



CHOICE BASED CREDIT SYSTEM
**(Semester Scheme with Multiple Entry and Exit Options
for Under Graduate Course)**

Syllabus for B.Sc. (Fashion & Apparel Design)

(I & II Semesters)

2021-2022 onwards

PREAMBLE

The curriculum designed by the committee in trajectory with National Education Policy 2020 guidelines aims to provide framework for understanding fashion design and accessories by sensitizing students to conceptual, visual and perceptual design process. The framed syllabus and the course policy is learner centric with varied levels of skills in the course of each academic year. Program structure and selected courses give diverse choice of subjects according to changing trends in fashion and design under Choice Based Credit System.

The textile and apparel industry is pivotal for the Indian economy by way of its momentous contribution to the GDP, industrial output, export earnings and employment generation. Government of India's thrust on textiles through 'Make in India', coupled with its emphasis on reforms and ease of doing business, augur well for the industry which offers a resilient outlook going forward. The textile sector in India is poised to grow exponentially in the coming years.

The Indian fashion industry needs design professionals with in-depth knowledge & skills relating to design innovation and technology. Considering the domestic and global requirement and challenges, the B.Sc. in Fashion and Apparel Design (Degree/Honours) course curriculum has been designed to help upcoming design professionals to demonstrate their personal design philosophy, perpetuate innovation and creativity. This will enable the industry to come up to the global standards to apply the knowledge of designing in various fields.

As envisioned in the National Education Policy 2020, the syllabus offers holistic education and all round development in undergraduate studies under Choice Based System. The main objective of this course is to orient the students towards the various facets of fashion industry. The students will be empowered with knowledge, technical know-how, skills required for various roles in the industry and entrepreneurship for embarking on their professional careers.

Programme Objectives

1. To empower students to have satisfying and fruitful career in fashion industry.
2. To equip students with knowledge of design & creativity which would in turn help them pursue higher education.
3. To empower students with ample knowledge to set up new start-ups or Self-help groups.
4. To encourage entrepreneurial skills and technical knowledge for national and international fashion centres and apparel industry
5. To provide an understanding of Fashion and Apparel Design in various fields of fashion, textiles, apparel, furnishings, home textiles, and retail business.
6. To provide hands-on experience on the upgraded technologies.
7. To provide experience in responding to market opportunities with creative and innovative products that integrate a set of academic disciplines such as fashion, textile materials, design fundamentals, business fundamentals, sourcing, data mining of market information, and new developments in fashion and apparel industry.

Programme Outcomes

By the end of the Programme the students will

- 1:** Gain knowledge of the fundamental principles of fashion, apparel, and design.
- 2:** Inculcate knowledge on the fashion process from conceptualisation to technical expertise.
- 3:** Apply knowledge and skills in the use of basic tools, techniques and processes sufficient to produce work from specification to finished products.
- 4:** Use CAD applications in par with the industry demands.
- 5:** Foster a spirit of zeal in learning and communicating fashion towards professional development.
- 6:** Become familiar with upcoming trends and practices in fashion and apparel sectors.
- 7:** Recognize the professional and personal responsibility of Designers to the community.
- 8:** Understand techniques that impacts fashion and apparel industry to meet specific consumer demands.
- 9:** Apply logical thinking gained from the knowledge acquired.
- 10.** Exhibit skills leading to employability in fashion and allied industries.
- 11:** Interpret design concepts and ideas represented through illustrations, photographs, graphics and visual display of merchandise.
- 12.** Create global design products utilising knowledge of new technology and sustainability in Fashion.
- 13:** Comprehend sustainability in their design aesthetic and design sustainability.
- 14:** Develop entrepreneurial spirits through start-ups to function independently to promote their design vision through creative and innovative work.

**Proposed Structure (IC Model) for Undergraduate Programme
B.Sc. /B.Sc. (Honours) in Fashion and Apparel Design**

Sem.	Discipline core (DSC) (L+T+P) (Credits)	Discipline Elective (DSE) Open Elective (OE) (L+T+P) (Credits)	Ability Enhancement Compulsory courses (AECC), Languages (L+T+P)		Skill Enhancement Courses (SEC)			Total Credits
					Skill Based (L+T+P)	Value based (L+T+P)		
I	FD 1.1 (3+0+2) – Textile Science	OE 1 (3+0+0): Textiles and Costumes of India	L1-1 Language -I (3+1+0) (3)		SEC-1: Digital Fluency (2) (1+0+2)	Physical Education - Yoga (1) (0+0+2)	Health & Wellness (1) (0+0+2)	26
	FD 1.2 (3+0+2) – Fundamentals of Fashion Design		L2-1 Language -II (3+1+0) (3)					
	FD 1.3 (0+0+3) – Basics of Pattern Making and Garment Construction							

Sem.	Discipline core (DSC) (L+T+P)	Discipline Elective (DSE) Open Elective (OE)	Ability Enhancement Compulsory courses (AECC), Languages (L+T+P)		Skill Enhancement Courses (SEC)			Total Credits
					Skill Based (L+T+P)	Value based (L+T+P)		
II	FD 2.1 (3+0+2) – Dyeing & Printing in Textiles	OE-2(3+0+0): Clothing Care & Maintenance	L1-2 Language -I (3+1+0) (3)		Physical Education – Sports (1) (0+0+2)	NCC/NSS/R&R(S&G) / Cultural (1) (0+0+2)		26
	FD 2.2 (3+0+2) – Fashion Design & Illustration		L2-2 Language -II (3+1+0) (3)					
	FD 2.3 (0+0+3) – Garment Detailing -I			Environmental Studies (2)				

Exit option with certificate in Fashion & Apparel Design (with a Minimum of 48 Credits).

Scheme of Examination

B.Sc. (FASHION & APPAREL DESIGN)								
SEMESTER – I								
CODE	Course	Theory/ Practical	Instruct ion Hrs/wk	Duration of Exam (Hrs)	Marks			CREDIT
					IA	Exam	Total	
	Language I	Theory	4	3	40	60	100	3
	Language II	Theory	4	3	40	60	100	3
FD1.1T FD1.1P	Textile Science	Theory	3	3	40	60	100	3
		Practical	4	4	25	25	50	2
FD1.2T FD1.2P	Fundamentals of Fashion Design	Theory	3	3	40	60	100	3
		Practical	4	4	25	25	50	2
FD1.3P	Basics of Pattern Making and Sewing	Practical	6	4	50	50	100	3
FD OE-1	Open Elective	Theory	3	3	40	60	100	3
	SEC	Theory+ Practical	1+2	2	25	25	50	2
	PE-Yoga	Practical	2	-	25	-	25	1
	H&W	Practical	2	-	25	-	25	1
					375	425	800	26

SEMESTER – II								
CODE	Course	Theory/ Practical	Instruct ion Hrs/wk	Duration of Exam (Hrs)	Marks			CREDIT
					IA	Exam	Total	
	Language I	Theory	4	3	40	60	100	2
	Language II	Theory	4	3	40	60	100	2
FD2.1T FD2.1P	Dyeing & Printing in Textiles	Theory	3	3	40	60	100	3
		Practical	4	4	25	25	50	2
FD2.2T FD2.2P	Fashion Design & Illustration	Theory	3	3	40	60	100	3
		Practical	4	4	25	25	50	2
FD2.3P	Garment Detailing -I	Practical	6	4	50	50	100	3
FD OE-2	Open Elective	Theory	3	3	40	60	100	3
	SEC	Theory+ Practical	1+2	2	25	25	50	2
	PE-Sports	Practical	2	-	25	-	25	1
	NCC/NSS/R&R/CA	Practical	2	-	25	-	25	1
					375	425	800	26

I Semester B.Sc.
FD 1.1 T - Textile Science (Theory)

Number of Theory Credits	Number of lecture hours /semester	Number of practical credits	Number of practical hours /semester
3	42	2	56
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the classification, characteristics and use of textile fibres. • Analyse the basic components of fibres and their relationship to performance. • Gain knowledge of fibres, yarns, methods of fabric construction. • Understand the performance and suitability of fabric for apparels. • Identify and differentiate fabric structures and types. • Design and develop woven fabrics. 			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to Textile fibers, terminology, textile yarn, staple & filament, sources and classification of fibers Natural Fibers- Structure, physical, chemical, thermal properties and end use.</p> <ul style="list-style-type: none"> - Cellulose fibres- Cotton, Linen, Banana fibre - Protein fibres- Silk, Wool - Regenerated Cellulosic fibres- Viscose, Acetate rayon, Modal, Bamboo, Lyocell. 			4
<p>Chapter 2 Synthetic Fibers – Structure, physical, chemical, thermal properties and end use.</p> <ul style="list-style-type: none"> - Nylon, polyester, acrylic, modacrylic, polypropylene - Elastomeric fibres (spandex & Lycra). 			4
<p>Chapter 3 Polymers - Definition: Polymerization, degree of polymerization, Types of polymers - Homo polymer & co-polymer, types of polymerization - addition and condensation, Requirements of fibre forming polymer, Concept of polymer orientation and crystallinity.</p>			4
Unit -2			Hrs.
<p>Chapter 4 Spinning - Definition, types of yarn - single, 2 ply, 3 ply. Yarn twist and yarn count system. Spinning process - Ring and open yarn, compact yarn, air jet spinning and difference between rotor and ring spinning. Woolen and worsted yarn, flow chart for manufacturing of carded, combed and folded yarn, advantages.</p>			6

<p>Chapter 5 Blends - Definition, types, advantages and end use of blended yarn (P/C, P/V, P/W, W/V).</p>	2
<p>Chapter 6 Fancy yarns - Types, properties and end use, texturization. Sewing threads- types, properties and end use.</p>	2
Unit -3	Hrs.
<p>Chapter 7 Introduction to fabrics - Classification based on manufacturing technology. Methods of fabric formation - Woven, knitted and nonwovens. Fabric properties & end use. Geometrical properties and their importance yarn count, thread density, fabric width, thickness, fabric weight / gsm.</p>	8
<p>Chapter 8 Woven fabric formation - Flow chart of woven fabric manufacture and objectives. Weaving preparatory, objectives and study of process - winding, warping, sizing, drawing, denting and weft winding. Introduction to loom - classification, working principle - primary, secondary and tertiary motions of weaving. Classification of woven fabrics - Hand loom & power loom and its characteristics. Classification of looms and their salient features.</p>	8
<p>Elementary weaves Classification of weaves, characteristics, construction, salient features of plain weave, variation (Rib, Basket), twill weave - variation (RHT, LHT, pointed & herring bone), satin / sateen weave - variation, fabric design and graphical representation of the above mentioned weaves. Introduction, properties and salient features of crepe fabrics - Georgette, chiffon, extra threads, warp and weft pile, brocade & damask, terry pile structures.</p>	
<p>Chapter 9 Introduction to knitting - Terminology, classification. Weft knitting - single jersey, modified single jersey, purl, rib, interlock. Warp knitting - tricot and rachel, properties and end uses. Introduction to nonwovens - terminology, types-needle punch, spun bonding, felting technique, properties and end uses.</p>	4

References
<ul style="list-style-type: none"> • Bernard P. Corbman, “Textiles: Fibre to Fabric”, McGraw Hill Education, 6th edition, 1985. • Billie J. Collier, Phyllis G. Tortora, “Understanding Textiles”, Pearson, 6th edition, 2000. • Gohl E.P.G., Velensky, L.D, “Textile Science” CBS Publishers and Distributors, 2nd edition, 2005. • Gordon Cook J, “Hand Book of Textile Fibres”, Woodhead Publishing, 5th revised edition, 1984. • Gilbert R. Merrill, “Cotton Opening and Picking”, Universal Publishing Corporation, 1999. • Hall A.J., “The standard Hand Book of Textiles”, Wood Head Publishing, 8th edition, 2004.

I Semester B.Sc.
FD 1.1 P - Textile Science (Practical)

No. of practical Credits - 2	Number of practical hours - 56
Course outcomes: On successful completion of the course, the students will be able to	
<ul style="list-style-type: none"> • Identify fibres, sources, and their properties. • Gain knowledge of yarn types and their properties • Demonstrate knowledge of textiles and application of skills in the product development. • Analyse compatibility of fabric to meet performance criteria of textile. 	
Unit 1	
6	
Identification of different fibers by physical method - feel test, burning test, microscopic test and chemical method. Natural fibers - Cotton, silk, wool. Man-Made - Polyester, viscose, nylon, acrylic.	
Unit 2	
8	
Determination of yarn twist and yarn count. Determination physical properties of Sewing thread – No. of ply, yarn twist, yarn count, yarn defect, visual inspection of various sewing thread packages. Identification of yarns by physical method – Spun, filament yarns, ply and novelty yarns.	
Unit 3	
12	
Determination of geometric parameters of woven fabric – EPI/PPI, warp & weft count, cover factor, crimp%, fabric thickness, fabric weight/gsm.	
Unit 4	
16	
Sample development of 5x5 inch size woven sample for the weaves – plain and its variation (rib and matt weave), twill weave (RHT and LHT), satin and sateen with drafting and denting plan for all weaves.	

Unit 5	8
<p>Collection and portfolio preparation of different commercial samples with different weave structures - Organdy, muslin, taffeta, shantung, canvas, tweed, oxford shirting, monk's cloth, chiffon, georgette, seersucker, denim, gabardine, satin, sateen, brocade, damask, leno or gauze. Knit structures - single knits - single jersey, Lacoste, double knits - rib knit, purl knit, interlock knit, cable fabric, bird's eye, cardigans, Milano ribs, pointelle. Non-Woven - Felts, needle punch, tea bag paper, face cloths, shingling and synthetic fiber paper Note: Minimum 25 samples.</p>	
Unit 6	6
<p>Collection and development of fabric portfolio of the different commercial samples with different weaves and weight.</p> <p>A) Apparel - Women's wear (formal, casual, party, sports/active wear, leisure wear) - 4 samples for each category (sample size - 2x2 inch).</p> <p>B) Furnishing - Fabric used for curtains, upholstery (furniture cover cloth) (sample size - 4x4 inches).</p> <p>C) Households application - Kitchen towels. Mop cloth, carpets, and table cloth etc. - 2 samples for each category (sample size 4 x 4 inches).</p> <p>D) Support materials for garments and trims - Interlinings, linings, tapes, elastic, shoulder pad, etc.</p>	

I Semester B.Sc.

FD 1.2 T - Fundamentals of Fashion Design (Theory)

Number of Theory Credits	Number of lecture hours /semester	Number of practical credits	Number of practical hours /semester
3	42	2	56
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Basic principles and techniques of fashion design. • Learn all the fashion terminologies. • Understand the principles of colour theory and their application. • Develop a skill for drawing basic croqui and basic sketching. 			
Unit – 1			Hrs.
<p>Chapter 1 Fashion – Introduction, terminologies - fashion, style, taste, trend, fad, classics, cycle, boutique, haute couture, designer, Prêt a Porter, silhouette - types of silhouette – natural body, slim line, wedge, hour glass, extreme volume silhouette, croqui, muse, knock off, avant-garde, toile, atelier, bespoke, collage, frottage, montage.</p>			4
<p>Chapter 2 Design - Definition and types – structural and decorative design - Natural/geometric/ abstract/ stylized/ ethnic/ conventional, requirements of a good structural and decorative design, Application of structural and decorative design in a dress, selection and application of trimmings and decorations.</p>			4
<p>Chapter 3 Elements of design – Line, shape or form, colour, size and texture. Principles of design - Balance – formal, informal and radial, rhythm- through repetition, radiation and gradation, emphasis, harmony and proportion. Advantages and uses in fashion.</p>			5
Unit - 2			Hrs.
<p>Chapter 4 Art media and application – pencils, colour pencils, oil pastels, water colours, poster colours, acrylic colours & fabric colours, markers.</p>			4
<p>Chapter 5 Colour - Introduction, colour wheel - primary, secondary and tertiary. Colour dimensions - hue, value and chroma, tint, tone, shade, colour harmony - related & contrasting colour harmonies & its sub divisions. Colour theory – Prang & Munsell colour systems. Colour psychology - colour and emotions, Indian approach to colour.</p>			5
<p>Chapter 6 Basic sketching techniques and sketching from life, perspective and its uses,</p>			5

Grid technique of rendering, principles of composition.	
Unit - 3	Hrs.
Chapter 7 Introduction to anatomy, study of bone and muscular structure, proportions of males, females and children. Study of face, torso, legs and arms.	5
Chapter 8 Introduction to fashion art, proportion and the fashion figure - 8 head, 10 head, 12 head theory of fashion drawing.	4
Chapter 9 Theory of clothing origin, fashion cycle, length of cycle, fashion theories – trickle up, trickle down and trickle across, consumer identification with fashion life cycle - fashion leaders/ style icon/ followers/ innovators/ motivators/ victims, fashion for creative and artistic, principles of fashion, international major fashion centers. Principles of fashion movement - factors influencing fashion movement - accelerating factors, retarding factors, and recurring fashions. Predicting the movement of fashion.	6

References
<ul style="list-style-type: none"> • Elisabetta Drudi, Tiziana Paci, “Figure Drawing for Fashion Design”, Pepin Press Publication, 2002. • Gavin Ambrose, Paul Harris, “The Visual Dictionary of Fashion Design”, Bloomsbury Publishing India Private Limited, 2007. • James Stockton, “Designers Guide to Colour”, Chronicle Books, San Francisco, 1984. • Maier, Manfred, “Basic Principles of Design”, Van Nostrand Reinhold, 1980. • Sharon L Tate, Mona S Edwards, “Inside Fashion Design”, Pearson Education India, 2006. • Stanyer Peter, “The Complete Book of Drawing Techniques”, Arcturus Publishing Ltd., 2003.

I Semester B.Sc.
FD 1.2 P - Fundamentals of Fashion Design (Practical)

No. of practical Credits - 2	Number of practical hours - 56
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Learn basics of sketching with different colour schemes and modes. • Practice dimensional sketching and colouring. • Understand colour patterns and combination. 	
Unit 1	
Introduction to art media and its applications, Line sketching and painting techniques, object drawing, simple rendering of art materials using pencil and colour pencils, still life of simple objects and fabrics draped at a distance using wet media, nature sketch of flowers and leaves using pastels and charcoal, landscape painting using mix media.	
Unit 2	
Free hand drawing and grid technique of rendering. Design - natural/ geometric/ abstract/ stylized/ conventional. Principles of perspective drawing - Horizon, vanishing points, landscape drawing. One point, two point and three point perspective drawing.	
Unit 3	
Elements of design - Point, line, shape, space, color and texture.	
Unit 4	
Principles of design - Proportion, balance, rhythm, emphasis and harmony.	
Unit 5	
Colour theory - Prang & Munsell colour systems. Colour wheel - primary, secondary and tertiary. Colour Dimensions - Hue, value and chroma, tint, tone, shade, colour harmony - related & contrasting colour harmonies & its sub divisions.	
Unit 6	
Fashion illustration - Stick, block and fleshing of the fashion figure - 8 head, 10 head, and 12 head figures in simple standing poses.	

