

B.A. in Fashion Design & Technology

COURSE STRUCTURE

1st Semester

1. Fashion World including the History & Evolution of Fashion (Theory)
2. Basic Design & Sketching (Practical)
3. Basic Principles of Garment Technology (Practical)
4. Design Ideas (Practical)

2nd Semester

1. Fashion Illustration (Practical)
2. Textile Science & Fabric Artistry (Theory)
3. Drafting, Adaptation & Clothing Construction (Practical)
4. Introduction to Computer & Computer Aided Design (Theory & Practical)

3rd Semester

1. Pattern Making & Garment Production (Practical)
2. Fabric Production & Adornment Techniques (Practical)
3. Fashion illustration & application (Practical)
4. Fashion Marketing & Merchandising (Theory)

4th Semester

1. Apparel Production & Quality Control (Theory)
2. Development of Foundation Skill (Practical)
3. Accessory Design (Practical)
4. Fashion Forecasting (Practical)

There will be Summer Training at the end of 4th Semester.

5th Semester

1. Advance Garment Making Techniques (Practical)
2. Fashion Management and Entrepreneurship (Theory)
3. Special Event Management for Fashion Industry (Practical)
4. Costume Designing (Practical)

6th Semester (Project)

1. Fashion Art & Photography
2. Portfolio Development
3. Range Development
(Garment + Training Report + File, Presentation)

First Year

Paper I: Fashion World including History & Evolution of Fashion

Course Objective:

- To familiarize students with fashion terminologies and to have a proper knowledge of the process with which fashion has evolved through different ages.
- To make students aware of world costume.
- To get a close look at the work of various Indian as well as western designers.

Course Contents

Unit-1

- (a) Fashion Terminology
- (b) Fashion Theories & Fashion Cycle

Unit-2

Study of Indian costumes:

- (i) Costumes of Gujarat
- (ii) Costumes of Karnataka & Kerala
- (iii) Costumes of UP and MP
- (iv) Costumes of Rajasthan
- (v) Costumes of Kashmir
- (vi) Costumes of Punjab
- (vii) Costumes of Himachal Pradesh

Unit-3

Study of World Costume

- (i) Costumes of Ancient Egypt
- (ii) Costumes of Greek Civilization
- (iii) Costumes of Japan
- (iv) Costumes of China
- (v) Costumes of North America

Unit-4

20th Century Fashion

- (i) Significant Development Decade-wise
- (ii) Designers – Important Indian and International Designers and their contribution.
- (iii) Development of Fashion Industry.

Teaching / Learning Methodology

- Demonstration, Lecture, Presentation through latest learning aids.

Reference Material:

1. A History of Costumes in the West – Boucher
2. 20th Century Fashion – Peacock J.
3. Fashion Costume & Culture – Encyclopedia in 5 volumes
4. Designer From Haute Couture to Merchandising – Maria Castanleno

Paper II : BASIC DESIGN & SKETCHING

Course Objective

- To develop the skill of free hand drawing and sketching, in order to visualize and analyze, observe and communicate ideas and concepts.
- To understand the basics of free hand perspective drawing.
- To understand and communicate through drawing, the principles governing the visual phenomena as perceived by the human eyes.
- To understand the basic principles of design and color concepts.

Course contents

Basic Design

Unit 1 : Introduction to design, Types of designs, Principles of design, Elements of design, Basic shapes, Basic lines

Unit 2 : Color theory, What is color, Dimensions of color, Psychology of colors, Different color schemes, Color key chart, Designer's guide to colors

Unit 3 : Enlargements of prints, Design patterns

Sketching

Unit 1: Introduction to fashion sketching, Basic pencil shading, Rules of perspective, Still life

Unit 2: Fashion figure proportions, Basic block with measurements according to fashion figure, Flashing of block figure-front, back, side and three-fourth views, Photo analysis

Unit 3 : Basic figure forms

Unit 4 : Fashion heads, Facial features, Different hair styles, Quick sketching

Teaching / learning methodology

- Demonstration, Lecture, Presentation through latest learning aides.

