invitation card, stage and venue design, Models and music selection, Script for emcee Catering and menu selection, Security arrangements.

SFBF302A   CULTIVATING FASHION ENTREPRENEURSHIP SKILLS
(Credit 4)

Overview: This foundational entrepreneurship course helps you develop an entrepreneurial mind-set to evaluate opportunities for new business in the fashion industry. You will explore ways to investigate the viability of these opportunities by undertaking an industry analysis, understanding key competitive factors that drive the creation of new fashion ventures, while taking into consideration new business models and customer value. You will also network with entrepreneurs across a range of different industries to develop your potential capacity as a fashion entrepreneur.

This course consists of lectures and tutorials. Lectures will introduce key concepts and theories and tutorials will provide the opportunity to be engaged in interactive class activities, group discussions and class presentations. Student will have the opportunity for 'hands on' engagement with guest speakers within the fashion industry. Your learning will also be derived from your own industry research, which will include contact with external organizations.

Objectives and Expected Outcome: In this course students will develop Research and creatively solve problems, demonstrating expert judgment and ethical responsibility relating to your professional practice in fashion entrepreneurship. Critically analyze, synthesize and reflect on complex theories and recent developments, both local and international, at a micro and macro level, to extend and challenge knowledge and practice in fashion entrepreneurship. Professionally communicate propositions, processes and outcomes to address specialist and non-specialist audiences while working with cultural differences in an appropriate manner.

Provide strategic leadership to effectively plan and manage the implementation of new directions and strategies within your professional field and environment, as well as effectively collaborate with others. Critically analyze the changing nature fashion entrepreneurship, determine the viability of a new fashion business by constructing a feasibility analysis. Provide strategic leadership and work in teams to achieve identified goals, Apply principles of entrepreneurship, new venture creation and business development to make decisions in the fashion industry. Effectively network and communicate with the fashion business community and industry stakeholders to attain valuable outcomes.

The program is aimed to prepare professionals for start-up business or entrepreneurs in apparel, textile & accessories in apparel, textile & accessory industry.

SFBF350A   PORTFOLIO DEVELOPMENT FOR FASHION   (Credit 2)

Overview: This program will introduce students to the process of portfolio preparation. With an aim to assist students in creating customized and dynamic portfolios, the course will include fundamentals of portfolio development which will include: Concept, Styles, and Layouts, Design formats, Mounting and presenting work. The journey of portfolio creation will be captured by including the initial designs, research methodologies, rough sketches, written documents etc. All of which will give a step by step insight into the entire process of creating a final design work. How to display looks/style books/mood boards, Studying a variety of fashion illustrators, Developing collection ideas from mood boards, Researching fashion project themes, Developing unique creative signature skills, Understanding the process of inspiration to rough sketches to finished fashion drawings, Customized portfolio to reflect individual personalities, Mounting all design work both aesthetically and professionally.

Objectives and Expected Outcome: The course will encourage students to explore various possibilities of portfolio creation, which will be achieved by taking creative risks, experimenting, applying various techniques, tools and processes. This will give students an opportunity to explore their unique creativity, work on multiple yet individual projects and present a wide range of work, which in return will broaden their intuitive thought process and innovative skills .Demonstrate a high level of professionalism, Acquire knowledge of innovative ways of presenting fashion ideas, Carry out intensive research in the context of art and design, Identify and integrate data and propose design solutions ,Use the knowledge acquired in an appropriate manner to develop a professional fashion portfolio.

This program prepares student aspiring to enter Fashion Industry, the course curriculum has been designed considering the needs and requirements of the Indian fashion industry.

SFBF352A   **DESIGN COLLECTION**   **(Credit 10)**

Overview: Design collection is the final result of combination of all the inputs received during the preceding semesters. It is a creative presentation of the students design capabilities coupled with technical skills. It is an opportunity to realize design potential within the parameter of a time-frame by dedicated research, development and execution of a small, commercial or conceptual collection. This is to be supported by evidence of research, analysis, ideation, conceptualization, effective sourcing, finishing and critical presentation of the theme. The collection should preferably be targeted towards a specific season, customer profile and price range. It is expected that the students will pursue necessary steps in their design process and its evolution. It should be an independent endeavour of the student with necessary support from the industry and the institute by way of sponsorship and encouragement.

Toiles should be constructed with a high level of insight and understanding of technical specification requirements, showcasing skills in problem identification and solving. Emphasis should be laid on style interpretation and decision making in all aspects of toile making i.e. silhouette, line and proportion, detail and fitting. Each student's work should concentrate on encouraging a mature and self-motivated approach towards the production of a creative and technically sound fashion collection.

Objectives and Expected Outcome: To produce an innovative and appropriate portfolio that emphasizes an original yet commercially realistic approach to the collection .To analyze and evaluate a range of design concepts from basic blocks into accurate production patterns and toiled prototypes, showing technical expertise in construction and in aesthetic interpretation and evaluation of two dimensional concepts into three dimensional and visually appealing .To apply effective time management and plan individual schedules for the production and completion of work and demonstrate the ability to evaluate, analyze and verbally summarize the value of design and technical work against self-determined criteria. Be able to demonstrate ability to research, analyse, appraise and synthesize appropriate contextual information related to one's design collection. Be able to identify and communicate clear aims and objectives related to the client and user requirements for the proposed design collection through production of a well-conceived and structured working brief. Be able to demonstrate the ability to follow the design process to develop a design collection showcasing one's design capabilities and prowess most effectively, be able to demonstrate an ability to evaluate and assimilate research findings into a well-structured and professionally presented design collection appropriate the client requirements.

This program aims to prepare candidates aspiring to enter the Apparel or Fashion Industry. The course curriculum has been designed keeping in mind the needs of the fashion Industry as well as the markets and manufacturing capabilities in and around fashion industry.

VAC108A   **BOUTIQUE MANAGEMENT**   **(Credit 0)**

Course Objectives:

- This program aims to give knowledge about boutique start up plan & management through the understanding of market, design & development and operational merchandising, start up financing and legal requirements. The course curriculum has been designed considering the needs and requirements of boutique design management.

Theory Content

UNIT I

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

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