I Semester B.Sc.
FD 1.3 P - Basics of Pattern Making and Garment Construction (Practical)

Number of Theory Credits	Number of lecture hours /semester	Number of practical credits	Number of practical hours /semester
NA	NA	3	84
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Classify sewing machines and understand their functioning. • Understand and learn pattern making techniques • Learn basic pattern making terminologies. • Construct basic pattern sets. 			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to pattern making, identification of tools used for pattern making and garment construction - measuring tools, marking tools, cutting tools, sewing tools, pressing tools. Sketching of tools used for pattern making. Understanding and collection of papers of various gsm used in pattern making.</p>			8
<p>Chapter 2 Sewing machine – Identification of machine parts and functions, types-domestic sewing machine, industrial sewing machine, stitch formation, sewing machine attachments and uses. Sketching the basic sewing machine and parts and learning threading of single needle lock stitch machine, loading bobbin and bobbin case, fixing and removing the needle and care and maintenance of sewing machines. Stitching practice on paper and fabric (straight, curves, corners and circular).</p>			10
<p>Chapter 3 Demonstration of parts of a sewing machine, varieties of industrial sewing machines - single needle lock stitch machine, double needle lock stitch machine, chain stitch machines, over-lock machine, care and maintenance of sewing machine. Illustration of feeding mechanism - drop feed, differential feed, needle feed, compound feed & puller feed.</p>			10
Unit -2			Hrs.
<p>Chapter 4 Demonstration on types of sewing threads - function, performance, characteristics, causes of defects and remedies. Sewing machine needles - types, parts and functions Stitch classification - ASTM Standards, stitch dimensions and properties.</p>			8

<p>Chapter 5 Development of basic hand stitches - Temporary and permanent stitches, methods, importance and applications of basting, running, tacking, hand overcast, chain, button hole, hemming stitches - plain and blind hemming. Machine stitches - Lock stitch and over lock stitches. Seams - Definition, classification, ASTM Standards, seam and seam finishes, seam dimensions, SPI, seam defects causes and remedies.</p>	10
<p>Chapter 6 Introduction to pattern making techniques - Drafting, draping and flat pattern technique, advantages and uses. Pattern making terminologies - Marks and symbols (notches, punch/circles), pattern information (grain, part, piece, cut symbols) seam allowance, fabric terms (grain, bowing, skewing). Development of children's sloper.</p>	8
Unit -3	Hrs.
<p>Chapter 7 Body measurements - Importance, types of body measurements, body measuring method. Demonstration and calculation of average measurement for mass production of taking body measurements, anthropometric study, average analysis of body measurements and standardizing the measurements (at least measurements of 20 people to be collected for an average analysis).</p>	10
<p>Chapter 8 Design and development of kid's wear garment - Jabla, A - line frock, waistline frock, bush shirt and shorts with elastic.</p>	10
<p>Chapter 9 Design and development of long skirt and circular skirt.</p>	10

References
<ul style="list-style-type: none"> • Allyne Bane, "Flat Pattern Design", McGraw-Hill Inc. US, 1972. • Gerry Cooklin, "Introduction to Clothing Manufacture", Wiley-Blackwell, 2nd edition, 2008. • Harold Carr & Barbara Latham, "The Technology of Clothing Manufacture", Oxford Publications, USA, 1994. • Helen J Armstrong, "Pattern Making for Fashion Design", Pearson Education India, 5th edition, 2013. • Winfred Aldrich, "Metric Pattern Cutting", John Wiley & Sons, 3rd edition, 1994.

**I Semester
(Open Elective)
OE 1: TEXTILES AND COSTUMES OF INDIA**

Number of Theory Credits	Number of lecture hours /semester	Number of practical credits	Number of practical hours /semester
3	42	NA	NA
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Gain knowledge in historical textiles and design from the historical time till date. • Understand about traditional woven textiles of different states of India. • Learn about the traditional costumes of different states of India. 			
<p>Unit 1 Textiles and costumes of India. Introduction, history, types, motifs and symbols, prehistoric textiles and costumes - costume components for men, women and children, hair and hair dresses. Indus Valley Civilization, Vedic age, Mughals, Guptas.</p>			6
<p>Unit 2 Ancient Indian textiles and costumes. History and social life, costumes, jewelry, textiles and dyes - Indus valley, Vedic, Mauryan, Shatavana period, Kushans, Gupta and Mughals.</p>			6
<p>Unit 3 Northern traditional textiles. Traditional woven textiles of North states of India – Brocades of Banaras, Chanderi and Tancoi, Himru, Pipli. Traditional costumes of North India - Jammu & Kashmir, Punjab, Himachal Pradesh, Haryana, Uttaranchal and Uttar Pradesh.</p>			8
<p>Unit 4 Southern traditional textiles. Traditional woven textiles of Southern states of India – Paithani and Pitamber, Pochampalli, Kancheevaram, Kalamkari, Mysore silk, Aarni Silk. Traditional costumes of Southern states of India – Tamil Nadu, Kerala, Karnataka and Andhra Pradesh.</p>			8
<p>Unit 5 Eastern traditional textiles. Traditional woven textiles of Eastern states of India – Dacca muslin, applique work of Bihar, Balucheri, Jamdhani. Traditional costumes of Eastern states of India – West Bengal, Bihar, Jharkhand, Arunachal Pradesh, Assam, Sikkim, Nagaland, Manipur, Mizoram, Meghalaya and Tirupura.</p>			7

<p>Unit 6 Western textiles Traditional woven textiles of Western states of India – Maheshwari sarees of Madhya Pradesh, Patola, Bandhini and Amrus. Traditional costumes of Western states of India – Rajasthan, Gujarat, Maharashtra, Madhya Pradesh, Chhattisgarh and Goa.</p>	7
References	
<ul style="list-style-type: none"> • Jamila Brij Bhusan “The Costumes and Textiles of India”, Taraporevala, Bombay. • John Gillow & Nicholas Barnad, “Traditional Indian Textiles”. Thames & Hudson, 1993. • Karen Baclawski, “The Guide to Historic Costumes”, Drama Publishers, 1995. • Martand Singh, “Saris’ of India – Bihar & West Bengal”, Wiley Eastern Ltd. 1993. • Parul Bharnager, “Traditional Indian Costumes & Textiles”, Abhishek Publication, 2009. • Ritu Kumar, “Costumes and textiles of Royal India”, Christie’s Books, 1999. • Roshen Alkazi, “Ancient Indian Costume”, Art Heritage, 1983. • Rta Kapur Chishti & Amba Sanyal, “Saris of India – Madhya Pradesh,” Wiley Eastern Ltd. 1989. 	

II Semester B.Sc.

FD 2.1 T - Dyeing and Printing in Textiles (Theory)

Number of Theory Credits	Number of lecture hours /semester	Number of practical credits	Number of practical hours /semester
3	42	2	56
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Learn and practice the dyeing of textiles made by natural and synthetic fibres. • Adapt the process parameters and use of dyeing machines for dyeing of textile materials. • Select the dyes and recipes for preparation of printing paste for printing of textile materials. • Apply various finishing treatment process and treat the fabric with different finishing agents. 			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to wet processing - Terminologies, sequence of wet processing operations for cotton, silk, wool, synthetic and blended fabrics.</p>			2
<p>Chapter 2 Preparatory and dyeing process of cellulosic fibers. Preparation - Singeing, desizing, scouring, bleaching, mercerization - objectives, recipe, machineries used and the process. Dyeing - Dyeing process using direct, reactive, vat and sulphur dyes.</p>			5
<p>Chapter 3 Preparatory and dyeing process of protein fibers (wool and silk). Preparation for silk - Degumming and bleaching of silk - objectives, recipe, machineries used and process. Preparation for wool - Scouring, carbonizing of wool - objectives, recipe, machineries used and process. Dyeing - Dyeing process using reactive and acid dyes, reactive dyes, basic dyes.</p>			5
Unit -2			Hrs.
<p>Chapter 4 Dyeing of synthetic fibers using disperse dyes. Dyeing - Method of dyeing - stock, yarn, piece, union and garment dyeing</p>			5
<p>Chapter 5 Printing - Introduction, definition, printing styles and methods, Direct style-block, stencil, screen, roller, duplex, rotary, transfer printing, discharge style, resist style - batik, minor printing methods - flocking, marbling, photo printing, warp printing and air brush printing.</p>			5

<p>Chapter 6 Finishes – Introduction, definition, importance, classification of finishes - permanent and temporary finishes. Basic or routine finishes - stiffening, calendaring, weighing, tentering, mercerization. Aesthetic finishes - special calendaring, moiré embossed surface, glazed finish, acid and alkali finishes, softening and fading finishes.</p>	6
Unit -3	Hrs.
<p>Chapter 7 Functional finishes - Antimicrobial, antistatic, crease resistant, flame resistant, mothproof, shrinkage control, water repellent, water proof, micro encapsulation finishes, soil-release finishes.</p>	5
<p>Chapter 8 Stain removal, various solvents used and different methods of washing, difference between soaps and detergents. Chemical agents used in stain removal of coffee, blood, oil, grease, curry, juice, lip stick, hair dye. Care of textiles & fabrics - principles of laundering. Types - hand wash, machine wash and dry cleaning.</p>	5
<p>Chapter 9 Environmental concerns and social responsibility - Introduction to environmental issues - air pollution, water pollution, and solid waste pollution. Sustainability in the production of textile. Corporate social responsibility in textile industry.</p>	4

References
<ul style="list-style-type: none"> • Hall A J, “The standard Hand Book of Textiles”, Woodhead Publication, 2004. • Kate Broughton, “Textiles Dyeing”, Rockport Publishers Inc., 1996. • Mahapatra NN, “Textile Dyeing”, Woodhead Publishing India Pvt. Ltd., 2018. • Murphy W S, “Textile Finishing”, Abhishek Publishing, 2007. • Smith J E, “Textile Processing - Printing, Dyeing”, Abhishek Publishing, 2003. • Susheela Dantyagi, “Fundamentals of Textiles and their Care”, Orient Black Swan, 1980. • Wignate I B, “Textiles Fabrics & their Selection”, Prentice Hall, 6th edition, 1970.

II Semester B.Sc.
FD 2.1 P - Dyeing and Printing in Textiles (Practical)

No. of practical Credits - 2	Number of practical hours - 56
Course outcomes: On successful completion of the course, the students will be able to	
<ul style="list-style-type: none"> • Gain practical knowledge on dyeing methods. • Learn various methods of textile printing. • Identify and treat common fabric stains. 	
Unit 1	
Introduction to wet processing. Preparatory process - Desizing, scouring, bleaching and mercerization of cotton yarn/fabric	8
Unit 2	
Protein fiber - Degumming and bleaching of silk yarn / fabric, scouring and bleaching of wool fibre/yarn/fabric.	9
Unit 3	
Dyeing of cellulosic yarn/fabric by direct, reactive and vat dyes.	
Unit 4	
Dyeing of protein yarn/fabric by acid and reactive dyes.	10
Unit 5	
Printing of fabric using block and screen using pigment, reactive and direct dyes. Resist style of dyeing /printing - Tie and dye/ shibori / batik.	14
Unit 6	
Stain removal of oil, grease, blood, coffee and beverages	6

II Semester B.Sc.

FD 2.2 T - Fashion Design & Illustration (Theory)

Number of Theory Credits	Number of lecture hours /semester	Number of practical credits	Number of practical hours /semester
3	42	2	56
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Develop a skill for drawing basic croqui with facial details. • Create stylized croqui for fashion illustrations. • Understand the design process of fashion forecasting and fashion research. • Learn sketching technique of flats and specs. • Understand the fashion clothing categories. 			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to fashion illustration and brief history of fashion illustration. Study of well-known fashion illustrators (René Bouché, David Downton, Jason Brooks, Lorenzo Mattotti). The role of fashion illustration as a mode of expression and representation for contemporary apparel styles and trends.</p>			3
<p>Chapter 2 Fashion figure - Study of various proportions, balance line in drawing fashion figures, gestures and movements. 6½, 8 head, 10 head, 12 head figures, the fashion face arms, legs, hands and feet.</p>			6
<p>Chapter 3 Figure analysis, body types - Hourglass, inverted triangle, pear shape, apple shape and lean column (rectangular) designing for diverse body types and ages - infant, toddler, children, young boys and girls.</p>			5
Unit -2			Hrs.
<p>Chapter 4 Garment style features - Silhouettes - types of silhouettes, sleeves - set-in sleeve and bodice combination sleeves, dress and blouses - formal and casual, shirts - men and women, skirts - flared, pencil, circular, pegged, gored, trousers - pencil, pleated, bell bottom, cargo, flared, collars - shirt, shawl, mandarin, flat, peter pan, yokes - yoke with fullness, yoke without fullness, asymmetrical yokes, pockets - patch, welt, side, kangaroo, in-seam pocket, cuffs - single, double, pointed, French cuff, band cuff.</p>			5

<p>Chapter 5 Fashion clothing psychology - Political influence, social influence, environmental influence, geographical influence, cultural influence, environment of fashion, colour psychology, human behavior and clothing, clothing and gender differentiation, clothing and personality, clothing and attitude, clothing and motivation, grooming (for male and female).</p>	5
<p>Chapter 6 Fashion seasons – Introduction and terminologies - International market and Indian market, design, prototype, manufacturing, product launch, retail store, couture, RTW, mass-produced, fashion designer, stylist, fashion journalist, fad, fit, pattern, size label, care label, laundering, fashion shows, catwalk, fashion magazines, webzines, social media, lingerie, longue wear, fragrance, endorsement, model, mannequin, merchandise. Season - winter, summer, spring autumn.</p>	4
Unit -3	Hrs.
<p>Chapter 7 Indian fashion designers - Sabyasachi Mukherjee, Ritu Kumar, Ritu Beri, JJ Valaya, Wendell Rodrick’s, Raghavendra Rathod, Manish Malhotra, and their brands based on following criteria - Introduction of the designer, education, specialty, brand / label, contribution to fashion, product range, outlets, collection showcase. Fashion brands, fashion capitals, fashion icons and role of fashion in movies, sports and politics.</p>	5
<p>Chapter 8 International fashion designers- Christian Dior, Gianni Versace, Coco Chanel, Donna Karan, Calvin Klein and their brands based on following criteria - Introduction of the designer, education, specialty, brand / label, contribution to fashion, product range, outlets, collection showcase. Fashion brands, fashion capitals, fashion icons and role of fashion in movies, sports, and politics.</p>	5
<p>Chapter 9 Fashion clothing categories - Introduction, types, based on age and activity, styling, price and size ranges for men’s, women’s and kid’s wear.</p>	4

References	
<ul style="list-style-type: none"> • Bina Abling, “Fashion Sketchbook”, Bloomsbury Academic USA, 6th edition, 2015 • Jaeil Lee, Comitte Steen, “Technical Source Book for Designers”, Bloomsbury Academic USA, 2nd edition, 2015. • John Wiley, "Theory of Fashion Design" John Wiley and Sons. Inc, New York, 1990. • Patrick John Ireland, “Fashion Design Illustration - Children", Batsford, London, 1996. • Patrick John Ireland, “Fashion Design Illustration - Women", Batsford, London, 1996. • Peacock J, “Fashion Source Books", Thames and Hudson, London, 1998. • Tisianna Paci, “Figure Drawing for Fashion Design”, Pepin Press Publication, 2002. 	

II Semester B.Sc.
FD 2.2 P - Fashion Design & Illustration (Practical)

No. of practical Credits - 2	Number of practical hours -56
Course outcomes: On successful completion of the course, the students will be able to	
<ul style="list-style-type: none"> • Understand the use of textures on various fabrics. • Sketch human figures and understand shapes and features. • Develop folio with design concepts inspired by designers. 	
Unit 1	
Fashion illustrations - 6½, 8 head, 10 head, and 12 head fashion figures - standing, moving and action.	
Unit 2	
Model drawing - Children, female and male figures. Body figures and features - Face, eyes, nose, lips, ears, arms and legs. Hair styling - Women/men basics.	
Unit 3	
Fabric rendering - Learning to simulate textures of various fabrics - Cotton, silk, fur, net, leather, velvet, denim, corduroy, georgette, chiffon, knitted, crochet, lace, embroidered and printed.	
Unit 4	
Sketching and rendering of garment features - blouses - formal and casual, shirts - men and women, skirts - flared, pencil, circular, pegged, gored, trousers - pencil, pleated, bell bottom, cargo, pedal pushers, collars - shirt, shawl, mandarin, flat, peter pan, yokes - yoke with fullness, yoke without fullness, pockets - patch, welt, side, kangaroo, in-seam pocket, cuffs - single, double, pointed, French and band cuff, sleeves - set-in sleeve and bodice combination sleeve.	
Unit 5	
Development of folio with design concepts inspired by one Indian Designer - Sabyasachi Mukherjee, Ritu Kumar, JJ Valaya, Wendell Rodrick's, Raghavendra Rathod, Manish Malhotra, Bhumika, Shyamal.	
Unit 6	
Development of folio with design concepts inspired by one International Designer - Christian Dior, Gianni Versace, Coco Chanel, Donna Karan, Calvin Klein.	

II Semester B.Sc.
FD 2.3 P - Garment Detailing-I (Practicals)

Number of Theory Credits	Number of lecture hours /semester	Number of practical credits	Number of practical hours /semester
NA	NA	3	84
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Apply knowledge about industrial method of pattern making, grading and marker plan. • Understand about garment sizes and categories. • Handle special fabrics for garment construction. • Learn minor and major garment construction techniques. 			
Unit – 1			Hrs.
<p>Chapter 1 Preparation of basic block - Pattern set (bodice front, back, sleeve, skirt - front and back), development of basic pattern set.</p>			8
<p>Chapter 2 Flat pattern technique - Introduction, types, application and uses (pivot and slash technique).</p>			10
<p>Chapter 3 Fullness - Introduction, types of fullness, application and uses, development of Samples Garment detailing - Dart manipulation - single dart and double series. Conversion of darts to tucks, pleats, gathers, and stylines. Radiating and graduating darts.</p>			10
Unit -2			Hrs.
<p>Chapter 4 Major components - Introduction, definition, terms, application, classification and types, development of samples. Collars - Definition, terms, classification and types - Peter pan, sailor, turtle collar, shawl, formal shirt collar, mandarin collar and with its variations - construction. Yokes - Definitions, purpose, types - with fullness and without fullness, shapes - construction Sleeves – Definition, purpose, terms, classification and types – set in, plain puff sleeve, raglan, Magyar sleeve.</p>			10
<p>Chapter 5 Minor components - Introduction, definition, terms, application, classification and types, development of samples. Pockets - Definitions, purpose, types - patch pockets, patch pockets with flap,</p>			12

<p>seam pockets, welt pockets and variations. Cuff - Definitions, purpose, types – single, double and shaped cuff. Plackets - Definition, types - self placket, continuous bound placket, two piece sleeve placket and shirt placket. Neck line finishes - Definition, types - piping, facing (bias facing, shaped facing) bias binding.</p> <p>Chapter 6 Trims-Definition, types, frills, ruffles, ricrac, faggoting, applique, lace, motifs, scallop edging, smocking, basic embroidery, decorative fastenings. Development of folio.</p>	08
Unit -3	Hrs.
<p>Chapter 7 Demonstration of garment categories - Silhouettes - variations, torso dress, princess line, panel, with waistline, without waist line garments.</p> <p>Chapter 8 Incorporation of garment closures on samples - Introduction, types - Hook and eye, press buttons, shirt button and button holes, visible and concealed zippers, velcro.</p> <p>Chapter 9 Develop garments for women using major and minor components.</p>	10 8 8

References
<ul style="list-style-type: none"> • Elizabeth Liechty, Judith Rasband, “Fitting and Pattern Alteration”, Bloomsbury Academic USA, 2016. • Helen J Armstrong, “Pattern Making for Fashion Design”, Pearson, 5th edition, 2013. • Martin M Shoben, Patrick J Taylor, “Grading for the Fashion Industry”, LCFS Fashion Media, 2004. • Natalie Bray, “Dress Fitting - Basic Principles and Practice”, BSP Professional Book Publishers, 2nd edition, 1991. • Patric Taylor, “Grading for the Fashion Industry”, Stanley Thomas Ltd., 1990.