Reference materials

1. Fashion Sketch Book by Beena Abling
2. Fashion Drawing Designs; Magazine of Thailand
3. Fashion Drawing- The Basic Principles by Anne Allen and Julion Seama
4. Fashion Design Drawing & Presentation by Patckic, J. Ireland

Paper III : BASIC PRINCIPLES OF GARMENT TECHNOLOGY

Course Objective

- To give an overview of the process of garment manufacturing and industrial equipments. .
- Forces on the fundamental principles of garment construction.
- To learn the basic production operation, which are used in the construction of apparels (seams, hems, facings, darts, plackets, interfacing etc)
- To learn additional production operations such as sleeves, collars, zippers, closures, pockets, bias, lining, etc.
- To give the knowledge of finishing and inspection operations in the manufacturing of garments.

Course Contents

Unit 1

- A brief overview of garment manufacturing [Design Study, Sample Garments, Costing, Preparing For Products]
- Terminology of garment manufacturing
- Measuring- System, Chart, Eight Head Theory, Bodylines, Measuring Devices, Marking Devices, Sheers and Scissors
- Drafting and technique of pattern making- Paper Pattern, Drafting and Grading, Basic Drafting Blocks
- Marker planning [lay -out]

Unit 2

- Sewing machine and its components: Types of Machines, Components and Uses (Needle, Throat Plate, Pressing Foot, Sewing Thread etc),
- Stitches and seams and Machine with uses
- Basic product operations : Darts ,Tucks, 'Pleats, Gathers, Shirring, Smocking~ Ruffles, Facing, Plackets, Interlacing; etc
- Additional product operation : Collars, Sleeves, Pockets, Belts and Bands (Elastic), Cuffs Closures (Zipper, Button and Holes, Hooks and Eyes, Snaps, Fasteners)

Unit 3

- Pressing and Equipments:
- Garment finishing & inspection: Attaching buttons, Marking, Sewing, Labels, Cleaning, Final, Touches, Fitting, Quality, Measurements, Viewing 'The Garment, Quality Standard.
- Packing & Shipping.

Unit 4

- Drafting of Basic blocks ' Bodice, Skirt, Sleeve, Trousers.

Practical

- Basic seams & stitches- Hand & Machines
- Basic product operations
- Additional project operation

Teaching / Learning methodology

- Lecture, Demonstration, Presentation through latest learning aides, Visit to garment industries.

Reference Materials

- Garment Technology for Fashion Designers - by Gerry Cooklin
- Sewing For the Apparel Industry - by Claire Shaeffer
- Patter Cutting for Lingerie, Beach Wear and Leisure Wear - by Ann Hagger
- Reader Digest's Sewing Apparel

Paper IV : DESIGN IDEAS

Course Objective

- To develop understanding and articulation of ideas.
- To know about different types of design elements for making a garment.
- To develop understanding of tangible and intangible aspects of elements of design (physical characteristics such as material, position, orientation etc. emotive qualities and symbolism).
- To develop techniques of design.

Course contents

Unit 1 : What Is Fashion Design, Designer's Role & Developing A Line, Sources & Inspiration, Facts of A Successful Design

Unit 2: Types of Silhouettes, Types of Collars, Types of Sleeves, Types of Trousers, Types of Skirts, Types of Pleats, Frills And Flounces

Unit 3: Types of Trims, Laces, Buttons, Fasteners

Unit 4: Figure Analysis and Correction

Practical:

Silhouettes Folder, Collar & Sleeve Folder, Trousers & Skirt Folder, Lace Folder, Button Folder

Teaching: / Learning: Methodology

- Demonstration, Lecture, Presentation through transparencies & L.C.D. projector, Interaction with students.

Reference materials

1. Design Ideas & Accessories - Ritu Bhargava
2. Encyclopedia of Fashion Details - Patrick J Ireland
3. Inside Fashion Design - Sharon Lee Tate
4. Fashion Design-
- 5 From Concept to Consumer - Gini Stephens Frings

SECOND SEMESTER

Paper I : FASHION ILLUSTRATION

Course Objective

- To help to draw the basic elements in children's wear figures.
- To be able to express the air of innocence and the nature of youth on paper.
- To add more dynamic, playful, yet awkward nuances to the full-front, three quarter turned, and profile poses for children.
- To have an in depth knowledge of different color mediums.
- To be able to sketch free hand from life

Course contents

Unit-1: Fabric Representation: Illustration of different fabrics: silk, satin, cotton, chiffons, georgettes, crepes, jutes etc.