**II Semester
(Open Elective)
OE 2 - CLOTHING CARE AND MAINTENANCE**

Number of Theory Credits	Number of lecture hours /semester	Number of practical credits	Number of practical hours /semester
3	42	NA	NA
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Learn aspects related to care and maintenance of clothing. • Understand washing methods for different types of clothing and storage. • Differentiate between soaps and detergents. • Gain knowledge about stain removal and care of expensive clothes. 			
<p>Unit 1 Water- hard and soft water, methods of softening water. Zeolite or base exchange method. Determination of water hardness.</p>			6
<p>Unit 2 Laundry soaps – Manufacture of soap and methods, composition of soap, types of soap, soap less detergents, chemical action and advantages of detergents. Difference between soaps and detergents.</p>			6
<p>Unit 3 Laundry equipment and reagents: Study of laundry equipment and laundry reagents - soaps - detergents - cleaning action of soaps, indigenous cleaning agents - rita nut - shikakai - green gram - bran solution - study of modern and industrial cleaning agents</p>			8
<p>Unit 4 Stiffening agents: Study of stiffening agents - purpose of stiffening- classification of stiffening agents preparation and uses of stiffeners- natural and commercial starches - preparation of starch for use – bleaching agents - blueing and tinting agents and their application – optical whiteners.</p>			8
<p>Unit 5 Washing machine and care labels - Study of different types of house hold/industrial washing machine- rotary - swirling - pressure - tumble wash etc.; various systems of care labeling-washing instruction. Bleaching instruction-drying instruction-ironing instruction-dry cleaning instruction. Placement of labels on garments.</p>			7
<p>Unit 6</p>			

Stain removal: Principles of laundering - stain removal - various solvents for stain removing blood, tea, rust; oil/grease etc. – different methods of washing - application of friction by hand rubbing - scribing – tumble wash. General rules and ways of stain removal	7
References	
<ul style="list-style-type: none"> • Dantyagi S., “Fundamentals of Textile and Their Care”, Oriental Longmans Ltd, New Delhi, 1996. • Denlkar, “Household Textiles and Laundry Work”, Atma Ram and Sons, Delhi, 1993. • Davis, “Laundry and Clothing Care”, Drama Book Publishers, 1995. • Neomi D'Souza, “Fabric Care”, New Age International Publisher, 1998. • Parthiban M, Srikrishnan MR, “Apparel Finishing and Clothing Care”, WPI, 2020. • Rajkishore Nayak, Saminathan Ratnapandian, “Care and Maintenance of Textile Products Including Apparel and Protective Clothing”, CRC Press, 1st edition, 2018. 	

QUESTION PAPER PATTERN (Theory)

**I/II Sem. B.Sc. Examination
(2021-22 Onwards)
FASHION AND APPAREL DESIGN
Paper code and Title of the paper**

MAX MARKS-60

TIME: 3Hrs

**Instructions to the Candidates: i. *All sections are compulsory*
ii. *Illustrate wherever necessary***

SECTION – A

1. Answer any 10 of the following

(10x2=20)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

SECTION – B

II. Answer any 5 of the following

(5x4=20)

- 13.
- 14.
- 15.
- 16.
- 17.
- 18.

SECTION – C

III. Answer any 4 of the following

(4x5=20)

- 19.
- 20.
- 21.
- 22.
- 23.

QUESTION PAPER PATTERN (Practical)

**I/IISem. B.Sc. Examination
(2021-22 Onwards)
FASHION AND APPAREL DESIGN
Paper code and Title of the paper**

MAX MARKS-25

TIME: 4Hrs

Instructions to the Candidates: i. *All sections are compulsory*

- | | |
|---------------------|-----------------|
| 1. | 10 Marks |
| 2. | 10 Marks |
| 3. Viva Voce | 05 Marks |

QUESTION PAPER PATTERN (Practical)

**I/IISem. B.Sc. Examination
(2021-22 Onwards)
FASHION AND APPAREL DESIGN
Paper code and Title of the paper**

MAX MARKS-50

TIME: 4Hrs

Instructions to the Candidates: i. *All sections are compulsory*

- | | |
|---------------------|-----------------|
| 1. | 20 Marks |
| 2. | 20 Marks |
| 3. Viva Voce | 10 Marks |

Outline for Continuous Assessment

Theory with 3 credits

Activity	C1	C2	Total
Session Test	15%	15%	30%
Seminars/Presentations/Activity	5%	-	05%
Assignment/Field Work	-	5%	05%
Total	20%	20%	40%

Practicals with 2/3 Credits

Activity	C1	C2	Total
Test / Performance	20%	20%	40%
Record Maintenance		10%	10%
Total			50%



BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

**(Semester Scheme with Multiple Entry and Exit Options for
Under Graduate Course- as per NEP 2020)**

**Syllabus for B.Sc.
Fashion and Apparel Design
(III & IV Semester)**

2022-23 onwards

Proceedings of the Board of Studies meeting in Fashion & Apparel Design (UG) held on 7th September 2022 at 11 AM in the Board Room, Department of Apparel Technology & Management, Bengaluru City University, Bengaluru.

The Chairman welcomed all the members and the agenda was taken up for discussion.

Item No. 1. Approval of the scheme and syllabus of III & IV Semesters B.Sc. (Fashion & Apparel Design) course.

The members deliberated on the scheme and syllabus of III and IV Semesters proposed by the subject expert committee as per NEP-2020. After thorough discussion and after incorporating the necessary changes the Board unanimously approved the scheme and syllabus of III & IV Semesters as per IC model proposed by Karnataka Higher Education Council, Govt. of Karnataka to be implemented from the academic year 2022-23.

Item No. 2. Approval of the scheme and syllabus of III & IV Semesters B.Sc. (Interior Design & Decoration) course.

The members deliberated on the scheme and syllabus of III and IV Semesters proposed by the subject expert committee as per NEP-2020. After thorough discussion and after incorporating the necessary changes the Board unanimously approved the scheme and syllabus of III & IV Semesters as per IC model proposed by Karnataka Higher Education Council, Govt. of Karnataka to be implemented from the academic year 2022-23.

Item No. 3. Approval of panel of Examiners for B.Sc. (Fashion & Apparel Design) for the year 2022-23

The list of panel of examiners for B.Sc. (Fashion & Apparel Design) course for the year 2022-23 was placed before the members and their suggestions were incorporated and approved.

Item No. 4. Approval of panel of Examiners for B.Sc. (Interior Design and Decoration) for the year 2022-23

The list of panel of examiners for B.Sc. (Interior Design & Decoration) course for the year 2022-23 was placed before the members and their suggestions were incorporated and approved.

The Chairman thanked all the members for their active participation in the meeting.

Members Present:

Dr. R. Sudhakar

Chairperson

Dr. Sandhya Ravi

Member

Sri Devaraj

Member

Smt. Archana

Member

Smt. Bharathi

Member

Scheme of Examination

B.Sc. (FASHION & APPAREL DESIGN)								
SEMESTER – III								
CODE	Course	Theory/ Practical	Instruct ion Hrs/wk	Duration of Exam (Hrs)	Marks			CREDIT
					IA	Exam	Total	
	Language I	Theory	4	2.5	40	60	100	3
	Language II	Theory	4	2.5	40	60	100	3
FD3.1T FD3.1P	Fashion Art & Design	Theory	3	2.5	40	60	100	3
		Practical	4	3	25	25	50	2
FD3.2T FD3.2P	Garment Detailing II	Theory	3	2.5	40	60	100	3
		Practical	4	3	25	25	50	2
FD3.3P	Apparel Computer Aided Design	Practical	6	4	50	50	100	3
FD OE-3	Open Elective	Theory	3	2.5	40	60	100	3
	SEC	Theory+ Practical	1+2	2	25	25	50	2
	PE-Sports	Practical	2	-	25	-	25	1
	H&W	Practical	2	-	25	-	25	1
					375	425	800	26

SEMESTER – IV								
CODE	Course	Theory/ Practical	Instruct ion Hrs/wk	Duration of Exam (Hrs)	Marks			CREDIT
					IA	Exam	Total	
	Language I	Theory	4	2.5	40	60	100	2
	Language II	Theory	4	2.5	40	60	100	2
FD4.1T FD4.1P	Indian Textiles & Costumes	Theory	3	2.5	40	60	100	3
		Practical	4	3	25	25	50	2
FD4.2T FD4.2P	Textile & Apparel Testing	Theory	3	2.5	40	60	100	3
		Practical	4	3	25	25	50	2
FD4.3P	Apparel Production	Practical	6	4	50	50	100	3
FD OE-4	Open Elective	Theory	3	2.5	40	60	100	3
	AECC	Theory+ Practical	1+2	2	25	25	50	2
	PE-Sports	Practical	2	-	25	-	25	1
	NCC/NSS/R&R/CA	Practical	2	-	25	-	25	1
					375	425	800	26

Open Electives

III Semester: OE-3: Fashion Makeover

IV Semester: OE-4: Textile Arts & Crafts of India

Exit option with Diploma in Fashion & Apparel Design (with a minimum of 96 Credits)

Program Title	B.Sc. Fashion and Apparel Design	Semester	Third Semester
Course Code	FD 3.1 T	Course Credits	3
Course Name	Fashion Art and Design (Theory)	Contact hours	42 hrs

Course Outcomes: On successful completion of the course, the student will be able to:

- ❖ Understand the role of fashion illustration in fashion design.
- ❖ Analyse various fashion silhouettes and apply design concepts in fashion design.
- ❖ Identify various design elements to incorporate details like collars, necklines, sleeves, cuffs.
- ❖ Develop complete designer fashion figures with silhouettes and apply rendering techniques.

Course Content

Unit 1

Chapter 1

Fashion Research - Introduction, types, and source of research for design collection. Inspiration for fashion designers. Introduction to concepts and process of fashion portfolio designing.

4 Hrs

Chapter 2

Fashion Forecasting-Introduction, types. Forecasting - (Time Based) short term forecasting, long term forecasting. Techniques in forecasting- judgemental, initiative forecasting, Delphi technique, process of fashion forecasting. Colour forecasting- Introduction, importance, impact on fashion, 24 mood categorizations, fashion forecasting agencies.

5 Hrs

Chapter 3

Designing of garments based on figure types, garments to create optical illusion through elements and principles of design.

4 Hrs

Unit 2

Chapter 4

Trend Analysis- Identification/ selection of target market, trend analysis of earlier seasons to understand trend spotting methods and trend life cycles. Forecast interpretation of the current / subsequent season, developing style directions based on selected markets, trend reporting and data presentation.

5 Hrs

Trend analysis for different seasons, trend analysis agencies.

Chapter 5

Flat Sketch - Introduction, importance and application. Method of drawing flats, styling the flats, sketching flats freehand, proportion for flats for women, men, and children, croquis mixed with flats, portfolio flats, Flats for garment manufacture.

2 Hrs

<p>Chapter 6 Specification sheet – Introduction, importance, application, types- Manual, computerized. Detailed content- Season, description, client, fabrics, trims and accessories, brand label, care label, style, size, and other details.</p>	2 Hrs
Unit 3	
<p>Chapter 7 Design layout- Design objectives, direction, attitude in a pose, design emphasis, stylization for Designers. Design journal pages, design journal thumbnail sketches, maximizing design impact, composition rules, direction, grouping figures, layout, or line up.</p>	8 Hrs
<p>Chapter 8 High end rendering techniques-Introduction, depth, and shine. Highlights- pleats, drape, transparency, volume, gathers, folds fringes, ruffles, cowls, smocking, shirring, gore and pin tucks. Changing proportions - bridal looks, trains, dress and gowns, drape, and volume. Luxury fabric rendering- feather, fur lace, embroidered fabrics.</p>	8 Hrs
<p>Chapter 9 Sustainable Fashion – meaning and significance; Environmental concerns related to fashion; Linear fashion and circular fashion; 4R’s in sustainability – Repair, recycle, reuse, and reduce. Moving towards sustainable fashion - Eco fashion, slow fashion, fast fashion. Environmental impact of fast fashion.</p>	4 Hrs

References	
1	Bina Abbing, “Fashion Sketchbook”, Fair child Books, Canada, 7 th Edition, 2019.
2	Brockman HL, "Theory of Fashion Design" John Wiley and Sons. Inc., New York, 1990.
3	Jaeil Lee, Comitte Steen, “Technical Source Book for Designers”, Bloomsbury Academic USA, 2 nd edition, 2015.
4	Patrick John Ireland, “Fashion Design Illustration - Children", Batsford, London, 1996.
5	Patrick John Ireland, “Fashion Design Illustration - Women", Batsford, London, 1996.
6	Peacock J, “Fashion Source Books", Thames and Hudson, London, 1998.
7	Stecker P, “The Fashion Design Manual", Macmillan, Australia, 1997.
8	TisiannaPaci, “Figure Drawing for Fashion Design”, Pepin Press Publication, 2002.

Program Title	B.Sc. Fashion and Apparel Design	Semester	Third Semester
Course Code	FD 3.1 P	Course Credits	2
Course Name	Fashion Art and Design (Practical)	Contact hours	56 hrs

Course Outcomes: On successful completion of the course, the student will be able to:

- ❖ Understand the concepts and usage of fashion research, forecasting and trend analysis in designing.
- ❖ Incorporate designing skills using high end rendering techniques.

Course Content

Unit 1	12 Hrs
Research design- Preparation of portfolio based on inspiration, mood, colour, client, texture and fabric swatch boards based on current trend.	
Unit 2	8 Hrs
Illusion in garments -Line, space texture, colour, and silhouette. Designing of various garments from the following categories - Children wear, women's wear, men's wear, evening wear, nightwear, summer wear, winter wear and party wear (2each).	
Unit 3	10 Hrs
Flat sketch - Sketching flats for women, men and children wear. Spec sheet - Preparation of spec sheet with measurement and other details for formal and casual shirt, formal and casual trousers, and frocks (Any 2).	
Unit 4	10 Hrs
Fashion sketching of advanced illustration techniques and 3 dimensional views (only hand). Foreshortening of figures, grouping of figures - thematic figure composition.	
Unit 5	8 Hrs
Design layout- Direction, attitude in a pose, emphasis, stylization for designers, design journal pages, composition direction and line up.	
Unit 6	8 Hrs
High end rendering techniques- Sketching ruffles, cascades, cowls, smocking, shirring, gathers, gores, pin tucks, dress and gown, bridal look and bridal trains, luxe fabric rendering, black fabric rendering.	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Third Semester
Course Code	FD 3.2 T	Course Credits	3
Course Name	Garment Detailing II (Theory)	Contact hours	42 hrs

Course Outcomes: On successful completion of the course, the student will be able to:

- ❖ Gain knowledge on industrial method of pattern making, grading and marker plan.
- ❖ Understand garment sizes and categories.
- ❖ Understand fitting techniques and pattern alteration techniques.
- ❖ Handle special fabrics for garment construction.

Course Content

Unit 1

Chapter 1

Introduction to pattern development, manual and computerized pattern development, marker making -Introduction, mini marker, marker plan development and marker efficiency. Digitizer, plotter, and scanner-application in pattern making.

3 Hrs

Chapter 2

Software- Introduction to software used in computerized pattern making, grading, and marker making, marker efficiency and computerized garment manufacturing process.

4 Hrs

Chapter 3

Pattern layout - Definitions, principles, types of layouts, importance of pattern layout. Fabric estimation - Definition, types of estimation, importance of fabric estimation.

6 Hrs

Unit 2

Chapter 4

Handling special fabrics - Introduction, types of special fabrics - stretch fabrics, knit, checks, plaids, stripes, velvet, corduroy, leather, fur, and lace. Factors to be considered while pattern making, garment construction, garment finishing, washing, care and storing.

6 Hrs

Chapter 5

Grading - Introduction, definition, grading terminologies, principles, types, sizes, grade rules and points, manual and computerized grading, importance, advantages, and disadvantages.

4 Hrs

Chapter 6

Fitting - Introduction, principles of fitting, types of garments fit, standards for a good fit, e-fitting, body scanner, 3D simulators.

6 Hrs

Pattern alteration techniques - Introduction, methods of alteration technique, importance. Pivot, slash and spread method (length, width, front, back, sleeve, shirt, skirt, trousers).

Unit 3	
Chapter 7 Interlining & interfacing - Introduction, properties, types, materials, method of applications. Machinery used -Continuous fusing press, flatbed fusing press, high-frequency fusing, hand iron.	4 Hrs
Chapter 8 Foundation garments- Introduction, design, fabric, trims, and accessories. Types of fitting for men's innerwear briefs & trunk, swimwear, Women's innerwear-brassier, panties and swim wear.	5 Hrs
Chapter 9 Sportswear and Active wear- Introduction, design, fabric, garment fitting, materials used and types of sport wear for men and women. Interlinings and interfacing used for sportswear.	4 Hrs

References	
1	Elizabeth G Liechty et al., "Fitting & Pattern Alteration: A Multi-Method Approach to the Art of Style Selection, Fitting, and Alteration", Fairchild Books, New York, 2016.
2	Helen J Armstrong, "Pattern Making for Fashion Design", Pearson, 5th edition, 2009.
3	Martin M Shoben, Patrick J Taylor, "Grading for the Fashion Industry", LCFS Fashion Media, 2004.
4	Natalie Bray, "Dress Fitting - Basic Principles and Practice", BSP Professional Book Publishers, 2nd edition, 1991.
5	Patric Taylor, "Grading for the Fashion Industry", Stanley Thomas Ltd., 1990.
6	Roshan Shishoo, "Textiles for Sportswear", Woodhead Publishing, 1 st edition, 2015.
7	Ruth E. Glock, Grace I. Kunz, "Apparel Manufacturing, Sewn Product Analysis", Pearson, 2018.
8	Steven George Hayes, PraburajVenkatraman, "Materials and Technology for Sportswear and Performance Apparel", CRC Press Taylor and Francis Group, 2017.
9	Winfred Aldrich, "Metric Pattern Cutting", Blackwell Science, UK, 1988.