Unit-2: Designer sketching & Fashion Illustration : Matching pose to garment, attitude in pose, illustration & design, stylization for design.

Unit-3 : Garment and Garment details

Unit-4: Use of different colour media: shading pencils, water & poster colors, steadtlers, Charcoal pencils & water proof ink.

Unit-5: Drawing Accessories

Unit-6: Model Drawing

Unit-7: Range Development: Campus wear, Office wear, Party wear, Beach wear, Fusion wear.

Reference material:

- i. Fashion Sketch Book - Beena Abling
- ii. Model Drawing - Beena Abling
- iii. Innovative Fashion Sketching - RIta Gersten
- iv. The Use Of Markers In Fashion Illustration -Modezcichnen Mit Markern

Paper II : TEXTILE SCIENCE & FABRIC ARTISTRY

Course Objective

- To understand basic unit of textile
- To under stand yarn production
- To have a knowledge of different fibers and their qualities
- To develop the skill of motif designing and it's placements
- To have a proper understanding of traditional Indian fabrics
- To use learn different types of embroidery simple as well as traditional

Course Contents

Unit 1: Theory: Introduction To Textile, Fibers - Classification and Identification, Properties of Fibers, Yarn Formation, Traditional Textiles Of India, Dying & Printing

Unit 2: Practical: Crouquies, Block Printing, Fabric Printing, Tie & Dye, Stencil Printing, Screen Printing, Emboss Printing, Batik Printing, Fabric Painting, Basic Hand Stitches, Traditional Indian Embroideries

(Gujrati, Kantha, Rajesthani, Phulkari, Chikankari, Kasuti, Kashmiri, and Bihari Kashidakari)

Teaching / Learning Methodology

- Demonstration, Lecture, Presentation through latest learning aides.

Reference Materials

1. From Fiber To Fabric by Corbnen
2. Traditional Textile by Savitri Pandit
3. Encyclopedia Of Textile
4. Vastra Vigyan by Bela Bhargava
5. Textile of India by Durga Deulkar

Paper III : DRAFTING, ADAPTATION & CLOTHING CONSTRUCTION

Course Objective

- To develop the skill of dress making
- To understand the basic drafting of different garments on standard body measurements.
- To learn the techniques of dart manipulation
- To work with the variations of different drafting blocks

Course Contents

Practical

Unit-1: Basic adult bodice block, Dart Manipulation and Position of Darts, Bodice Style, Paneled Bodice, Positioning Buttons And Button Holes, Plackets, Neckline Shaping, Facing, Halter Top, Waist Coat ,Baic Shirt Block, Basic Shirt Sleeve Block, Dress Block

Unit 2: Basic Peter Pan Collar, Roll Peter Pan Collar, One Pieces Shirt Collar, Stand Collar, Sailor Collar, Grown-On Collar

Unit 3: Sleeve Patterns, Basic Sleeve Block, Semi Fitted Sleeve Block, Tightly Fitted Sleeve, Set - In Sleeve Style, Bishop Sleeve, Leg O Mutton Sleeve, Two Piece Sleeve, Plain Short Sleeve, Bell Sleeve Or Gathered, Kimono Sleeve

Unit 4: Basic Shirt Block, Circular Skirt, Semi Circular Skirt, Four Gore Skirt, Skirt With Yoke, Skirt With Flounce, Six Gore Skirt, Skirt With Inverted Pleats, Skirt With Box Pleats, Skirt With Knife Pleats, Skirt With In-Set Pleats'

Unit 5: Trouser block, Jacket block, Lingerie

Unit-6: Male bodice & variation, Male sleeve block & variation, Some additional features of male garments, drafting of 'Churidar' Kurta, Jacket, Coat.