Program Title	B.Sc. Fashion and Apparel Design	Semester	Third Semester
Course Code	FD 3.2 P	Course Credits	2
Course Name	Garment Detailing II (Practical)	Contact hours	56 hrs

Course Outcomes: On successful completion of the course, the student will be able to:

- ❖ Prepare pattern layout, fabric estimation and garment construction
- ❖ Design and construct garments for men, women, and sport categories
- ❖ Choose suitable garment accessories and trims for the designed garments

Course Content

Unit 1	14 Hrs
Designing and development of women's wear - Pattern layout, fabric estimation and costing must be developed for individual garment. <ul style="list-style-type: none"> ➤ Ladies top/Blouse ➤ Salwar kameez 	
Unit 2	14 Hrs
Designing and Development of men's wear - Pattern layout, fabric estimation and costing must be developed for individual garment. <ul style="list-style-type: none"> ➤ Casual Shirt/Kurta ➤ Trouser 	
Unit 3	10 Hrs
Designing and development of night wear for women -Pattern layout, fabric estimation and costing must be developed for individual garment (one set).	
Unit 4	10 Hrs
Designing and development of night wear for men -Pattern layout, fabric estimation and costing must be developed for individual garment(one set).	
Unit 5	6 Hrs
Development of manual grading of patterns – Men's shirt, women's top.	
Unit 6	2 Hrs
Collection and development of folio on special fabrics, interlining & interfacing.	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Third Semester
Course Code	FD 3.3 P	Course Credits	3
Course Name	Apparel Computer Aided Design (Practical)	Contact hours	84 hrs

Course Outcomes: On successful completion of the course, the student will be able to:

- ❖ Use of designing software to develop patterns.
- ❖ Create design by using different designing tools.
- ❖ Develop patterns for various garments with PDS.

Course Content

Unit 1

Chapter 1

Introduction to computer aided design -Fundamentals, general process of design, application of computers in design, benefits of CAD and CAD in today's fashion industry.

4Hrs

Chapter 2

Introduction to fashion design software - Tools in detail, enhancing images, masking, transforms, working with layers, merging & blending layers, text effects. Creating an advertising brochure, brand label, care label designing, logo designing, development of visiting card, letterhead.

10 Hrs

Chapter 3

Painting & rendering using software, creating & manipulating fashion model drawings, gradient use for rendering & 3D effects, making collage. Applying filters, creating various boards- mood/inspiration/client/customer/colour and texture board using designing software on various themes.

12 Hrs

Unit 2

Chapter 4

Designing using software - Introduction, learning basic tools. Using basic shapes, transformations, duplicate, cloning. Applying fill, outlines, special effects, shaping objects, creating custom shapes using basic shapes and other drawing tool, working with the text, effects, shaping object with envelope tool, power clip objects, splitting and erasing portion of objects. Creating fashion accessories like necklace, bracelet, anklets, earring, and head gear etc.

10 Hrs

Chapter 5

Motifs development – Symmetrical/asymmetrical, balanced/unbalanced, repeat – ½ drop, ¼ drop, ¾ drop mirror – H/V and drop reverse. Design development of saree with borders,

10 Hrs

pallu, and all over. Design development of men's kurta with neckline, cuff, and sleeve.	
Chapter 6 Draping of garments on men's, women's & children for casual, party, night, sports, office/formal wear using software.	10 Hrs
Unit 3	
Chapter 7 Design development of flat sketches with stitch specification for the following - Children – girls (A-line & yoke frock), boys (shirt & shorts), adults - women's (top, skirt, gown), men's (shirt, kurta, trouser). Create spec sheets and cost sheets for the above garments using software.	10 Hrs
Chapter 8 PDS – Introduction, pattern design – Introduction to PDS (pattern design screen), file menu, opening and saving, managing pieces on the screen, measure, edit and view functions. Point & notch functions, line functions, piece functions.	10 Hrs
Chapter 9 Prepare basic pattern set, grade the patterns to smaller, larger size. Creating marker plan - A-Line frock, skirt, shirt, dress/top, shorts/trousers and kurta. (Note: Fashion studio software / Photoshop / Corel Draw/ Jindex 3D fashion/ 3D Clo etc. may be used).	8 Hrs

References	
1	Jinlian Hu, "Computer Technology for Textiles and Apparel", Woodhead Publishing, 1 st edition, 2011.
2	Kathleen Colursy M, "Fashion Design on Computers", Prentice Hall, 2004.
3	Radhakrishnan R, Subramanian S, Raju V, "CAD/CAM/CIM Computer Aided Design & Manufacturing", New Age International Publications, 2000.
4	Renee Weiss Chase, "CAD for Fashion Design", Prentice Hall Publications, 1997.
5	Stott M, "Pattern Cutting for Clothing Using CAD: How to Use Lectra Modaris Pattern Cutting Software", Woodhead Publishing, 2012.
6	Taylor P, "Computers in Fashion Industry", Heinemann Publication, 1990.
7	Voisinet Donald D. "Computer Aided Drafting & Design-Concept & Application", McGraw-Hill, 1987.
8	Winfred Aldrich, "CAD in Clothing & Textiles", Blackwell Science, 1994.

Program Title	B.Sc. Fashion and Apparel Design	Semester	Third Semester
Course Code	OE 3T	Course Credits	3
Course Name	Fashion Make Over (Theory)	Contact hours	42 hrs

Course Outcomes: On successful completion of the course, the student will be able to:

- ❖ Groom and style for any occasion.
- ❖ Acquire knowledge about various garments suitable for different occasions.
- ❖ Demonstrate knowledge and skills of makeover through reflective experiential learning.
- ❖ Bring about a change in personality through makeover.

Course Content

Unit 1

Chapter 1

Fashion make over - Introduction to makeover, importance, types- clothing, makeup, accessories, and materials.

4 Hrs

Chapter 2

Introduction to different styles (chic, exotic, classic, glamorous, sexy, sophisticated, tomboy, hippies, etc.). Study of fashion appreciation- historical, contemporary and art style to understand fashion as a social phenomenon.

4 Hrs

Chapter 3

Elements of fashion and styling for women - Skirt, blouses, dresses, trousers, tops (traditional, casual, formal), men- shirts, trousers, kurta, formals, jackets (traditional, casual, formal).

6 Hrs

Unit 2

Chapter 4

Selection of clothes - Clothing for children, teenagers, youth, middle aged, adults. Types of clothes, selection according to region, season and occasion.

5 Hrs

Chapter 5

Planning clothing needs for school, college, party, sports, formal, corporate, traditional, holiday.

5 Hrs

Chapter 6

Make up- Introduction to makeup, types, based on skin type, shape of the face, eyes, nose, lips.

5 Hrs

Unit 3

Chapter 7

Make up materials- brushes, moisturizer, primer, concealer, foundation, compact. Eye

6 Hrs

makeup- Introduction, types, materials. Lip – introduction, types, and materials. Choice of colours based on skin colour, make up for corporate, traditional, casual- beach, swimming. Special occasions - Wedding, party, award ceremony. Techniques for removal of makeup, skin care and maintenance.	
Chapter 8 Accessories- Introduction to men’s and women’s accessories, importance, types- heads gear, footwear, handwear, handbags, scarfs, stoles, watches, jewellery	4 Hrs
Chapter 9 Styling and makeover for different occasion- Formal wear, party wear- Indian, Western wear, casual wear, beach wear, for both men and women,	3 Hrs

References	
1	Alan Flusser, “Dressing the Man- Mastering the Art of Permanent Fashion”, Harper Collins Publication, 2002.
2	Alison Freer, “How to get Dressed”, Ten speed press, Berkeley Publishers, 2015.
3	Boris Entrup, “10 Minutes Make up”, Dorling Kindersley, London, 2014.
4	Clinton Kelly, Stacy London, “Dress you’re Best- The complete guide to finding the style that’s right for your body”, 3 River Press Publication, 2005.
5	Danielle Griffiths, “Fashion stylist Handbook”, Laurence King Publishers 2016.
6	Kendall Farr, “The Pocket Stylist”, Penguin Group Publishers, USA Inc., 2004.
7	Rouse ‘Understanding Fashion”, Blackwell Science, UK 1989.
8	Trish McEvoy, “The Makeover of Confident Women”, Harper Wave Publishers, 2017.

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fourth Semester
Course Code	FD 4.1 T	Course Credits	3
Course Name	Indian Textiles and Costumes (Theory)	Contact hours	42 hrs

Course Outcomes: On successful completion of the course, the student will be able to:

- ❖ Understand history of textiles and its influence with reference to fashion clothing.
- ❖ Understand and use symbolic motifs and colour in designing traditional textiles.
- ❖ Acquaint with sketching skills of costumes for different regions of India.
- ❖ Understand the importance of Indian Costumes and use them in designing fashion designer wear.

Course Content

Unit 1

Chapter 1

History of clothing & textiles- Introduction, pre-historic reference, influence of religion, art, trade, and royalty with respect to main features and relevance to industry today. History of costumes - Introduction, beginning of costume - body decorations, body staining, tattooing, cutting and scarification, adoption of fibrous apparel, initial manufacturing of clothes. Earlier decoration of textiles, types of ornaments used in the beginning and other methods of skin decoration.

3 Hrs

Chapter 2

Textiles and costumes of India- Introduction, history, types, motifs and symbols, prehistoric textiles, and costumes - costume components for men, women and children, hair, and hair dresses.

3 Hrs

Chapter 3

Origin of clothing (Dress)-Stone age, Neolithic Age, Bronze Age, Indus Valley Civilization, Vedic age. Changing scenario of Indian costumes and influence on present day clothing.

6 Hrs

Unit 2

Chapter 4

Middle Ages - Textiles and costumes of India- Introduction, history, types, motifs and symbols, prehistoric textiles, and costumes. Costume components for men, women and children- hair, and hair dresses. Mauryan, Guptas, Satavahanas, Kushans & Mughals.

6 Hrs

Chapter 5

Hand Woven Textiles- Saris - Banaras Brocades, Baluchari, Jamdani, Dhaka Muslin, Himru, Amru, Tancoi, Patola, Pochampalli, Paithani, Kanjeevaram, Chanderi, Maheshwari, Ilkal, Molakalmuru, Mysore silks, Kasuvu, Narayanpet, Gadwall, Mangalagiri, Uppadaand

4 Hrs

Venkatagiri. Embroidered Textiles- Kashmiri, Chikankari, phulkari, Kanta, ParsiGara, Zardozi and Ari. Shawls-Kashmir Shawls, Kullu & Kinnaur Shawls. Wraps of North-east. Floor coverings - Carpets, Durries & Rugs.	
Chapter 6 Printed and painted textiles of India- Introduction, history, types of printed, dyed, and painted textiles of India. Colours, motifs, and techniques used in printed, dyed and painted Indian traditional textiles. Printed textiles: Block prints- Bagru, Sanganer, Ajrakh. Painted Textiles – Kalamkari, Warli, Madhubani.	8 Hrs
Unit 3	
Chapter 7 Resist dyed textiles - Introduction, types, design used in Bandhej & Lehariya of Rajasthan. Ikat - Patola of Gujarat, Bandha of Odisha, Pochampalli of Andhra.	4 Hrs
Chapter 8 Traditional costumes of Northern India – Jammu & Kashmir, Punjab, Himachal Pradesh, Haryana, Madhya Pradesh, Uttarakhand, and Uttar Pradesh. Traditional costumes of Eastern India – West Bengal, Bihar, Jharkhand, Arunachal Pradesh, Assam, Sikkim, Nagaland, and Manipur.	4 Hrs
Chapter 9 Traditional costumes of Southern India – Tamil Nadu, Kerala, Karnataka, and Andhra Pradesh. Traditional costumes of Western states of India – Rajasthan, Gujarat, Maharashtra, and Goa.	4 Hrs

References	
1	Gertrud Lehnert, “A History of Fashion in the 20th Century”, Konemann Publications, 2000.
2	Jamila BrijBhushan, “The Costumes and Textiles of India”, Taraporevala, Bombay, 1958.
3	John Gillow, “Traditional Indian Textiles”, Thames & Hudson Ltd., 1993.
4	Martand Singh, “Hand Crafted Indian Textiles”, Lustre Press, 2005.
5	Parul Bhatnagar, “Decorative Design History in Indian Textiles and Costumes”, Abhishek Publications, 2011.
6	Parul Bhatnagar, “Traditional Indian Costumes & Textiles”, Abhishek Publication, 2009.
7	Phyllis Tortora, Keith Eubank, “Survey of Historical Costumes, A History of Western Dress”, Bloomsbury Publishing India Private Limited, 5th edition, 2009.
8	Prakash, Raman K, Pradeesh K, “Warli Traditional Folk Art from India”, Shree Book Centre, Publication,2016.

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fourth Semester
Course Code	FD 4.1 P	Course Credits	2
Course Name	Indian Textiles and Costumes (Practical)	Contact hours	56 hrs

Course Outcomes: On successful completion of the course, the student will be able to:

- ❖ Understand about evolution of Indian costumes since ancient times.
- ❖ Acquire knowledge of textiles and costumes and implement the techniques.
- ❖ Acquire skills in selecting fabrics for designing.
- ❖ Sketch and incorporate ancient designs.

Course Content

Unit 1	10 Hrs
Sketching of costumes and hairstyles of ancient India -Indus valley, Vedic period (men and women).	
Unit 2	10 Hrs
Sketching of costumes and hairstyles of Middle age- Mauryan, Kushans, Gupta and Mughal period (men and women).	
Unit 3	10 Hrs
Design and development of sarees (motif, all over, border, pallu) of any four states in India.	
Unit 4	12 Hrs
Sketching of costumes -Northern India (Jammu and Kashmir, Punjab, and Rajasthan), sketching of costumes of East India (West Bengal, Assam, Manipur) male & female.	
Unit 5	10 Hrs
Sketching of costumes -Western India (Gujarat, Maharashtra, Goa). Sketching of costumes of Southern India (Karnataka, Tamil Nadu, Kerala, Andhra Pradesh) male and female.	
Unit 6	4 Hrs
Development of a detailed report and pictures of any one textiles of India.	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fourth Semester
Course Code	FD4.2 T	Course Credits	3
Course Name	Textile & Apparel Testing (Theory)	Contact hours	42 hrs

Course Outcomes: On successful completion of the course, the student will be able to:

- ❖ Understand the procedures to be followed in textile testing.
- ❖ Analyse the various tests for fibre, yarn, fabric, and garments.
- ❖ Understand the working principles of textile testing equipments.

Course Content

Unit 1

Chapter 1

Introduction to textile testing, objectives of testing. Samples for testing- Types and its importance.

3 Hrs

Chapter 2

Fibre terminologies, moisture and moisture relationship, moisture content and regain. Fibre maturity, fibre length, fibre fineness.

2 Hrs

Chapter 3

Yarn count - Direct system and indirect system. Its importance in fabric manufacturing. Yarn twist- twist direction, amount of twist, and effects of twist on fabric properties.

4 Hrs

Unit 2

Chapter 4

Fabric testing - Fabric dimensions- length, width, thickness, determination of fabric weight - GSM measurement and its application to different fabrics, cover factor, fabric shrinkage.

5 Hrs

Chapter 5

Testing of fabric strength - Terminology and definition-Tensile strength, bursting strength tear strength.

6 Hrs

Chapter 6

Fabric air permeability, stiffness, drape, crease resistance, abrasion resistance, pilling, bow & skew

9 Hrs

Unit -3	
Chapter 7 Determination of colour fastness to laundering, rubbing, light and perspiration.	5 Hrs
Chapter 8 Tensile properties of seams and stitches.	4 Hrs
Chapter 9 Garment and garment accessories testing – testing of fusible interlinings, zippers, elastic waistband, sewing threads, buttons, snap fasteners, wear testing.	4 Hrs

References	
1	Amutha K, “A Practical Guide to Textile Testing”, WPI Publishing, 1 st edition, 2016.
2	Arindam Basu, “Textile Testing”, South India Textile Research Association, Chennai, 2006.
3	Booth J E, “Principles of Textile Testing”, CBS Publishers and Distributors, New Delhi, 1996.
4	Jewel Raul, “Textile Testing”, APH Publishing house, New Delhi, 2014.
5	Patricia Dolez, Olivier Vermeersch & Valerio Izquierdo, “Advanced Characterization and Testing of Textiles”, Woodhead Publishing, 1 st edition, United Kingdom, 2017.
6	Pradeep V. Mehta, “Managing Quality in Apparel Industry”, New Age international Ltd.
7	Saville B P, “Physical Testing of Textiles”, Woodhead Publishing Ltd., Cambridge, 1999.
8	Sheraz Ahmad et al., “Advanced Textile Testing Techniques”, CRC Press Published, 1 st edition, New Delhi, 2017.

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fourth Semester
Course Code	FD 4.2 P	Course Credits	2
Course Name	Textile & Apparel Testing (Practical)	Contact hours	56 hrs

Course Outcomes: On successful completion of the course, the student will be able to:

- ❖ Test fabrics for various parameters
- ❖ Handle the textile testing equipment with ease.
- ❖ Understand the procedure to be followed to test fabrics.

Course Content

Unit 1	12 Hrs
Determination of geometrical properties of fabrics - Thread density, yarn count, GSM, thickness, cover factor.	
Unit 2	8 Hrs
Determination of fabric bending and drape.	
Unit 3	12 Hrs
Determination of fabric tensile strength, abrasion resistance and pilling resistance.	
Unit 4	4 Hrs
Determination of fabric crease recovery.	
Unit 5	12 Hrs
Determination of fabric shrinkage, colour fastness to washing, rubbing and light.	
Unit 6	8 Hrs
Determination of garment accessories testing - Button snap pull test, zipper test, seam strength test.	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fourth Semester
Course Code	FD 4.3 P	Course Credits	3
Course Name	Apparel Production (Practical)	Contact hours	84 hrs

Course Outcomes: On successful completion of the course, the student will be able to:

- ❖ Develop patterns as per Industrial Standards.
- ❖ Use skills in designing and garment construction of men's and women's garments
- ❖ Understand and develop tech pack and spec sheet.
- ❖ Work confidently in production line of an apparel industry.

Course Content

Unit 1

Chapter 1

ASTM standards for seams & stitches, development of samples of seams and its types, Development of samples of stitch types, stitch & seam dimensions.

4 Hrs

Chapter 2

Apparel accessories & components - Fasteners, labels, support materials, decorative trims, tapes & packing materials. Preparation of folio on all apparel accessories & components used in apparel industry.

4 Hrs

Chapter 3

Analysis of style and fit for kid's men's and women's wear garments (any two brands). Develop tech pack for the analysed garments.

4 Hrs

Unit 2

Chapter 4

Design and development of men's formal/executive shirt using blocks. Development of tech pack including spec sheet, trims and support materials, construction details, bill of material (BOM), layout, fabric estimation and costing.