Unit-7: Drafting through latest, Drafting Software.

Teaching / Learning methodology: Demonstration, Presentation through latest learning aides, Supervision of student's work

Reference Materials

- | | |
|---------------------------------------|-------------------|
| - Pattern Cutting Made Easy | - Gillian Holman |
| - Designing Patterns | - Hilary Campwell |
| - Pattern Cutting For Woman's'Outwear | - Gerry Cookling |
| - Pattern Cutting | - Ann Hagger |

Paper IV : INTRODUCTION TO COMPUTERS & CAD

Course Objective

The term computer has found its way into practically every discipline and the field of fashion design is no exception. So it has become an absolute necessity to for all to have a working knowledge of computer applications. This course aims at building the foundation of C.A.D. by teaching the fundamental of computers.

Course Contents

Unit-1: Introduction: Fundamentals of Computer

Unit 2: Operating system

Unit 3: Introduction to Windows, MS- Office (Word, Excel, PowerPoint)

Unit-4: Introduction to CAD, Fundamentals of CAD process, Applications for design.

Unit-5: CorelDraw:

- (i) Design a composition of geometrical shapes
- (ii) Design a jewellery set – traditional / contemporary
- (iii) Design prints – Abstract, Traditional etc.
- (iv) Draping the croque in different outfits with accessories.

Unit-6: Photoshop

Fabric rendering, Draping of garments with different filters, Design a mood board according to the theme, Picking up of costume worn a famous fashion model and scan the figure and redesign the texture and colour of the dress.

Teaching / learning methodology

- Lecture/demonstration, Presentation through latest learning aides, Presentation by students, Project

Reference Materials

Relevant volumes of BPB publications.

THIRD SEMESTER

Paper I : PATTERN MAKING & GARMENT PRODUCTION

Course Objective.

- To learn to make the pattern for different variety of women's wear according to standard body measurements
- To prepare the pattern for the final project (women's wear traditional, western and fusion)
- To make the garment according to the pattern
- To know the draping of garment on dummies.

Course Contents

Practical

- Pattern Making Of Sleeve According To The Design & Measurement And It's Production
- Pattern Making Of Bodice Block According To The Design & Measurement And It's Production
- Pattern Making Of Skirt According To The Design & Measurement And It's Production
- Pattern Making Of Trouser According To The Design & Measurement And It's Production
- Pattern Making Of Jacket According To The Design & Measurement And It's Production
- Pattern Making Of One Piece Dress According To The Design & Measurement And It's Production

Teaching / Learning Methodology

- Demonstration
- Presentation through latest learning aides. . Supervision of student's work

Reference Materials

- Pattern Cutting Made Easy - Gillian Holman
- Designing Patterns - Hilary Campwell
- Pattern Cutting For Woman's Out wear - Gerry Cookling
- Pattern Cutting - Ann Hagger

Paper II : FABRIC PRODUCTION & ADORNMENT TECHNIQUES

Course Objective

- To get an in-depth knowledge of the various stages involved in the making and finishing of a fabric.
- To generate the ability to identify different fabrics.
- To be familiar with elementary weaving
- To know about care and maintenance of fabrics
- To learn advance adornment techniques

Course Contents

Unit-1: Identification of Fabrics

Unit 2: Finishing: What Is Finishing, Factors In Finishing, Costs Of Finishing,

Stages of Finishing: Fiber Finishes, Yarn Finishes, Fabric Finishes

- Types of Finishing
Shape & Retentive Finishes, Wrinkle Resistant Finishes, Water Repellency, Water Proofing, Absorbency Finishes, Soil Repellency, Soil Release, Flame Retardants, Mildew Proofing, Anti Bacterial Finishes, Slip Resistance, Antistatic Finishes, Heat Reflectant Finishes, Foam Laminating, Fabric To Fabric Bonding,
- General Finishes
Beetling, Bleaching, Blowing & Crabbing, Breaking, Burling, Calendaring, Embossing, Carbonization, Flocking Inspection, Mending, Napping, Scouring, Shearing, Seizing, Singeing, Shrinkage control