12Hrs

<p>Chapter 5 Design and development of men's trouser and casual jacket using blocks. Development of flat sketch, spec sheet, tech pack, trims and support materials, construction detail, BOM, layout, fabric consumption and costing.</p>	12 Hrs
<p>Chapter 6 Design and development of men's ethnic wear - Sherwani suit using blocks. Development of flat sketch, spec sheet, tech pack, construction details, trims and support materials, BOM, layout, fabric consumption and costing.</p>	12 Hrs
Unit 3	
<p>Chapter 7 Design and development of women's formal/executive shirt using blocks. Development of flat sketch, spec sheet, tech pack, construction detail, trims and support material, BOM, layout, fabric consumption and costing.</p>	12 Hrs
<p>Chapter 8 Design and development of women's formal skirt using blocks. Development of flat sketch, spec sheet, tech pack, construction detail, trims and support material, BOM, layout, fabric consumption and costing.</p>	12 Hrs
<p>Chapter 9 Design and development of executive blazer (men/women) using blocks. Development of flat sketch, spec sheet, tech pack, construction detail, trims and support material, BOM, layout, fabric consumption and costing.</p>	12 Hrs

References	
1	Chuter A J, "Introduction to Clothing Production Management", Wiley India Pvt. Ltd., 2nd edition, 2011.
2	Claire Shaeffer, "Sewing for the Apparel Industry", Pearson Publication, second edition, 2012.
3	Mary Ruth Shields, "Industrial Clothing Construction Methods", Fair Child Publications, 2010.
4	Paula J, Myers-Mcdevitt, "Apparel Production Management and the Technical Package", Fair Child Publications, 2010.
5	Ruth E. Glock, Grace I. Kunz, "Apparel Manufacturing Sewn Product Analysis", Pearson/Prentice Hall, 2005.
6	Teresa Gilewska "Pattern Drafting for Fashion-Advanced" Bloomsbury Publishing, 2019.

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fourth Semester
Course Code	OE4 T	Course Credits	3
Course Name	Textile Art and Crafts of India (Theory)	Contact hours	42 hrs

Course Outcomes: On successful completion of the course, the student will be able to:

- ❖ Gain in-depth knowledge about Textile Art and Crafts of India.
- ❖ Develop understanding of various Indian art and crafts.
- ❖ Understand the materials and process of developing arts and crafts in India.
- ❖ Appreciate the art and craft of India.

Course Content

Unit 1

Chapter 1

Textile art & craft - Introduction, meaning, definition, types of art and craft in India.

2 Hrs

Chapter 2

Introduction to the basic concept in art & crafts. History of Indian art & craft. Factors influencing craft - social, economic, psychological, technological influence.

4 Hrs

Chapter 3

Art & crafts of Northern India – Kashmir- carpets, shawls, silverware, and woodworks. Punjab - Phulkari, jootis, durries and parandas. Haryana -pottery, weaving, Bagh, and Palm leaf work. Himachal Pradesh- paintings, leather craft metal work and stone craft.

6 Hrs

Unit 2

Chapter 4

Art & craft of Northern India- Chhattisgarh, Gonda art, bamboo craft, cowrie craft, kosa, wrought iron craft etc. Madhya Pradesh- stone carvings, folk paintings, iron craft, zari, toys and doll making,

6 Hrs

<p>Chapter 5 Art & craft of West India – Rajasthan- blue pottery, ivory works, Meenakari, Lac works, Thewa art. Gujrat- Bead Craft, Khavda Pottery. Maharashtra- Kolhapur chappal, Warli painting, Bidiri ware and metal embossing. Goa- funky crafts of Goa. Seashell crafts, brassware, wooden lacquerware, papier mache and Azulejos or Hand painted tiles.</p>	5 Hrs
<p>Chapter 6 Art & Craft of North-East India-Arunachal Pradesh- colourful masks, silver objects, bamboo and cane articles, wood carving, Mishmi shawls and Sherdukpen shawls, Thangka Painting. Assam- bamboo craft, silk textiles, cane craft, water hyacinth handicraft, bell metal craft and pottery. Manipuri -wood carving, shawls and blankets and Manipuri dance doll, Kaun Grass Craft, and stone carving. Mizoram- weaving. Nagaland- baskets hats and mats.</p>	5 Hrs
Unit 3	
<p>Chapter 7 Art & Craft of East India- West Bengal- Terracotta, Madur, Shola, and Dash avatar cards. Odisha- fine stone carving, Pattachitra, silver filigree. Jharkhand- Jadupatua Painting, Sohrai Painting.</p>	6 Hrs
<p>Chapter 8 Art & Craft of South India- Karnataka Wooden -doll making, Mysore paintings, ivory carving, wood carving and sandalwood craft. Kerala -Coconut shell, coir products, metal crafts. Tamil Nadu- Tanjore paintings, Kolu dolls, mats, Toda embroidery, applique. Telangana - dhokra craft, Bidiri craft, Cheriya paintings, pearl work. Andhra Pradesh- Kondapalli toys made of softwood, golden-hued Nirmal paintings, Kalamkari paintings.</p>	6 Hrs
<p>Chapter 9 Current Scenario of art & crafts in India - Current scenario of art & craft in domestic and International Market. Visit to any two craft clusters.</p>	2 Hrs

References	
1.	Aditi Rajan & Rajan MP, “Crafts of India- Handmade in India”, Mapin Publication Pvt. Ltd., 2014.
2.	Chattopadhyay K.D, “Indian Carpets and Floor Coverings”, All India Handicrafts Board, New Delhi, 1977.
3.	“Craft Traditions of India-Past, Present and Future”, NCERT Publication, 2011.
4.	Jaya Jaitley, “Crafts Atlas of India”, Niyogi Books, 2012.
5.	Marthand Singh, “Handcrafted Indian Textiles”, Roli Books, 2005.
6.	Prakash, K & Pradeesh K Raman, “Warli- Traditional Folk art from India”, English Edition Publishers, 2016.
7.	Prakash, K, “Rajasthani Folk Art - Traditional Art from India”, English Edition Publishers, 2003.



BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

**(Semester Scheme with Multiple Entry and Exit Options for
Under Graduate Course)**

**Syllabus for B.Sc. FAD
(V & VI Semester)**

2023-24

V SEMESTER

CODE	PAPERS	TEACHING HRS/WEEK	MARKS			CREDITS
			IA	EXAM	TOTAL	
FD 5.1 T	Apparel Quality Management	4	40	60	100	4
FD 5.2 P	Fashion Draping	4	25	25	50	2
FD 5.3 T	Export Trade and Documentation	4	40	60	100	4
FD 5.4 P	Fashion Accessories	4	25	25	50	2
FD 5.5 T	World Textiles and Costumes	4	40	60	100	4
FD E1 5.6 T	a. Clothing Culture & Communication	3	40	60	100	3
	b. Logistics & Supply Chain Management in Apparel Industry					
	c. Forecasting and Trend Analysis					
FD V1 5.7	a. Surface Design Techniques	2+2	40	60	100	3
	b. Intimate wear Designing					
SEC 4		2+2	40	60	100	3
			700			25

VI SEMESTER

CODE	PAPERS	TEACHING HRS/WEEK	MARKS			CREDITS
			IA	EXAM	TOTAL	
FD 6.1 T	Fashion Marketing and Merchandising	4	40	60	100	4
FD 6.2 P	Digital Fashion Studio	4	25	25	50	2
FD 6.3 T	Fashion Styling	4	40	60	100	4
FD 6.4 P	Fashion Portfolio and Design Collection	4	25	25	50	2
FD 6.5 T	Visual Merchandising	4	40	60	100	4
FD E2 6.6 T	a. Digital Fashion Marketing	3	40	60	100	3
	b. Home Textiles					
	c. Business Ethics and Corporate Social Responsibility					
FD V2 6.7	a. Indian Textiles Art and Craft	2+2	40	60	100	3
	b. Leather Apparel and Accessories					
FD 6.8	Internship		25	25 Report/Viva	50	2
			650			24

V SEMESTER B.Sc. (Fashion and Apparel Design)

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD 5.1- T	Course Credits	4
Course Name	Apparel Quality Management (Theory)	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the importance of quality management in apparel industry. • Develop knowledge of quality control techniques and their applications. • Learn about industry standards and regulations related to apparel quality. • Understand the importance of environmental management system. 			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to quality, need for quality, evolution of quality, definition of quality, dimensions of quality, importance, quality circle, inspection loop.</p>			6
<p>Chapter 2 Total Quality Management – Definition, principles of TQM, 7 tools of TQM, application of TQM tools in the apparel industry, service quality, and customer retention.</p>			4
<p>Chapter 3 Concepts of TQM – bench marking process, quality circle, QFD, Juran Trilogy, PDCA cycle, 5S, Kaizen, Six Sigma.</p>			5
Unit -2			Hrs.
<p>Chapter 4 QC - Definition, importance of QC in apparel industry.</p>			3
<p>Chapter 5 Fabric and garment defects Fabric – yarns defects, woven defects, processing defects, and finishing defects. Garment defects – Pattern defects, spreading defects, sewing defects, finishing defects, ways to minimize defects in the garment. Classification of the defects - major, minor, and critical defects in men’s shirts and trouser, women’s shirt and pants, and kids wear.</p>			6
<p>Chapter 6 Types of inspection - Raw material inspection, Fabric inspection - 4 point and 10 point system. Garment trims and accessory inspection – Buttons, zippers, labels, threads, snap fasteners, buckles, elastic.</p>			6
Unit -3			Hrs.
<p>Chapter 7 IPQC in apparel industry (spreading, cutting, sewing and finishing departments). JIT, poka-yoke and inspection loop.</p>			5
<p>Chapter 8 Quality assurance - Definition, importance, concepts of QA, AQL, zero defects, difference between QC and QA.</p>			5

Chapter 9 Labels – Definition, types of labels, (brand, size, care label, content/composition label, price label. Importance and types of International care labelling systems.	5
Unit – 4	
Chapter 10 Quality standards and certification - Need for ISO 9000, major elements in ISO 9001, importance of 17020 and 17022, Internal auditing. AATCC and ASTM standards, significance, and its importance.	6
Chapter 11 Environmental Management System (EMS) – Meaning and Definitions, Elements of EMS, benefits of EMS. Environmental Policies – Implementation of ISO 14000.	4
Chapter 12 World-class manufacturing, - Introduction, techniques, implementation, principles and aspects of WCM.	5
References	
<ul style="list-style-type: none"> • Aravin Prince Periyasamy, “Apparel Quality Control”, Omni Scriptum GmbH & Co. KG, 2014, ISBN NO: 978 - 3659 – 573385 • Booth J.E, “Principles of Textile Testing”, CBS Publishers and Distributors, New Delhi, First Edition. • Elliot B. Grover, D.S. Hamby “Handbook of Textile Testing and Quality Control”, Wiley India Pvt Ltd, 2011. ISBN-13: 978-8126531752 • Fairhurst. C. “Advances in Apparel Production”, Manchester Metropolitan University, UK, Woodhead Textiles Series No. 69. • Hoyle, D. (2009). ISO 9000 Quality Systems Handbook - updated for the ISO 9001:2008 standard (6th ed.). Routledge. • Kothari V.K. Testing and Quality Management, IAF L Publications, New Delhi, First Ed, 1999. • Pradeep V Mehta, “Quality Management Handbook for The Apparel Industry”, Newage International private LTD. 2012. ISBN: 978-8122-434286 • Solinger, Jacob, “Apparel manufacturing analysis”, New York, textiles books, 1961 • Stanley Bernard Brahams, “The fundamentals of Quality Assurance in The Textile Industry” Taylor and Francis, 2016, ISBN NO: 978-1498-777889. • Usha Chowdhary, “Textile Analysis, Quality Control and Innovative Uses”, Linus Learning, 3rd edition, ISBN No 13- 978-1- 60797-967-8. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD 5.2 P	Course Credits	2
Course Name	Fashion Draping (Practical)	Contact Hours	60 Hrs.
Course outcomes: On successful completion of the course, the students will be able to			
<ul style="list-style-type: none"> • Understand the relationship between the body, fabric, and form in draping • Understand grainlines, darts, tucks, and pleats in draping. • Develop design ideas and concepts through draping exploration. • Create unique and artistic garments by applying advanced draping techniques. 			
Unit – 1			Hrs.
Introduction to draping, principles of draping, preparation of dress form and muslin for draping. Draping terminologies.			4
Unit – 2			
Basic Draping Techniques- Bodice Front, Bodice Back, Basic skirt and Sleeves.			8
Unit – 3			
<ul style="list-style-type: none"> • Draping of Sleeves- Basic sleeves, puff sleeves, bell sleeves, circular sleeves • Draping of Collars - Mandarin, Peter Pan, Shirt Collar, Sailor’s Collar. • Draping of Yokes - Shoulder, Midriff, Hip line. • Draping of fullness- (gathers, pleats, tucks, ruffles, flounce) 			14
Unit – 4			
<ul style="list-style-type: none"> • Draping of Cowls – Cowl top, Cowl dress. 			8
Unit -5			
Draping and development of Garments <ul style="list-style-type: none"> • Straight Shift • Sheath • Princess Dress 			14
Unit -6			
Draping and development of Garments <ul style="list-style-type: none"> • Designer choli • Evening gown 			12

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD 5.3 T	Course Credits	4
Course Name	Export Trade & Documentation Theory	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the legal and practical aspects of export documentation and trade. • Develop the knowledge and skills to prepare and manage export documents. • Analyze the risks and challenges associated with export trade and develop strategies to mitigate them. • Understand the key components of international trade agreements and trade financing. 			
Course Content			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to Export Documentation: Domestic and International Trade Regulations, Documentation Requirements: Commercial invoice, packing list, bill of lading, certificate of origin, export license, insurance documents; Intellectual Property Protection and Licensing.</p>			6
<p>Chapter 2 Export documentation and compliance for Apparel Industry: Process: International Trade Transactions, Trade Regulations and Compliance adherents, export control laws, sanctions, labeling and packaging requirements, and documentation related to trade agreements (such as Free Trade Agreements).</p>			5
<p>Chapter 3 Fashion Export and Trading Strategies: Document Legalities in entering and expanding international fashion markets - direct exporting, licensing, franchising, e-commerce, pricing strategies, branding, distribution channels and international partnerships.</p>			4
Unit -2			Hrs.
<p>Chapter 4 Export Promotional Organizations: Export Promotional Councils and Commodity Boards – functions - awareness initiatives, research and development - identification of potential market and products, education and training, seminars and workshops, dissemination of information, events, trade delegation.</p>			6
<p>Chapter 5 Fashion E-commerce Platforms and Export Documentation: Digital Trade Facilitation Initiatives - initiatives and frameworks aimed in promoting digital trade facilitation, data sovereignty, data localization, and their implications for fashion export documentation compliance in E-commerce channels.</p>			5
<p>Chapter 6 Incoterms: Meaning, significance, advantages and disadvantages, Commercial terms - Free Alongside Ship, Free on Board, Cost and Freight, Cost, Insurance, and Freight, Ex Works, Free Carrier, Carriage Paid to, Carriage and Insurance Paid to, Delivered at Place, Delivered at Place Unloaded, Delivered Duty Paid.</p>			4
Unit -3			Hrs.

<p>Chapter 7 Apparel Foreign Trade: Introduction to Foreign Trade; Necessary Documents for Foreign Trade in apparel sales: Commercial Invoice, Certificate of Origin, Insurance Certificate, Import/Export Licenses.</p>	6
<p>Chapter 8 Customs Declarations: Definitions, import/export declarations documents: Description of the goods, value, quantity, weight, and relevant customs codes, customs clearance, and compliance with import/export regulations.</p>	3
<p>Chapter 9 Insurance Certificate: Insurance coverage for the apparel products during transit: insured value, policy number, and coverage period. The insurance certificate protection: loss, damage, or theft of the goods during transportation.</p>	6
Unit -4	
<p>Chapter 10 Logistics and Trade Supply Chain Management: Legalities in Export trading houses and supply chain processes for apparel exports. Documentation Requirements - Air and Cargo Shipments, warehousing.</p>	5
<p>Chapter 11 Export payments: Clean payment – advance payment, open account, Payment collection of bills – documents against payment, documents against acceptance, letter of credit – revocable and irrevocable, sight and time, confirmed L/c.</p>	5
<p>Chapter 12 Export-Import policy: Objectives and policy highlights. EXIM Bank - management and functions, Role of Bank in foreign trade transactions, buying and selling of foreign exchange.</p>	5
References	
<ul style="list-style-type: none"> • Edward G. “Dictionary of International Trade”. World Trade Press, 6th Edition, 2005. 	
<ul style="list-style-type: none"> • Khushpat Jain, S. “Export Import Procedures & Documentation”, Himalaya publishing house. 2010 	
<ul style="list-style-type: none"> • Madhurima Lall, Sultan Ahmad “Export-Import Procedure and Documentation” published by Sultan Chand & Sons, First Edition 2021 	
<ul style="list-style-type: none"> • Rama Gopal C, “Export Import Procedures Documentation and Logistics”, New age International Pvt. Ltd, 2016, ISBN-13: 978-81-224-2326-6. 	
<ul style="list-style-type: none"> • Senthil Velmurugan J and S Mahalakshmi, “Export and Import Documentation and Procedures”, MJP publishers, 2021, ISBN-13: 978-8180-941832. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD 5.4 P	Course Credits	2
Course Name	Fashion Accessories (Practical)	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Develop an understanding of the historical and cultural significance of fashion accessories. • Explore the various types of fashion accessories and their design principles. • Examine the relationship between fashion accessories and overall fashion trends. • Gain practical knowledge of the production and manufacturing processes of fashion accessories. 			
Course Content			
Unit 1			12
Introduction to Fashion Accessories, types, classification, anatomy. Sketching and rendering of headgear, handbag, footwear, ties and bows, belts, scarves, and gloves 3 each. Construction of any two.			
Unit 2			8
Sketching and rendering of Indian Jewellery – Mughal, Thewa, Kundan and Temple Jewellery set.			
Unit 3			10
Sketching of accessories on women, men, and children’s croquis (2 each)			
Unit 4			12
Creation of Jewellery - (Design and Development of one full set of Theme based Jewellery).			
Unit 5			10
Recycled accessories - Development of products - Headwear, neck wear, hand wear and footwear using conventional materials (any two).			
Unit 6			8
Market survey and report on current fashion accessories trends and development of accessory folio with costing for the developed products.			

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD 5.5- T	Course Credits	4
Course Name	World Textiles and Costumes (Theory)	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Develop a comprehensive understanding of the history and cultural significance of world textiles and costumes. • Analyze the materials, techniques, and processes involved in textile production and costume design. • Examine the social, economic, and political factors that influence textile and costume traditions. • Explore the relationship between textiles, costumes, and identity, including gender, ethnicity, and social status. 			
Unit - 1			Hrs.
<p>Chapter 1 Introduction to Textiles and Costumes of World: History of costumes, psychology of clothing, factors influencing clothing.</p>			4
<p>Chapter 2 Historic Costumes: Costumes, head dress, hair style and accessory of head dress.</p>			6
<p>Chapter 3 Accessories of ancient world costumes- Persian, Mayan, Egyptian, Roman, Byzantine, Greek.</p>			5
Unit -2			Hrs.
<p>Chapter 4 Textiles and Costumes of Victorian Period, French Revolution, Renaissance Period</p>			5
<p>Chapter 5 Textiles and Costumes of Baroque, Rococo and 20th Century fashion.</p>			5
<p>Chapter 6 Overview of 18th Century European Costumes – Chinoiserie, coats and capes, corsets, Engageantes, knee breeches, panniers, polonies style, robes, sack gowns, trousers.</p>			5
Unit -3			Hrs.

<p>Chapter 7 Changes of 19th Century European Costumes due to industrial revolution. Bathing costumes, betsy, bloomers, coats, crinoline, Ditto suits, the dandy dress.</p>	5
<p>Chapter 8 20th Century Costumes in Europe, 1900 – 2000- Hobble skirt, peg top, French coats, black dress, sarongs, zoot suit, bell-bottoms, gaucho pants, alter tops.</p>	5
<p>Chapter 9 Textiles of Colonial: Eastern Europe - Embroidered textiles from Hungary, Greece.</p>	5
Unit 4	
<p>Chapter 10 Textiles of Western Europe: Sicilian Silks, Italian Silks, Spanish silks, French silks, figured linen damasks from Netherland.</p>	5
<p>Chapter 11 French tapestries, Italian embroidery, lace, and printed textiles.</p>	5
<p>Chapter 12 Textiles and costumes of Africa: Traditional designs, gold embroidery of North Africa, Ghana, Kuba and Madagascar.</p>	5
References	
<ul style="list-style-type: none"> • Daniel Dehill, “History of World Costumes and Fashion”, Pearson publication, 2010, ISBN: 9780130992239. 	
<ul style="list-style-type: none"> • Das S N, “Costumes of Indian and Pakistan”, D B TaraporevaIa Sons & Co, Bombay, 1958. 	
<ul style="list-style-type: none"> • Doreen Yarwood “Illustrated Encyclopedia of World Costume” Dover Publications, 2011. 	
<ul style="list-style-type: none"> • Hart A North S V and A Museum, “Historical Fashion in detail the 17th and 18th Centuries”, McMillan, India, 1998. 	
<ul style="list-style-type: none"> • Janarthanan U “World History of Textiles and Costumes: First Edition, Paperback, 2020, ISBN-13: 979-8650801016. 	
<ul style="list-style-type: none"> • John Gillow, Bryan Sentance, “World Textiles: A Visual Guide to Traditional Techniques”, Thames &Hudson, 2005. 	
<ul style="list-style-type: none"> • Linda Parey, “The Victoria and Albert Museum’s Textile Collection British Textiles from 1850 to 1900”, V and A Publications. 	
<ul style="list-style-type: none"> • Melissa Leventon, “Costume Worldwide: Historical Source book”, Thames Hudson, 2008. ISBN:9780500287019 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD E1 5.6 T	Course Credits	3
Course Name	a. Clothing Culture and Communication	Contact Hours	45 Hrs
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> Analyze and interpret the meaning of clothing and fashion in different cultural contexts. Understand the impact of globalization on clothing and fashion industries and the cultures they represent. Communicate effectively about clothing and fashion in written and oral formats. Develop an appreciation for diverse cultural practices and values related to clothing and fashion 			
Unit – 1			
<p>Chapter 1 Understanding clothing and Clothing culture. Individual & dress, personal communication, personal expression, image building, psychological and sociological influence on clothing.</p>			3
<p>Chapter 2 Fashion Development - France, the center of fashion, Fashion dictated by royalty, hand sewing by dressmakers and tailors, growth of the couture, effects of the industrial revolution on fashion: Growth of the middle class, growth of the textile industry. Mass production of clothing. Retailing during the nineteenth century: the first department stores, early mail-order merchandising.</p>			6
<p>Chapter 3 Changes caused by communication, leisure, and industry: the first fashion magazines, the growth of leisure activities, conditions in the garment industry. Effects of world war I on the status of women and fashion: women in the work force, clothes tailored to jobs, important trendsetting designers. Retail expansion in the early twentieth century: specialty stores for quality fashion, the expansion of chain stores, the advent of suburban retail centres.</p>			6
Unit – 2			
<p>Chapter 4 Effects of the depression on fashion: the bursting of the credit bubble, Hollywood's influence on fashion, Paris' influence on international fashion, World War II's effect on fashion: America's isolation from Paris fashion post-war fashion, emphasis on femininity, American fashion innovators of the post-war period, accent on family life. The nineteen sixties: revival of men's fashion, boutiques set retailing trends. The nineteen seventies: anti-fashion, the women's movement. The nineteen eighties: global fashion, industry trends, the nineteen nineties: recession, fashion direction.</p>			6
<p>Chapter 5 Clothing culture and communication, men and women clothing groups, role, and status of clothing. Clothing culture and communication based on conservative, labour, liberal, social, democrat, customs, and marital status.</p>			6

Chapter 6 Fashion, fashion concepts, differences of fashion and non- fashion, recurring cycles of fashion, styles, and fashion.	3
Unit – 3	
Chapter 7 Corset culture, fashion in 20th century. Women at war, between war and post war. Equality between men and women, sexual revolution, marriage and family, education, and employment. Evolution of different types of costumes.	5
Chapter 8 Minis, maxis, unisex, fit woman, glamorous woman, casual and formal clothing. Fashion for all ready to wear fashion, mass marketing of fashion.	5
Chapter 9 Youth style and fashion, teddy boy, skins, mods, hippies, punks, taste of youth and their lifestyle.	5
References	
<ul style="list-style-type: none"> • Anderson Black, J —A History of Fashion Orbis Publishing Ltd., USA. 1985. 	
<ul style="list-style-type: none"> • Cosgrave, Bronwyn. The Complete History of Costumes and Fashion. Facts on File Publisher, 2001. 	
<ul style="list-style-type: none"> • Elizabeth Rouse, Understanding Fashion, Blackwell Science, UK, 1989. 	
<ul style="list-style-type: none"> • Jane Ashelford, The art of dress: Clothes & Society, ISBN1500-1914, Amazon com. 	
<ul style="list-style-type: none"> • Wilcox, T The dictionary of costume, Batsford Ltd., UK. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD E1 5.6 -T	Course Credits	3
Course Name	b. Logistics and Supply Chain Management in Apparel Industry (Theory)	Contact Hours	45 Hrs.
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the role and importance of logistics in supply chain management. • Identify and analyze the key components of logistics operations. • Evaluate and select appropriate transportation modes and carriers. • Design and optimize warehouse layout and operations. 			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to Logistics and Supply Chain Management: Definition, scope, and importance. Key components of logistics and supply chain systems; Overview of supply chain management and its relationship with logistics; Understanding the fashion supply chain and its unique characteristics.</p>			3
<p>Chapter 2 Transportation and Distribution Management: Modes of transportation-road, rail, air, sea and their characteristics, Freight management and carrier selection, Route optimizations and transportation cost analysis; Last-mile delivery and urban logistics for apparels.</p>			6
<p>Chapter 3 Supply Chain Integration and Collaboration - Role of information systems in supply chain management; Collaborative, Planning, Forecasting, and Replenishment (CPFR); Vendor-managed inventory (VMI) and supplier partnerships; Integration with suppliers, manufacturers, and customers.</p>			6
Unit – 2			Hrs.
<p>Chapter 4 Performance Measurement and Continuous Improvement - Key Performance Indicators (KPIs) for logistics and Supply Chain Management; Balanced scorecard approach and performance measurement frameworks; Continuous improvement.</p>			6
<p>Chapter 5 Demand Forecasting and Order Fulfilment - Techniques for demand forecasting and planning, Order processing - picking, and packing operations, Order fulfilment strategies - drop-shipping, just-in-time, Customer service and order tracking. Warehouse Management Systems and Technology for order fulfillment: Cross docking and drop shipping.</p>			5

<p>Chapter 6 Forecasting and Fulfilment in E-commerce - Forecasting considerations for e-commerce businesses; Fulfilment models for online retail-drop shipping, third-party logistics; Order tracking and visibility in e-commerce; Managing peak seasons in e-commerce.</p>	4
Unit – 3	Hrs.
<p>Chapter 7 Technology and Data Analytics in Logistics - Role of technology in logistics management-RFID, WMS, TMS; Data analytics and predictive modeling for logistics optimizations; Real-time tracking and visibility in logistics operations.</p>	5
<p>Chapter 8 Sustainable Logistics and Green Supply Chain - Concepts of sustainability in logistics management; Green transportation and fuel-efficient practices; Reverse logistics and recycling programs; Carbon footprint measurement and reduction strategies in apparel Industry.</p>	5
<p>Chapter 9 Global Logistics and Emerging Trends in Apparel Industry - Challenges and opportunities in global logistics management; International trade regulations and customs procedures, such as e-commerce logistics, omni-channel distribution, and blockchain technology.</p>	5
References	
<ul style="list-style-type: none"> • Bowersox, D. J., and Closs, D. J. (1996), “Logistical Management - The Integrated Supply Chain Process”, New York, McGraw-Hill, ISBN: 978-007-006-8834 	
<ul style="list-style-type: none"> • David Simchi Levi, Philip Kaminsky, “Designing and Managing Supply Chain”, Mc Graw Hill, 2022, ISBN-13:978-9355-321787. 	
<ul style="list-style-type: none"> • Fernie, J., and Sparks, L., (EDS), (1998), “Logistics and Retail Management, Insight into Current Practice and Trends from Leading Experts”, Kogan Page Ltd, London 	
<ul style="list-style-type: none"> • John Fernie and David Grant "Fashion Logistics: Insights into the Fashion Retail Supply Chain" Kogan Page; 1st edition, 2015, ISBN-13: 978-0749472986 	
<ul style="list-style-type: none"> • Rajkishore Nayak, “Supply Chain Management and Logistics in the Global Fashion Sector”, The Sustainability Challenge, by Routledge, 2020, ISBN 9780367543860 	
<ul style="list-style-type: none"> • Richard B Chase, Ravi Shankar and F Robert Jacobs, “Operations and Supply Chain Management (SIE) 2018, McGraw Hill Education. ISBN-13: 978-9353-161170. 	
<ul style="list-style-type: none"> • Tsan-Ming Choi "Fashion Retail Supply Chain Management: A Systems Optimization Approach", CRC Press, 1st Edition, 2017, ISBN 9781138074248 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD -E1 5.6 T	Course Credits	3
Course Name	c. Forecasting and Trend Analysis (Theory)	Contact Hours	45 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Develop an understanding of forecasting and trend analysis. • Create trend presentations and reports to communicate insights effectively. • Use different techniques and tools in forecasting trend analysis. • Understand the role of color forecasting, fabric selection, and textile innovation in trend forecasting. 			
Unit – 1			Hrs.
<p>Chapter 1 Trend forecasting- Introduction, Objectives. Importance of forecasting, Elements of forecasting, Principles of forecasting, Theories of forecasting, Steps in forecasting, Major areas of forecasting, Advantages, and limitations in forecasting.</p>			5
<p>Chapter 2 Fashion forecasting, Role of fashion forecaster, Long- term forecasting, Short-term forecasting. Direction of fashion change, Forecasting with Trend, Seasonality and Cycles, Time Series and Trends, Constant pattern, Linear pattern. Role of internet in fashion forecasting.</p>			5
<p>Chapter 3 Innovation and Trend: Basic Needs, drivers of change invention, design and innovation- product design. Innovation Spectrum- the four lenses of innovation- automaticity, Innovation – Incremental, Radical and Disruptive innovation and trends.</p>			5
Unit -2			Hrs.
<p>Chapter 4 Fashion forecasting process - Market research, Consumer research, Shopping, Sales records, Evaluating the collections- Fashion trends, Trends for target markets, Colour forecasting, textile development and sales forecasting.</p>			5
<p>Chapter 5 Fashion forecasting services and resources- Collection forecasting reports, Trend reports, Consulting services, Fashion editing, Trade publications using online service.</p>			5
<p>Chapter 6 Forecasting methods- Subjective approach- Qualitative methods, Objective approach- Quantitative methods. Fashion forecasting techniques- Delphi technique, Scenario writing, Subjective approach, Time series forecasting. Forecast accuracy, Forecast error measures.</p>			5
Unit -3			Hrs.

<p>Chapter 7 Colour Forecasting- Steps in Colour forecasting - Colour forecast reports. Dimensions of Colour, Colours in Marketing, Consumers, and the Psychology of Colours. Forecasting with Colour Cycles, Colour Research, Sources for Colour Ideas and Palettes.</p>	6
<p>Chapter 8 Cultural and Societal Influences on Fashion Trends: Cultural, Social and economic factors influencing fashion, the impact of Art, Music, Film, and Subcultures on trends. Case Studies on global Fashion Trends and their origins.</p>	6
<p>Chapter 9 Future of Fashion Forecasting. Social Responsibility & Sustainability Related to Fashion Trends and Forecasting.</p>	3
References	
<ul style="list-style-type: none"> • Barry Keating, J Holton Wilson, “Forecasting and predictive analytics”,2019, Mc Graw Hill, ISBN: 978-1260-085235. 	
<ul style="list-style-type: none"> • Gilbson R, “The 4 lenses of Innovation: A power tool for Creative thinking, Wiley publications,2015, ISBN: 978-1-118-74024-8 	
<ul style="list-style-type: none"> • Kim, Eundeok., et al. Fashion Trends: Analysis and Forecasting. English ed., Berg, 2011. 	
<ul style="list-style-type: none"> • Lorynn Divita “Fashion Forecasting”, Fairchild Books, 5th Edition, ISBN: 978-1-5013-3898-4. 	
<ul style="list-style-type: none"> • McKelvey, Kathryn., and Janine. Munslow. “Fashion Forecasting”, Wiley-Blackwell, 2008. 	
<ul style="list-style-type: none"> • Raina Delisle, “Fashion Forward Striving for Sustainable Style”, Orca Book Publishers, 2022, ISBN: 978-145-9825802. 	
<ul style="list-style-type: none"> • Rita Prerna “Fashion Forecasting”, Fairchild Publications, New York. 	
<ul style="list-style-type: none"> • Rousso, Chelsea, and Nancy Ostroff., “Fashion Forward: A Guide to Fashion Forecasting. Second edition., Fairchild Books, 2018, ISBN-13: 978-15636-79247 	
<ul style="list-style-type: none"> • Scully, Kate., and Debra Johnston. Cobb. “Colour Forecasting for Fashion”, Laurence King Publishing, 2012. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD V1 5.7	Course Credits	3
Course Name	a. Surface Design Techniques (Theory + Practical)	Contact Hours	60 Hrs
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand a variety of surface design techniques and their applications. • Develop practical skills in executing different surface design techniques. • Encourage creativity and experimentation in the design process. • Explore the historical and cultural contexts of surface design techniques. 			
Theory			
Unit 1			
<p>Chapter 1 Introduction to Surface Design: Definition, Scope, History of surface design techniques, tools and materials used in various surface techniques.</p>			2
<p>Chapter 2 Printing Techniques: Introduction, types of printing: Block printing, Screen-printing, Stenciling, Roller printing and Digital printing. Painting Techniques: Introduction, styles of painting: Warli, Madhubani and Kalamkari.</p>			7
<p>Chapter 3 Resist Dyeing/Printing Techniques: Introduction, methods, types and application -Shibori dyeing, Tie-dye, Batik.</p>			6
Unit -2			
<p>Chapter 4 Embroidery and Stitching Techniques: Introduction, tools and materials used in surface embellishment. Basic embroidery stitches - Definition, classification, methods. Straight Stitch - stem, back, fly stitch, Flat Stitch - satin, cross, long short, herring bone, Loop Stitch-chain stitch, lazy daisy stitch, feather stitch, Knotted Stitch - French knot, bullion knot, German knot.</p>			5
<p>Chapter 5 Fabric Manipulation Techniques: Introduction, methods, types and application - Pleating and folding, Smocking, Rouching, Gathering and shirring. Appliqué - types and application, quilting, ruffles, rosettes.</p>			5
<p>Chapter 6 Special Embellishment Techniques: Beading and sequins, hooking, macramé, tatting, braiding, zardosi.</p>			5

Practical	
Unit -3	
<p>Chapter 7</p> <p>Development of Basic Embroidery Stitches. Sample size: 15 X 10 inch</p> <p>Development of samples with motifs one in each category - Straight, Knot, Chain, Flat, Loop Stitches. Sample size: 6 X 6 inch</p>	10
<p>Chapter 8</p> <p>Development of samples - Applique, Quilting, Patchwork, Smocking, Macramé, Braiding, Hooking, and Lace work. (One Each) Sample size: 10 X 10 inch</p>	10
<p>Chapter 9</p> <p>Surface Embellishment Techniques:</p> <p>Development of samples – Bead work and sequin work, Fabric painting - Warli, Madhubani and Kalamkari. Sample size: 6 X 6 inch</p>	10
References	
<ul style="list-style-type: none"> • Carroll and Brown, “Encyclopedia of Needle craft”, Carroll and Brown publishers Ltd., 2008 ISBN-13- 978-1904-760597. • Maggie McCormick Gordon, Sally Harding, “The Needle Craft Book”, DK publishing, 2010, ISBN: 978-075-6661700. • Readers Digest, “Complete Guide to Needle Work”, APH Corp, New Delhi, 1996.ISBN: 0340270829 • Satheesan, Innova, “Indian Ethnic Designs”, Honesty Publishers and Distributors, Mumbai, 2009 • Shailaja. D. Naik, “Traditional Embroideries of India”, APH Corp, New Delhi, 1996 • Sheila Paine, “Embroidered Textile”, Thames & Hudson Ltd., 1990. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Fifth Semester
Course Code	FD V1 5.7	Course Credits	3
Course Name	b. Intimate Wear Designing (Theory + Practical)	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the fabrics, trims, and materials used in intimate wear, as well as the appropriate techniques for sewing and assembling lingerie garments. • Learn about current trends, consumer preferences, and market demands in the intimate wear industry. • Identify and analyze target markets, allowing them to create designs that cater to specific customer needs and desires. 			
Theory			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to Intimate Wear: Purpose and significance of intimate wear, its historical evolution, and the current market trends. Body Proportions and Measurement: Different body types, measuring techniques, and understanding how to create well-fitting intimate wear for various body shapes and sizes.</p>			3
<p>Chapter 2 Fabrics and Materials: Different fabrics and materials used in intimate wear, their properties, stretch factors, durability, and comfort.</p>			6
<p>Chapter 3 Construction Techniques: Sewing and construction techniques specific to intimate wear, such as flatlock stitching, elastic insertion, underwire placement, and finishing details. Patternmaking: Creating and modifying patterns for bras, panties, corsets, and other intimate wear items. Understanding dart manipulation, grading, and incorporating ease for movement and fit.</p>			6
Unit -2			Hrs.
<p>Chapter 4 Bra Design: Design and construction of bras, including different styles- balconette, push-up, sports bra and considerations such as underwire, cup shapes, closures, and strap options. Panty Design: Design and construction of different panty styles, such as briefs, thongs, and boy shorts. Understanding the importance of comfort, coverage, and seam placement.</p>			6

<p>Chapter 5 Shapewear and Lingerie: Design and construction of shapewear garments that enhance and support the body’s contours, as well as designing lingerie sets that combine aesthetics with functionality. Fit and Comfort: Importance of fit, comfort, and wearability in intimate wear design.</p>	3
<p>Chapter 6 Embellishments and Trims: Techniques for adding embellishments, trims, and closures to intimate wear, such as lace, embroidery, hooks, and snaps. Sustainability and Ethical Practices: Sustainable design practices, including material selection, zero waste, ethical sourcing, and manufacturing in the intimate wear industry.</p>	6
Practical	
Unit -3	
<p>Chapter 7 Measurements, design analysis, pattern drafting of women’s intimate apparel – waist petticoats, Panties, camisoles, tube top, shape wear, bikini and bra.</p>	12
<p>Chapter 8 Measurements, design analysis, pattern drafting of men’s intimate apparel – Long johns, tank top, boy shorts, knickers, boxer briefs, boxer shorts and jock strap.</p>	12
<p>Chapter 9 Development of Folio for Intimate apparel accessories – Bra wire, hook and eye tape, ring and slider, buckle, plastic bone, elastics, lace, cups, and sewing threads.</p>	6
References	
<ul style="list-style-type: none"> • Ann Haggard, “Pattern Cutting for Lingerie, Beach Wear and Leisure Wear”, Black Well Science Limited, France, 2001. 	
<ul style="list-style-type: none"> • Kristina Shin, “Patternmaking for Underwear Design”, Create Space Independent Publishing Platform 2nd Edition, 2015, ISBN-13: 978-1515098416 	
<ul style="list-style-type: none"> • Lynn Nottage, “Intimate Apparel”, Nick Hern Books publisher, USA, 2005. ISBN:978-184-842-4371. 	
<ul style="list-style-type: none"> • Pamela Powell, “Lingerie Design”, Laurence King Publishing, 2016. ISBN-10: 9781780677910. 	
<ul style="list-style-type: none"> • Winnie Yu, “Advances in Women’s Intimate Apparel Technology”, Woodhead Publishing Ltd.,2016, ISBN: 978-1-78242-369-0. 	
<ul style="list-style-type: none"> • Yu, W, Fan, J and Harlock S, “Innovation and Technology of Women’s Intimate Apparels, Woodhead Publishing Ltd.,2006, ISBN:978-1-84569-046-5. 	