Unit-3

Weaving : Definition of weaving, Considerations while weaving, Color consideration, Yarn selection, Weave structure, Drafting & lifting plan, Denting, Self, Weave report, Warping, Notation system(graphs)

Types of weaves:

- Plain Weave : Notation & Fabrics Made Through Plain Weave
- Hopsack Or Matte Weave : Notation & Fabrics Made
- Twill Weave : Notation, Derivation & Fabrics Made
- Satin & Sateen : Derivation & Fabrics Made
- Fancy Weave : Fabric Specifications Making Particulars
Summery

Unit-4: Care & Maintenance of Fabrics: Color fastness test, Stain removal, Storage, Maintenance of clothes, Dry cleaning, Use of starches & white agents

Unit-5: Aari work, Machine Embroidery

Practical

- Weaving samples, Aari work samples, Machine embroidery samples

Teaching / Learning Methodology

- Lecture, Demonstration, Presentation through latest learning aides, Visit to weaving industries.

Reference Materials

Introduction To Textile	- by Marry L. Cowan.
Textile Fiber To Fabric	- by Bemard. P. Coman
Hand Book Of Textile Design	- by Jacquic Wilson
Vastra Vigyan	- by Bela Bhargava

Paper III : FASHION ILLUSTRATION & APPLICATION**Course Objective**

- Advancement of the first semester program. After mastering the female croiques, students will now learn to draw male croiques.
- To learn how to draw and create a generic type of male figure for fashion.

Course Contents

Unit-1: Male Fashion figure proportions, Basic block with measurement s according to male fashion figure, flashing of male block figure-front, back, side and three-fourth views, Photo analysis

Unit-2: Basic Figure Forms

Unit-3: Male Fashion Heads, Male Facial Features, Male Hair Styles

Unit-4: Designer Sketching & Fashion Illustration

Unit-5: Drawing Flats & Specs for Male Garments

Unit-6: Range Development For Male Garments, Sports Wear, Period Look, Office Wear, Casual Wear, Traditional Indian Wear, Mix And Match Wear

Unit-7: Drawing Flats & Specs.

Reference Materials

- Fashion Illustration Men - Patrick J Ireland
- Fashion Sketch Book - Beena Abling
- Fashion Drawing Designs - Magazine Of Thailand
- Fashion Drawing- The Basic Principles - Anne Allen And Julion Seam

Teaching / Learning methodology

Lecture, Presentation through latest learning aides, Field trips, Interaction with students

Reference Materials

Fashion From Concept To Consumer-	G.S. Frings
Modem Marketing	- R.S.N. Pillai And Kongawalan
Fashion Buying	- Helen
Fashion Merchandising	- Stone

Paper IV : FASHION MARKETING & MERCHANDISING

Course Objective

- To understand the basic concept and objectives of merchandising
- To investigate the that principles that underpin the fashion marketing and merchandising concept development and adaptation.
- To provide the theory and practice of fashion marketing and promotional processes.

Course Contents

Unit-1: Marketing: Concept, Objective, Task, Product & Services Marketing Philosophy, Market Segmentation, Marketing Strategies, Market Opportunities, Four Ps of Marketing, Export/Import Policies, International marketing.

Unit-2: Introduction to Merchandising, Role of Merchandiser, Fashion Business, Language Of Fashion Business, Foreign Fashion Business Procedures, Leading International Designers And Their Labels

Unit-3: Merchandising For Profits, Direct / Indirect Expenses, Terms of Sale, Different Types of Discounts, Calculation Of Material Cost, Accounting

Unit-4: Interpreting Customer Demand, Developing A Fashion Image, Types Of Buyers, Buying In Domestic And Foreign Market, Visual Merchandising, Advertising.

SEMESTER-IV

Paper I : APPAREL PRODUCTION AND QUALITY CONTROL

Course Objective

- Getting familiar with the various stages of manufacturing apparels. Knowing the techniques of quality maintenance to improve production.

Course Contents

Unit 1: Cutting Department: Machinery, Fabric Lying, Marker Pep Ration, Sorting, Numbering And Bundling.