VI SEMESTER B.Sc. (Fashion and Apparel Design)

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD 6.1 T	Course Credits	4
Course Name	Fashion Marketing & Merchandising (Theory)	Contact Hours	60 Hrs.
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the principles of fashion marketing. • Analyze market segmentation and targeting strategies for fashion products. • Develop a brand identity and marketing strategy for a fashion product. • Evaluate the effectiveness of different marketing channels, such as social media, advertising, and public relations. 			
Unit – 1			Hrs.
<p>Chapter 1 Fashion Marketing – Meaning, classification, environment, definition-customer relationship, global fashion, marketplace, Market mix 4Ps and 4Cs, Fashion promotion – Regional fashion centers, trade show, market week, exhibition, fashion shows.</p>			5
<p>Chapter 2 Market Research: Definition, Types, Stages in Marketing Research, Research Methods - Quantitative and Qualitative research methods, Data collection techniques and analysis.</p>			5
<p>Chapter 3 Functions of Marketing: Product planning and development, new product development, Product mix and Range planning. Pricing planning and strategies – Functions, Factors influencing pricing, Methods of setting price for new product.</p>			5
Unit – 2			Hrs.
<p>Chapter 4 Merchandising – Definition, Terminology, Qualities of a Merchandiser, Roles and Responsibilities, Functions of a Merchandiser, Types of Merchandising, Export House-Definition, Types - Manufacturer export, Merchant Exporter. Buying House – Types of Buying agencies, and Selection of Buyers.</p>			5
<p>Chapter 5 Merchandise Planning: Definition, types, Process of Merchandising, Analysis and Comparisons of Past sales to forecast demand, Assortment Planning; Challenges and Importance of Merchandise Planning.</p>			5
			5

<p>Chapter 6 Marketing Channels and Product Analysis: Marketing Budget, Idea Generation, Quick Reaction, Just-In-Time, Merchandiser Calendar, Trend Analysis, Forecast Analysis, Ideas for Product Line, Point of Purchase (POP) and Point of Sale (POS), Planning, Directing, Lead Time Coordinating, and Regulating.</p>	
<p>Unit – 3</p>	<p>Hrs.</p>
<p>Chapter 7 Fashion Market Plan: Introduction, benefits and drawbacks, business knowledge, funding, planning, industry analysis, product identification, ideal location, establishment of Market plan. Distribution Channel - Ware Housing, Inventory Control and Order Processing.</p>	<p>5</p>
<p>Chapter 8 Consumer Behavior in Fashion –Factors influencing Consumer Behavior – Age, Trend, Socio-economic strata, Analysis of Consumer market and Buyer behavior, Role of Fashion Marketer, Consumer identification and fashion Lifecycle, Strategy Creation, Consumer Insights, Forecast, Track Trends, Psychological and Sociological factors influencing purchase decisions, Consumer segmentation and target market.</p>	<p>5</p>
<p>Chapter 9 Retail Marketing - Definition, Importance, types, retail organization structure, store – buying, selling, retailing formats, and responsibilities. Fashion Stores: Factory Outlets, Wholesale, Franchisee, Retail, Departmental Store, shopping mall and, E-commerce. Fashion Store Chains – National -Fab India, Shopper Stop, Pantaloons and Max, International -Tommy Hilfiger, Versace, Vera Moda, Mango, Zara.</p>	<p>5</p>
<p>Unit – 4</p>	<p>Hrs.</p>
<p>Chapter 10 Retail Branding and Positioning: Definition, Importance of branding, Functions, Building and managing retail brand identity, Positioning strategies and differentiation in retail. Fashion Retail Store Operations - Retail mapping, Store mapping, Rate Analysis, and Market Analysis.</p>	<p>5</p>
<p>Chapter 11 Retail Fashion Promotions: Marketing Channels, Planning and Direction, Retail Advertising, Publicity, Special Events, Visual Merchandise, Personal Selling, Promotion Ethics, and Relationship Marketing.</p>	<p>5</p>
<p>Chapter 12 Digital Marketing in Retail - Digital marketing strategies for retail businesses, E-commerce platforms and online retailing, Social media Platform – Email, Content, and</p>	<p>5</p>

Native Advertising and Internet marketing – Search Engine Optimization (SEO) Search Engine Marketing (SEM).	
References	
<ul style="list-style-type: none"> • Ellen Diamond, “Fashion Retailing – A Multi-Channel Approach”, Pearson Publications, 2012. 	
<ul style="list-style-type: none"> • Gibson G Vedamani, “Retail Management: Function, Principles and Practices”, J. Co. Publications, 4th Edition, 2012, ISBN-13: 978-817-9921-517. 	
<ul style="list-style-type: none"> • Leslie Davis Burns, Kathy K Mullet, “The Business of Fashion”, Fairchild Books, 1997. 	
<ul style="list-style-type: none"> • Mike Easey, “Fashion Marketing”, Blackwell Publications, 3rd edition, 2009. 	
<ul style="list-style-type: none"> • Nancy J Rabolt, Judy K Miler, “Concepts and Cases in Retail and Merchandise Management”, Fairchild Books, 1997, ISBN-13: 978-1563670862. 	
<ul style="list-style-type: none"> • Patricia Mink Rath, Richard Petrizzi, Penny Gill, “Marketing Fashion – A Global Perspective”, Bloomsbury Publishing India Private Limited, 2012. 	
<ul style="list-style-type: none"> • Philip Kotler, Gary Armstrong, “Principles of Marketing”, Pearson; 17th edition, 2017, ISBN-13 : 978-0134492513 	
<ul style="list-style-type: none"> • Sidney Packard, Arthur A Winters, “Fashion Buying & Merchandising”, Fairchild Books, 1983. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD 6.2 P	Course Credits	2
Course Name	Digital Fashion Studio (Practical)	Contact Hours	60 Hrs.
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand digital tools and technologies used in the fashion industry. • Develop skills in digital sketching and illustration techniques. • Create virtual fashion presentations and portfolio materials. • Use 3D modeling and virtual prototyping for fashion. 			
Unit – 1			Hrs.
Digital Image Editing and Enhancement – Enhance and retouch fashion images using image editing software, resizing, and correction of colour. Optimize image, background removal and image composition for web and print.			12
Unit – 2			
Develop digital boards - Inspiration, Mood, Story, Colour, Swatch, Texture Board, digital Sketches with detailed product descriptions.			8
Unit – 3			
Motif Development - Develop a thematic motif using digital software, incorporate colour and texture it. Select suitable repeat with appropriate layout.			8
Unit – 4			
Digital Fashion Illustration – Develop digital fashion sketches using various techniques. Explore colour palettes and different rendering techniques, incorporate patterns and textures.			10
Unit -5			
CAD for Garment Prototyping: Create digital patterns and virtual garment construction, Simulating fabric drape and movement in digital prototypes for Men, Women and Kid's Garment.			12
Unit -6			
Virtual Fashion Showcasing – Plan and organize virtual fashion Show presentations, using digital tools for creating realistic models and avatars, presenting the developed digital collection of garments in a virtual environment – Ramp, Music with Backdrops.			10

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD 6.3 T	Course Credits	4
Course Name	Fashion Styling (Theory)	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the principles of fashion styling and their ethical applications. • Understand the role of styling in editorial shoots, advertising campaigns, and runway shows. • Analyze fashion trends and apply them to create new looks. • Develop a personal style and creative vision as a stylist. 			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to Fashion Styling: Definition, Scope of fashion styling, Evolution and significance, general rules and basics of styling.</p>			3
<p>Chapter 2 Roles and responsibilities of fashion stylist, misconception about styling, stylist kit and personality traits of stylists, influence of stylist.</p>			6
<p>Chapter 3 Elements of styling, study of body types for styling, figure types - men, women, and kids, creating harmony and balance in styling.</p>			6
Unit -2			Hrs.
<p>Chapter 4 Styling according to different face shapes, understanding facial features, selection of accessories and hairstyle to suit various face shapes, choices for the neckline.</p>			5
<p>Chapter 5 Styling for corporate, entertainment, commercial and professionals – Introduction, definition, wardrobe styling for corporate, TV and films, buying and renting wardrobe, general rules for wardrobe styling.</p>			5
<p>Chapter 6 Image management – Introduction, definition, personal stylist, celebrity stylist, concierge service and the stylist, stylist – client relationship, understanding personal styles and interpretation of style categories.</p>			5
Unit -3			Hrs.
<p>Chapter 7 Fashion styling diversification – Runway styling, off-figure, on-figure, digital styling, social media and fashion blogging.</p>			5
<p>Chapter 8 Makeover – Introduction to make-up, types of make-up based on skin type, shape of face, eyes, nose, lips. Choice of colours based on skin colours. Make-up for corporate outing, special occasions – wedding, party, award ceremony.</p>			5
<p>Chapter 9 Etiquette – Etiquette of styling, clothing etiquette, dress code for various occasions, styling concepts for special events – editorial shirts, commercials, advertisements, social media and digital platforms, stylists of National and International repute.</p>			5

Unit -4	
<p>Chapter 10 Fashion styling and Photography – Importance of photography in fashion styling portfolio, different types of photographs – editorial, beauty and still life.</p>	5
<p>Chapter 11 Fashion Magazines and Editorial Styling – The role of fashion magazines in the digital Era; Analysis of editorial styling techniques and trends; Collaboration and role between stylists, photographers, and creative teams in fashion magazines.</p>	5
<p>Chapter 12 Sustainable and ethical fashion styling – importance of sustainability and ethical considerations. Eco-friendly styling practices.</p>	5
References	
<ul style="list-style-type: none"> • Gillian Armour, “Fashion Stylist – A how to guide”, Create Space, 2012 	
<ul style="list-style-type: none"> • Jo Dingmans, “Mastering Fashion Styling”, Palgrave master series, 1999. ISBN: 978-0-333-77092-4. 	
<ul style="list-style-type: none"> • Kathleen Fifield, “InStyle Instant style- your season-by-season guide for work and weekends”, Style books, 2006. 	
<ul style="list-style-type: none"> • Kendall Farr, “The Pocket Stylist: Behind-the-Scenes Expertise from a Fashion Pro on Creating Your Own Look.” Avery, 1st edition, 2004. 	
<ul style="list-style-type: none"> • Luanne McLean, “Contemporary Fashion Stylist”, Artis Publishers, 2014, ISBN-13: 978-1908-126-184. 	
<ul style="list-style-type: none"> • Shannon Burns, Tran, “Style wise – A practical guide to becoming a Fashion Stylist” Bloom berry Books, 2018 ISBN: 9781501323836. 	
<ul style="list-style-type: none"> • Somer Flaherty, “The Book of Styling – The Insider’s Guide to Creating Your Own Look”, Zest Book, 2012, ISBN -13: 978-0982-732243. 	
<ul style="list-style-type: none"> • Sophie Benson, “Fashion Styling”, Bloomsbury, 2022, ISBN: 978-13500-74101. 	
<ul style="list-style-type: none"> • William Strunk, “Elements of Style”, Fingerprint publishing, 2020, ISBN-10: 8194898862. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD 6.4 P	Course Credits	2
Course Name	Fashion Portfolio and Design Collection (Practical)	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the importance and significance of portfolio. • Adapt their artistic abilities to support future design careers. • Develop confidence to contribute to the world of Fashion. 			
Unit – 1			12
Design Development: Mind Mapping, Idea Generation- Clarify, ideate, develop and implement. Selection of themes, Preparation of Inspiration, Mood, Client, Colour, Swatch board for Autumn, Winter, Spring, Summer collection of three ensembles each for Women’s Category of Clothing.			
Unit -2			10
Design Development: Mind Mapping, Idea Generation- Clarify, ideate, develop and implement. Selection of themes, Preparation of Inspiration, Mood, Client, Colour, Swatch board for Autumn, Winter, Spring, Summer collection of three ensembles each for Men’s Category of Clothing.			
Unit -3			10
Design Development: Mind Mapping, Idea Generation- Clarify, ideate, develop and implement. Selection of themes, Preparation of Inspiration, Mood, Client, Colour, Swatch board for autumn, winter, spring, summer collection of three ensembles each for Children’s Category of Clothing.			
Unit -4			8
Presentation of Design Collection inspired by any designer of your Choice (One National and One International designer).			
Unit -5			10
Preparation of Photoshoot folio of the designed collection – Based on Indoor, and Outdoor Location, and Lighting.			
Unit -6			10
<p>Development of individual portfolio presentation based on a theme.</p> <p>a. It should have a minimum of 2 collections of 5 ensembles each (4 wearables, 1 non- wearable).</p> <p>b. Portfolio should include development of Inspiration, story, mood, colour, texture, and Swatch board, logo, working drawing – Spec-sheet and cost sheet.</p> <p>c. Development of garments by drafting, draping and flat pattern method.</p> <p>One collection from the portfolio to be presented in fashion show.</p>			

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD 6.5 T	Course Credits	4
Course Name	Visual Merchandising (Theory)	Contact Hours	60 Hrs.
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the fundamentals of visual merchandising and its impact on retail environments. • Use various tools and techniques to enhance product presentation. • Apply principles of visual merchandising to influence customer purchasing decisions. • Design and execute effective visual merchandising displays 			
Unit – 1			Hrs.
<p>Chapter 1 Introduction to retail - Retailing, definition, evolution, scope of retailing, significance, retail format and retail environment in India.</p>			5
<p>Chapter 2 Introduction to visual merchandising – Definition, history, objectives, importance, terminologies and essential features of VM.</p>			5
<p>Chapter 3 Elements of visual merchandising, display design basics – line, composition, texture, colour, lighting, principles of display.</p>			5
Unit – 2			Hrs.
<p>Chapter 4 Store Planning – Definition, criteria for store planning, store layouts – free flow, grid, loop, herringbone, spine – advantages and disadvantages, angles, and sightlines, planogram.</p>			6
<p>Chapter 5 Displays – Types of window display - open, closed, corner, elevated, and shadow box. Instore displays – high points, focal points, island display. Types of display setting.</p>			6
<p>Chapter 6 Fixtures – Purpose, types of retail display fixtures, wall displays, storage cases, signage - role of signage, types - exterior signage, promotional, directional, informational, branded signage, mat signage.</p>			3
Unit – 3			Hrs.

<p>Chapter 7 Mannequins - Introduction, types – realistic, abstract, headless, plus size, children and teen, sports, dress forms, ghost, flexible, torso mannequins, standalone mannequin parts. Importance and role of mannequins in retail industry. Selection criteria, dressing for mannequin and grouping of mannequins.</p>	5
<p>Chapter 8 Merchandise presentation – Meaning, principles, placement of merchandise, categories in fashion merchandise presentation, dominance factor in merchandise presentation – colour, size, co-ordinates, brand name, price, end-user, cross merchandising.</p>	5
<p>Chapter 9 Window display – Construction – Window glass, floor, back of the window, window ceiling, side walls, props – meaning, choice and placement of props, proscenia and masking.</p>	5
Unit – 4	Hrs.
<p>Chapter 10 Lighting in visual merchandising - Importance, types - primary, accent/secondary, atmosphere lighting, lighting techniques for VM to increase sales – shelf lighting, change room lighting, display rack lighting, end cap lighting,</p>	5
<p>Chapter 11 Visual merchandising techniques to increase sales, foot traffic, storytelling, sales team knowledge, sales analysis, display calendar, sales tracking, purpose of sales tracking,</p>	5
<p>Chapter 12 Future of visual merchandising – Shopping trends and innovations, technology and digital VM, sustainable VM strategies, and materials, responsible consumption and environmental impact awareness.</p>	5
References	
<ul style="list-style-type: none"> • Claus Ebster, Marion Garaus, “Store Design and Visual Merchandising”, Business Expert Press, 2011, ISBN-13: 987-1606490945. 	
<ul style="list-style-type: none"> • Judith Bell & Kate Ternus, “Silent Selling, Best Practice & Effective Strategies in Visual Merchandising”, Fairchild Books, 5th edition, 2017. 	
<ul style="list-style-type: none"> • Laura Bliss, “Study Guide Visual Merchandising and Display”, Fairchild Publications, 3rd ed, 1995. 	
<ul style="list-style-type: none"> • Swathi Bhalla, Anuraag S, “Visual Merchandising”, Tata McGraw Hill Publishers, 2010. 	

<ul style="list-style-type: none"> • Tony Morgan, “Visual Merchandising”, Laurence King Publishing, 2016, ISBN-13: 978-17806-76876.
<ul style="list-style-type: none"> • Tony Morgan, “Visual Merchandising Fourth Edition- Window Display In-store Experience”, Laurence King Publishing, 2016, ISBN-10:1913949327.