Unit 2: Fusing Department: Interlining And Its Importance, Fusion Machines

Unit 3: Production Department: Selection Of Production System, Production Planning, Sewing Machines, Parts And Functions Of Single Lockstitch Machine Double Needle, Over Lock, Button Hole And Buttoning Machines, Function Of Stitch, Attachments Used In Sewing Machines, Trends In Sewing Machines.

Unit 4: Finishing and Pressing Department, Trimming Department, Packing Department

Unit-5: Introduction to Industrial Engineering Concepts In Improving Apparel Productivity, Work Study And Standard Time Calculation

Unit 6: Apparel Accessories And Components

Unit 7: Introduction To Quality Control Definition Of Quality, Importance of Quality, Fabric Inspection Through Various Standards.

Unit 8 : International Care Labeling System, Inspecting Garments By Using The Spec Sheet And Identifying Faults.

Unit 9: Applying Quality Assurance Programs in All Departments.

Teaching / Learning Methodology

- Lecture, Presentation through latest learning aides.

Reference Materials

- Quality Control in Apparel Industry- P V Mehta
- The Technology of Clothing Manufacture - Harrfold C. and Latham
- Managing Productivity In The Apparel Industry- R Bheda - Introduction To Clothing Product Management- Chutler A G

B. A. in Fashion Design & Technology
SEMESTER-IV
Paper II : DEVELOPMENT OF FOUNDATION SKILL

Course Objective

- To train students for effective communication skill and use of modern communication techniques, to enable them to face the challenges of in the competitive world of fashion.

Course Contents

Unit 1: Communication : The basic fundamentals.

Unit 2: Business Communication.

Unit 3: e-Communication, Web-Designing.

Unit-4: Making Presentations and Communication Skills

- Description: In this course students learn how to effectively share information through conversations, interviews, speeches and presentations. The course combines information on how to design messages and how to effectively deliver messages to make an impact on and stand out with potential employers and clients.
- Topics include: Answering questions, giving speeches, giving presentations, key messages

Unit-5: Managing Image and Impressions

- Description: This course aims to help students make a powerful and positive impression upon meeting potential employers and clients. Students will learn to continually assess the image and impression they are projecting to others and how to make changes that improve the image they project to others.
- Topics include: Etiquette, first impressions, projecting a positive image

Unit 6 : English Language Skills

- Description: This course will inculcate English language skills in the learners and aims to develop a sound foundation in English. The curriculum will be similar to English as Secondary Language (ESL) and English Communication Skills (ECS) courses in universities. The learners will develop an ability to use English for thinking, communicating, writing and speaking after taking this course.
- Topics include: Grammar, diction, speaking and writing English

Unit 7: Essentials of Teamwork

- Description: To Be Developed
- Topics include: Working in a team, techniques to build teams, leading teams, dealing with difficult team members

Unit 8: Personal Career Planning

- Description: This course introduces students to the concept of aligning personal interests and goals with career aspirations in a reasonable and meaningful manner. Students will learn to set effective goals for professional development and realize the importance of acquiring additional skills for employability and success.
- Topics include: Aligning interests and career, goal setting

Teaching / Learning Methodology

- Lecture, Presentation through latest learning aides. . Presentation by students, Group discussion, Demonstration, Counseling

Reference Materials

- Multimedia & Communication Technology- Steve Heath
- Principles of Web Designing - Joel Saldar

Paper III : ACCESSORIES DESIGN

Course Objective

- To provide an understanding of the relationship between accessories and garment in order to create the "overall look".
- To make students be well informed about all aspects of accessories, ranging from the raw material used to the actual designing, production, matching, customer use and marketing.
- The students will be introduced to the world of accessories and its appropriate terminology and language.

Course Contents

Unit 1: Introduction To Accessories, Importance Of Accessories, Terminology Of Accessories

Unit 2 : Types of Accessories: (Belts, Eyewear, Footwear Gloves, Handbags, Headwear, Veil and Hair Accessories, Jewelry, Hosiery, Luggage, Shawl, Scarves And Handkerchieves, Ties And Neckwear, Umbrella, Watches, Wigs And Hairpieces, Other Accessories)

Unit 3

- Components of accessories: Gems, Gem cut and setting (Significance, Anatomy of Gems, Types Of Gems, Gem Cutting)
- Leather (Significance, Anatomy Of Leather, Types Of Leather)
- Feather (Usages Of Feathers In Accessory, Anatomy Of Feather, Types Of Feathers, How To Buy Feathers)
- Textile (Significance, Overview Of Yarns, Fibers And Fabrics, Different Types Of Fabrics Used In Accessories)
- Laces & Braids (Significance, Anatomy Of Laces, Types Of Laces, Types Of Braids)
- Other Components Of Accessories (Metals, Beads, Artificial Flowers, Shell, Plastic, Glass, Wood Etc)

Unit 4: Design Development: Basic accessory designing using all principles of design, Thematic design, Coordination of accessories with the final Project work. (sheet work)

Unit 5: Marketing of Accessories

Practical

- Making of : Indian & western jewelry, Head gear, Belt, Scarves etc
- Assignment : Making accessories in coordination of the final Project

Teaching / Learning methodology

- Lecture, Demonstration, Presentation through latest learning aides, Discussion

Paper IV: FASHION FORECASTING

Course Objective

- To make students learn how to predict trends, which are directions in fashion.
- To be able to understand the choice and inclination of people in order to make forecasting
- To be familiar with the current fashion.

Course Contents

Unit 1: Concept & Techniques of Forecasting, Combination of Different Methods, Market Survey

Unit 2: Color Forecasting, Silhouettes Forecasting, Fabric Forecasting

Unit 3: Study of latest trends in National and International fashion

Unit 4: Theme Based Project

Key Words Of Theme, Mood Board, Color Story, Client Board, Five Ensembles on Sheet With Details

- Client Based Projects: Client Board, Color Story, Mood Board, Five Dresses On Sheet With Details
- Market Based Project: Market Board

- Five Ensembles On Sheet With Details

Teaching / Learning methodology

- Lecture, Presentation through latest learning aides, Presentation by students, Video tapes of fashion shows

Reference Materials

Fashion Forecasting - Pernaf

Color Forecasting - Tracydiane & Cassidy

Internship/Summer Training

Objective

- To enable the students to acquire the practical knowledge regarding the design and production of garment at industrial level.
- To study the current market trend of garments at boutique and at industry level.
- To get acquainted with the basic concepts if marketing and merchandising related to the fashion industry.
- All the students are required to undergo an internship in any of the Garment Industry, Manufacturing Unit, Designer's Boutique, Import/Export House, etc for Four weeks after the completion of Third year. After coming back from the internship the students have to submit a detailed report about the working of the industry.

THIRD YEAR

FIFTH SEMESTER

Paper I : ADVANCE GARMENT MAKING TECHNIQUES

Course Objective

- To develop the technique with which, without using the drafting methods, basic blocks are increased and decreased in size.
- To learn pattern making through Dummy
- To acquire the basic knowledge of Dummy making.

Course Contents

Unit 1: Grading Techniques-Concept And Uses, Grading For Bodice Block (Male, Female), Grading For Sleeve Block (Male, Female), Grading For Skirt Block (Female), Grading For Trouser Block (Male, Female)

Unit 2: Draping Techniques-Concept And Uses, Draping For Bodice Block (Male, Female), Draping For Sleeve Block (Male, Female), Draping For Skirt Block (Female), Draping For Trouser Block (Male, Female)

Teaching/Learning Methodology

- Demonstration/Lecture, Presentation through latest learning aides, Supervision of student's work

Reference Materials

- Pattern Grading For Women's Cloths-Garry Cooling

-Pattern Grading For Men's Cloths- Garry Cooling

-Fabric Form And Flat Pattern

Paper II : FASHION MANAGEMENT & ENTREPRENEURSHIP

Course Objective

To enable students to get knowledge of management concepts related to entrepreneurship.

To understand the importance of industrial planning and decision making.

Course Contents

Unit 1: Principles Of Management, Planning, Organizing, Directing, Staffing, Communication & coordination. Finance, Human Resource Development. Relevance of management In Fashion Design.