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD E2 6.6 T	Course Credits	3
Course Name	a. Digital Fashion Marketing (Theory)	Contact Hours	45 Hrs.
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the fundamentals of digital marketing and its relevance to fashion industry. • Develop comprehensive digital marketing strategies for fashion brands. • Utilize social media platforms effectively to build brand awareness and engage target audiences. • Create compelling visual content for fashion marketing campaigns. 			
Unit – 1			Hrs.
<p>Chapter 1 Digital Marketing for Fashion Brands: Overview of the fashion industry in the digital era, key components of digital fashion marketing, evolution and impact of digital marketing, digital marketing strategies.</p>			5
<p>Chapter 2 Digital Marketing Channels and Platforms for Fashion: Websites, Email, Social Media, Mobile, video marketing, affiliate marketing, instant messaging marketing, influencer marketing, online public relations, leveraging search engine optimization (SEO) and search engine marketing (SEM) for fashion brands.</p>			5
<p>Chapter 3 Digital Transformation of Fashion Retail: E-commerce and Digital Retailing – User interface and user experience, Customer journey and Optimization of online shopping experience – product visualization and information, payment gateway, return, exchange and refund process.</p>			5
Unit – 2			Hrs.
<p>Chapter 4 Social Media Platforms and Influencer for Fashion Marketing – Analyzing platform demographics and Consumer behavior and perception relevant to the fashion industry-</p>			6

<p>Methods, Process, and benefits; Influencer marketing and collaborations in the fashion industry, Analyzing tools of social media campaigns: Insights and Analytics of Instagram, Facebook, Twitter, LinkedIn, and YouTube.</p> <p>Chapter 5 Social Media Analytics and Performance Measurement – Media metrics and analytics tools; Tracking engagement, reach, impressions, conversions, and other performance indicators; data evaluation and optimization in fashion social media campaigns. Social Media Advertising -Facebook Ads, Instagram Ads; Process involved in Creating targeted ads, setting budgets, and optimizing campaign performance; Return on Investment (ROI) measurement for fashion campaigns for targeted audience.</p> <p>Chapter 6 Fashion Influencer Marketing –Role of influencers in fashion social media marketing; Identifying and partnering with influencers to promote fashion brands; Influencer collaboration strategies, negotiations, and campaign management.</p>	<p>5</p> <p>4</p>
Unit – 3	Hrs.
<p>Chapter 7 Content Creation and Curation: Methods of Crafting compelling and visually appealing content for fashion social media campaigns – Call-to-Action (CTA), Visual Consistency, Branding and User-Generated Content (UGC); Content Creation Techniques: storytelling, and visual branding.</p> <p>Chapter 8 Ethical and Sustainable Digital Fashion Marketing: Practices in digital fashion marketing; Importance of transparency and responsible marketing; Applying ethical and sustainable principles to digital marketing campaigns. Ethical Considerations and Brand Reputation Management – Ethical guidelines for fashion social media marketing; handling negative feedback on social media; Promoting brand values and maintaining authenticity in social media campaigns.</p> <p>Chapter 9 Copyright and legal considerations on Digital Marketing: Importance, Definitions and Key Elements of – Copyright Ownership, Licensing and Usage Rights, Fair Use, Branding and Trademarks, Intellectual Property Infringement, Terms of Service.</p>	<p>5</p> <p>5</p> <p>5</p>
References	
<ul style="list-style-type: none"> • Amresh Bharathi, “Digital Marketing”, Invincible Publication, 2022, ISBN-13: 978-9394-200-661. • Clare Harris “Fundamentals of Digital Fashion Marketing”, Bloomsbury Visual Arts 2017. ISBN-13: 978-1474220859 	

<ul style="list-style-type: none"> • Gaynor Lea-Greenwood “Fashion Marketing Communications” Wiley-Blackwell (an imprint of John Wiley & Sons L); 1st edition 2012 ISBN-13: 978-1405150606
<ul style="list-style-type: none"> • Nancy J. Rabolt & Judy K. Miller, “Concepts & cases – in retail & merchandise Management”, Fairchild Books, 2008.
<ul style="list-style-type: none"> • Paul Tolme “The New Rules of Fashion Marketing” Published by Elsevier Ltd, Second edition 2007 ISBN–13: 978-0-7506-6897-2.
<ul style="list-style-type: none"> • Puneet Singh Bhatia, “Social Media and Mobile Marketing”, Wiley Publisher, 2019, ISBN-13: 978-8126-578078.
<ul style="list-style-type: none"> • Wilson Ozuem, Silvia Ranfagni, “The Art of Digital Marketing for Fashion and Luxury Brands: Marketspaces and Marketplaces”, Springer Nature, 2021. ISBN: 9783030703240
<ul style="list-style-type: none"> • Yuli Ziv “Fashion 2.0: Season of Change: A Forecast of Digital Trends Set to Disrupt the Fashion Industry”, Fashion 2.0: Season of Change, 2013, 2nd Edition, ISBN13: 9780615875804

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD E2 6.6 T	Course Credits	3
Course Name	b. Home Textiles (Theory)	Contact Hours	45 Hrs.
Course outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none"> • Understand the role and importance of home textiles. • Select appropriate fabrics for home textile products. • Develop Creative Home Textiles for Interiors. • Design home textile products to meet consumer demands. 			
Unit – 1			Hrs.
Chapter 1 Introduction to Home textiles - Definition, types of home textiles, factors influencing selection of home textiles, Recent trends in home textiles.			3
Chapter 2 Floor and wall coverings – definition, types of floors covering –hard, soft, and resilient floor coverings- Carpets and Rugs - Importance, uses, factors affecting selection of floor coverings, advantages and disadvantages. Care and maintenance of floor coverings. Wall covering- Definition, Importance, uses, care and maintenance of wall coverings.			6
Chapter 3 Doors: Definition, Parts of the door and window, Curtains and Draperies- Definitions, materials used for Curtains and Draperies, Importance, advantages and disadvantages, Factors affecting selection of Curtains and Draperies			6
Unit – 2			Hrs.
Chapter 4 Window treatments: Types of Curtains – draw, tailored, pleated, cafe, three tier curtains. Types of draperies- swag and valances. Accessories- rods hook, rails, racks, curtain tape pins. Care and maintenance of curtains, Draperies and its accessories.			5
Chapter 5 Soft furnishings for living room- Introduction, types of soft furnishing, Upholstery-sofa, sofa covers, cushion, cushion covers, Floor cushion, upholsteries, bolster and bolster covers, bed sheets, covers, Comforters, uses, care and Maintenance.			5
Chapter 6 Soft furnishings for bed linen - bed sheets, covers, blankets, blanket covers, comfort, and comfort covers, bedspreads, mattress and mattress cover, pillow and pillow cover, pads, uses, care and maintenance.			5
Unit – 3			Hrs.
Chapter 7 Soft furnishings for kitchen and dining, types of kitchen linens – kitchen towel, aprons, dish cloth, fridge, grinder and mixie covers, mittens, fridge holders –their uses, care and maintenance. Soft furnishings for Dining - Types of dining- table mat, dish/potholders, cutlery holder, fruit baskets, hand towels- uses, care and maintenance.			6
			4

<p>Chapter 8 Bathroom linens – types of Fabric used- Face towel, Turkey towel, Bath robe, Floor mat, Shower Curtains, uses, care and Maintenance.</p> <p>Chapter 9 Smart Home Textiles; Introduction, Recent developments in home textile, applications, scope and future of smart textiles in global scenario. Certifications and Standards for Home textiles; ISO, GOTS, ASTM, AATCC, OEKO Tex. Testing and Quality inspection, packaging, and shipping.</p>	5
References	
<ul style="list-style-type: none"> • Charlotte M Gibbs, “Household Textiles”, Forgotten Book, ISBN: 978-0-365-52154-9. 	
<ul style="list-style-type: none"> • Durga Deulkar, “Household Textiles and laundry Work”, Athmram Publication,2011, ISBN: 978-8170437864. 	
<ul style="list-style-type: none"> • Frank Theodore K, “Fabric for the Designed Interior” 2nd edition, Bloomsbury Publishing Plc, 2017. 	
<ul style="list-style-type: none"> • Karthik T., D. Gopalakrishnan, “Home Textiles”, Daya Publishing, 2018. ISBN: 9789386695923 	
<ul style="list-style-type: none"> • Hongshan Zhao and Lin Ma, “Study of Eco – evolution Path of Home Textile Industry under the Background of Internet Plus”, Journal of Physics: Conference series, 2021. 	
<ul style="list-style-type: none"> • Ramesh V.B., Sundaresan S., “Home Furnishing”, Woodhead Publishing India Pvt. Ltd., 2018. 	
<ul style="list-style-type: none"> • Subrata Das, “Performances of Home Textiles”, Woodhead Publications India, 2015, ISBN-10: 938030 8094. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD E2 6.6 T	Course Credits	3
Course Name	c. Business Ethics and Corporate Social Responsibility (Theory)	Contact Hours	45 Hrs.
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the role of ethics and social responsibility in the business world. • Identify the principles of ethical decision-making and stakeholder theory. • Analyze the impact of social responsibility and sustainability on business practices. • Apply best practices in business ethics and corporate social responsibility to real-world scenarios. 			
Unit – 1			Hrs.
<p>Chapter 1 Business ethics – Concept, characteristics, importance, and need for business ethics, ethics and values, work ethics.</p>			5
<p>Chapter 2 Sources of ethics, concept of corporate ethics, code of ethics – guidelines for developing code of ethics, ethics management programme, emergence of new values in Indian industry.</p>			4
<p>Chapter 3 Corporate governance – Definition, principles of Corporate Governance, significance. Ethics in marketing and advertising, human resource management and production.</p>			6
Unit – 2			Hrs.
<p>Chapter 4 Fashion business ethics – Introduction, ethical issues in fashion industry, laws protecting and regulating fashion in India, values and principles, environmental laws and conservation.</p>			5
<p>Chapter 5 Fashion laws in India – Copy right act, Trade mark act, Geographical Indication (registration and protection) act, consumer protection act, advertising laws, Textile Committee act, the textile labelling act.</p>			5
<p>Chapter 6 Fashion and intellectual property rights in India – Introduction, importance types of IPR applicable to fashion industry – trademarks, copyrights and designs, patents.</p>			5
Unit – 3			Hrs.
<p>Chapter 7 Corporate social responsibility – Concept, scope relevance and importance of CSR, Corporate Philanthropy, drivers of CSR, prestigious awards for CSR in India.</p>			5
			5

<p>Chapter 8 CSR towards stakeholders, shareholders, creditors, financial institutions, Government, consumers, employees, workers, local community and society. CSR ad environmental concerns. Role of HR professionals in CSR.</p> <p>Chapter 9 Consumer Protection law and Corporate Responsibility, Global Recognitions of CSR – ISO - 14000, SA8000, AA1000, CSR and Sustainable Development.</p>	5
References	
Crane, A. Et al., “The Oxford handbook of Corporate Social Responsibility”, New York: Oxford University Press Inc.2008.	
Ellington. J. “Cannibals with forks: The triple bottom line of 21st Century business”, New Society Publishers, 1998.	
Joseph A. Patrick and John F. Quinn, Management Ethics Integrity at work, Sage Publication,1997.	
Philip Kotler and Nancy Lee, CSR: doing the best for Company and your cause, Wiley 2005.	
Sharma J.P, “Corporate Governance, business ethics and CSR”, Ane Books Pvt Ltd, New Delhi 1978	
Subhabrata Bobby Banerjee, CSR: the good, the bad and the ugly. Edward Elgar Publishing 2007.	
William B. Werther, Jr. David Chandler, Strategic Corporate Social Responsibility, stakeholders’ a global environment, Sage Publication, 2009.	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD V2 6.7	Course Credits	3
Course Name	a. Indian Textiles Art and Craft (Theory + Practical)	Contact Hours	60 Hrs.
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Gain a deep understanding of the rich history, cultural significance of Indian Textile Art and Craft. • Understand the various techniques used in Indian textile art and craft. • Learn about the importance of preserving traditional Indian textile art and craft. • Promote sustainable and ethical practices in Indian textile art and craft. 			
Theory			
Unit 1			
<p>Chapter 1 Introduction to Indian Textile Art and Craft – Overview of Indian textile traditions, Importance of textile art and craft in Indian culture, Exploration of regional variations and styles.</p>			3
<p>Chapter 2 Traditional crafts of various states of India – Andhra Pradesh - Kalamkari, Karnataka - Hase Chittara, Maharashtra - Kolhapuri Chappals, Goa - Coconut Shell Artwork, Rajasthan - Jadau Jewellery, Gujarat - Bandhini Textiles, Punjab - Handmade Jooties, Uttar Pradesh - Chikankari), West Bengal - Dacca Muslin, Jammu and Kashmir - Pashmina Shawls, Chhattisgarh - Terracotta Pottery, Jharkhand - Dhokra Art, Kerala - Metal Lamps, Madhya Pradesh - Chander Silk Saree, Manipur - Black Stone Pottery, Meghalaya - Ryndiah Silk Shawls, Mizoram - Home Decor Items, Nagaland - Angami Naga Shawls, Tripura - Bamboo Lampshades, Arunachal Pradesh - Bamboo Items. Tamil Nadu - Tanjore paintings, Kanjeevaram silks, Karnataka - Mysore paintings, Mysore Silk Saree, Bidri work, Orissa - Attahiru, Kerala - Murals, Bihar -Madhubani Painting.</p>			6
<p>Chapter 3 Terracotta crafts in India – Terracotta art and types from states of Karnataka, Bengal, Gujarat, Rajasthan, Orissa & Bihar. Different forms of terracotta arts – jewellery, pottery, crockery, tiles and decorative items. Bamboo and cane craft of India from Arunachal Pradesh, Mizoram and Tripura, wooden craft of Karnataka, Jharkhand, Lavo Mandri of Goa.</p>			6
Unit – 2			
<p>Chapter 4 Tie and Dye Techniques: Bandhani – Definition, History, Types - tie and dye process, and patterns; Patola: Double ikat technique and motifs; Lehariya: Tie and dye technique in Rajasthani textiles</p>			5
<p>Chapter 5 Traditional Rug Making: Definition, Types - Kashmiri carpets: Techniques, motifs, and designs; Jaipur rugs: Weaving techniques and patterns; Bhadohi carpets: Materials, weaving process, and motifs.</p>			5
			5

Chapter 6 Tribal Textile Art: Introduction to Indian tribal textile traditions; Bhil, Gond, Warli, and Rabari textile art: Techniques and motifs; Cultural significance and symbolism in tribal textiles.	
Practical	
Unit-3	
Chapter 7 Design and Develop samples using Block printing, Tie and die technique, batik, Screen Printing. 2 samples each (10”x10”)	10
Chapter 8 Develop a Mini- Project that incorporates the essence of the selected Indian Textile Art and Craft through a research study under the following headings: <ul style="list-style-type: none"> • Introduction • History • Motifs Used • Colours Used • Methodology • Outcome • Photographs 	10
Chapter 9 Design and development of a folio of Indian Textiles. (20 Samples of 6 X 6 inch)	10
References	
<ul style="list-style-type: none"> • Alan Pipes, “Foundations of Art and Design”, Laurence King Publishing, 2003. 	
<ul style="list-style-type: none"> • Jamila Brij Bhushan,” The Costumes and Textiles of India,” Taraporevala, Bombay 1958. 	
<ul style="list-style-type: none"> • Ilay Cooper, John Gillow, “Arts and Crafts of India”, Thames & Hudson Ltd , 1996 ISBN-13 : 978-0500278635 	
<ul style="list-style-type: none"> • Parul Bhatnagar, “Decorative Design History in Indian Textiles and Costumes”, Abhishek Publications, 2011. ISBN: 9788182470873. 	
<ul style="list-style-type: none"> • Rajan, M.P., & Aditi Rajan, “Handmade in India”, 2007 Council of Handcraft development – corporation New Delhi ISBN 8188204498 	
<ul style="list-style-type: none"> • Rita Kapur Chishti "Saris: Tradition and Beyond" Roli Books; Reprint edition (February 16, 2013) ISBN-13: 978-8174363749 	
<ul style="list-style-type: none"> • Rita Kapur Chishti; Rahul Jain, “Handcrafted Indian Textiles (Tradition and Beyond)”, Edited by Marthand Singh, Lustre/ Roli Books, 2005. ISBN-10: 8174360840. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD V2 6.7 T	Course Credits	3
Course Name	b. Leather Apparel and Accessories (Theory + Practical)	Contact Hours	60 Hrs.
<p>Course Outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the characteristics and properties of leather as a material for apparel and accessories. • Explore various techniques and processes involved in working with leather. • Develop design concepts and create original designs for leather apparel and accessories. • Learn about sustainability practices in the leather industry and apply them to design and production processes. 			
Theory			
Unit – 1			
<p>Chapter 1 Leather Apparel and Accessories: Overview of the leather industry, Historical significance and cultural context, Types of leather and their characteristics, Sustainability in the leather industry.</p>			5
<p>Chapter 2 Leather Design Principles: Elements and principles of design, Leather color and texture Design concept development, Creating mood boards and design sketches.</p>			5
<p>Chapter 3 Leather Manufacturing Processes: Leather preparation and cutting techniques, Sewing and stitching methods for leather, Finishing techniques and treatments, Quality control in leather production.</p>			5
Unit -2			Hrs.
<p>Chapter 4 Market Analysis and Trends: Researching market trends and consumer preferences, identifying target markets for leather apparel and accessories, Branding and marketing strategies in the leather industry.</p>			5
<p>Chapter 5 Leather Accessories Design Design considerations for leather accessories, Creating patterns and prototypes for bags, wallets, and belts, Hardware and embellishment techniques.</p>			5

Chapter 6 Sustainability and Ethical Practices: Sustainable sourcing of leather materials, Ethical considerations in leather production, Recycling and upcycling leather.	5
Practical	
Unit 3	
Chapter 7 Development of design for leather apparel – Jackets vests, skirt and pants.	10
Chapter 8 Design and Illustrate Theme Based Leather accessories - Footwear, Bags, Belts, Gloves, Caps. (3 Each). Construct any two products.	10
Chapter 9 Develop a comprehensive design project involving leather apparel or accessories- Concept development, prototyping, and final presentation.	10
References	
<ul style="list-style-type: none"> • Abling, Bina, “Marker Rendering for Fashion, Accessories, and Home Fashions”, Fairchild Books,2006, 4th Edition, ISBN-13: 9781563673603. • Claire Billcocks, “Century of Bags”, Chart well Books, New Jersey, 1997. • Dinesh Pandey,” Leather Processing & Tanning Technology”, Ishwar Books 2019, ISBN-13: 978-9386806444 • Heidemann, E. (1993). “Fundamentals of Leather Manufacture”, Eduard Roether KG. ISBN 3-7929-0206-0. • Malolow Blahnik, Co Collin Mac Dolw, “Shoes - Fashion and Fantasies”, Thames and Hudson, 1989. • Dutta S. S. “Introduction to the Principles of Leather Manufacture”, 4th Edition, ILTA, Kolkata. • Stephen Fleming, “The Leatherworking Starter Handbook”, Neha Dudey, 2020, ISBN-13: 9781647130534. 	

Program Title	B.Sc. Fashion and Apparel Design	Semester	Sixth Semester
Course Code	FD 6.8	Course Credits	2
Course Name	Internship	Contact Hours	-
<p>Course outcomes: On successful completion of the course, the students will be able to</p> <ul style="list-style-type: none"> • Understand the working structure of the industry/ company / Craft Cluster. • Analyze the methods adopted in the industry/ Craft Cluster. • Correlate to the theoretical knowledge gained in the classroom. • Discover the nuances of the workplace and appreciate it. 			
<p>Internship is to be carried out in a garment factory / textile craft cluster/ retail outlet for a minimum period of 30 days after the completion of V Semester. The student must submit a detailed Internship report furnishing all the details along with the work he/she has carried out during the period.</p> <p>The internship report should include</p> <ul style="list-style-type: none"> • Aim & objectives • Organizational structure • Process flow chart / sequence of operations • Product specifications /Product range • Design features • Quality systems • Summary • References 			