Unit 2: Entrepreneurship- The Entrepreneurial Spirit, Qualities of An Entrepreneur. Government Policies, Starting A New Project, Project Planning & Formulation, Market Research Location Of The Project, Plant Lay Out, Franchising.

Unit 3: Financial Planning, Policies of Government & Financial Institutes Regarding Entrepreneurship Development. Tax Planning, Tax Exemption and Deduction, Remedies of Industrial Sickness.

Unit 4: Decision Making And Supervision, Steps In Decision Making, Qualities of A Supervisor

Teaching/Learning Methodology

- Lecture, Presentation through latest learning aides.

Reference Materials

- | | |
|------------------------------|----------------------|
| - Management for development | - Vikram Sarabhai |
| -Principles of management | - Rerry and Franklin |
| -For entrepreneur only | - Harell |
| - How Fashion Works | - Gavin Waddel |

Paper III : SPECIAL EVENT MANAGEMENT FOR FASHION INDUSTRY

Course Objective

To Prepare the Students to conduct and manage various types of fashion events and to train them in the specific field of fashion and show business.

Course Contents

Unit 1: Study and analysis of latest fashion events

Unit 2: Management of Fashion and Trade Fairs, Exhibitions, Fashion shows

Unit 3: Choreography & Cat Walk

Unit 4: Project (Presentation through fashion show)

Teaching/Learning Methodology

- Lecture/Demonstration, Presentation through latest learning aides, Visit to Fashion, Events, Ramp Presentation By Students

Paper IV : COSTUME DESIGNING

Course Objective

- Through this, the students will be trained to understand the intricacies of visual media and to know the concept of designing costumes for films, television and theater

Course Contents

Unit 1: Research on the subject (Film, T.V. & Theater), Background (Psychology of Characters), Light, Designer, Production, Art director, Choreography, Design development

Unit 2: Project

Teaching/ Learning Methodology

- Discussion, Demonstration/Lecture, Guiding the practical work of students, Screening of films

SIXTH SEMESTER

Paper I : FASHION ART & PHOTOGRAPHY

Course Objective

- To give the students an insight into the various other art forms related to fashion design.
- To make the students be familiar with application and development of practical skills with the help of related art forms.

Course Contents

Unit-1: Craft Documentation: The craft documentation will make the students understand in detail the local craft and relate them to contemporary situations, Evolution of craft of any identified region, Understanding the material characteristic (raw material). Relating craft to contemporary situation

Unit-2: Applied Art: Design of Logo, Design of Monogram, Design of Carry Bags, Design of Invitation card & Poster

Unit-3: Fashion Photography.

Teaching/Learning Methodology

- Lecture/Demonstration, Presentation through latest learning aides, Research, Field Visits, Project

Paper II : PORTFOLIO DEVELOPMENT

Course Objective

- To learn the professional approach to design presentation.
- To learn to use designs for commercial proposes.

Course Contents

Practical

- Theme Selection
- Design Development(Not Less Than 35 Sheets)
- Final Selection Of Design Which Are To Be Made In The Range
- Development Paper.
- Market Survey (Swatch& Trim Files)
- Fabric Selection
- Trim Selection
- Final Development Of Design And Design Specifications

Teaching / Learning Methodology

There will be one project guide for a group of students, to guide and supervise their work.

Paper III : RANGE DEVELOPMENT

Course Objective

In this unit students will learn how to put into practice all aspects of fashion designing which they have learnt so far.

The students will be familiar with the various stages to designing a garment, through practical experience.

The students will learn to make a range of different types of garments on a single theme through research & development.

Course Contents

Every student has to prepare an entire range of eight garments as selected through their Portfolio, based on a single theme, involving the following steps

- Pattern Making: Basis Pattern, Production Pattern
- Construction Of Garment
- Ornamentation
- Presentation
- Range File (full scale pattern, one fourth scale pattern layout, flat sketches & cost sheet)
- Display Of The Garment & Explanation Of The Design

Teaching / Learning Methodology

- In continuation with the Portfolio Development paper there will be one project guide for a group of students, to guide and supervise their work.