

**UNIVERSITY OF PUNE**

**PROPOSAL OF SYLLABUS**

**(TO BE IMPLEMENTED FROM THE ACADEMIC YEAR 2015-16)**

**COURSE-**

**BACHELOR OF FINE ART (FASHION DESIGN) (BFA)**

## **PREAMBLE**

Indian Fashion Industry has gone through tremendous change for last two decades. The industry which was known for manufacturing slowly changed its status from manufacturing to design. In the year 2005 the elimination of quota changed the entire industry and also made Indian fashion industry to realize its potential of fashion business. Thanks to government of India initiative to start National Institute of Fashion Technology, which could really support the industry during its most crucial phase.

NIFT could provide a trained human resource only to very small percentage and India realized a further need of trained human resource catering to the need of Fashion Industry.

Today very handful of institutes in India provides quality education in Fashion. Rather very few universities offer Degree and Post Degree curriculum in fashion.

Realizing the potential of fashion industry and in lined requirement of trained human resource the course of Bachelor of Fine Art (Fashion Design) is developed.

As the branch is highly professional there are certain requirements associated with it such as Professional Faculties having Industry Background, Special Equipment related to Fashion Industry, Special software, Fabric Library, Resource Center of Fashion, Presentation tools, Internet backup and timely Industrial Visits.

This Course is highly professional.

The course aims to deliver:-

- Meaning of fashion, awareness of historical and contemporary fashion.
- Fashion Rendering
- Study of fashion elements such as Fabrics, accessories, styles and technology.
- Flat and draped pattern development and construction techniques.
- Fashion Research
- Technical specification

- Range building and portfolio presentation.

The studies in BFA provide a wide array of Fashion and related areas that trains for designing Fashion with its various aspects. Students will gain knowledge right from the fibers and the steps involved for converting it to a Fashion product and promoting the same. Students will gain fundamental skills and knowledge in Fashion Design and related Product development to create a sustainable, commercially viable yet an acceptable Fashion.

As a "Fashion Designer", a student will acquire the knowledge of Fashion with its Art related aspects like how Fashion developed, who contributed to the Fashion Development in the world, why certain cities became Fashion Capitals, which Economic, Political, Social effect brought out major changes in Fashion.

The knowledge of "Elements of Fashion" such as Fabrics, Accessories, Trims, Creative Surfaces and the skills to manipulate them to come up with a Fashion; is also an important feature of this course.

Fashion rendering skills are developed by introducing visual applications of "Elements of Design" related to Fashion as well as use and application of "Principles of Design" to make it most aesthetically appealing. The rendering skills involves study of "Human Anatomy, Technical Drawing, Human Figure rendering. Fashion figure rendering, Texture and Print Development" makes the student perfectly acquainted with Design skills. Further studies introduce "Tech Pack" development which is most important aspect in Fashion Business.

Creative pattern development Techniques such as "Draping" helps the student to explore the technicalities of new styles of garments in Fashion.

The further "Forecast techniques" makes the student confident to understand Market requirements, Consumer psychology and demographics to predict the Fashion for

upcoming season. Ultimately it creates a Designer who is capable of shouldering the responsibilities of "Exports & Domestic" market as well as high end Design.

The Design that meets up the expectations of the Art also fulfills the Industry demand by providing student's talents and capabilities on extensively creative manner.

After completion of this intensive learning in Fashion; a student will be prepared to be an excellent Fashion Designer, Stylist, Costume Designer, Illustrator, Fashion Entrepreneur, Retail Merchandiser and Visual Merchandiser, etc.

With the background of sound knowledge of all relevant aspects of Fashion including necessary skills; this course nurtures the student to understand "Design" as a solution to the Problem and not merely the Eye appealing product.

### **AFFILIATION REQUIREMENT**

- The course shall be considered as “Professional” for the affiliation.
- The course is required to be considered for “New Affiliation” and not as an extension of the faculty.
- The Principal necessarily should have sound Fashion Industry/ Educational background.

### **LIST OF EQUIPMENTS**

List of Essential equipment to deliver necessary inputs in respect with the curriculum of Bachelor of Fine Art (Fashion Design) Course of University of Pune			
CATEGORY	Sr. No.	ITEM	QUANTITY
A) Machine	1	Single Needle lock stitch Machine-Juki or similar	40
	2	5-thread Over lock Machine-Juki or similar	3
	3	Double Needle lock Stitch Machine	1
	4	Flat-lock 3-needle 5-thread Machine	1
	5	Fusing Machine	2
	6	Vacuum Pressing Machine	4
	7	Embroidery Machine	2
	8	2-needle 4-thread over lock Machine	2
	9	Bar-tech Machine	1
	10	Feed of the Arm Machine	2
	11	Juki Button Hole Machine	1
	12	Juki Button Stitch Machine	1
	13	Eastman 7"knief cutting Machine	1
	14	Zig- Zag Machine (Juki/ Brother)	1
	15	Invisible Hemming Machine	1
	16	Saddle Stitch Machine	1
B) Dress Form	1	Half Dummy	40
	2	Full Dummy	4
	3	Children Dummy	7

	4	Dummy (Lower Half)	2
	5	Full Mannequins	8
	6	Dummy with legs (Full)	3
	7	Small wooden Dummy	6
C) Pattern Making Tables	1	Size 8 ' * 4 with cushion	15
D) Cutting Tables	1	Size 8 ' * 4 with hard surface	6
E) Drawing Tables			40
F) Computer Table			40
G) Computer	1	Computer – 18.5" Hardware Configuration - <ul style="list-style-type: none"> <li>• Operating System - 32 bit</li> <li>• Processor - I 5 min. Min. 3. 10 Ghz.</li> <li>• Ram - Min. 8 GB to 16 GB</li> <li>• Monitor - HD LED Square</li> <li>• Optical Mouse and keyboard</li> <li>• Hard disk - 1 TB</li> <li>• Sound Card</li> <li>• Graphic Card - 2 GB min.</li> </ul>	40
	2	DeskJet Printer	6
	3	Laser Printer	9
	4	Modem	2
	5	DVD-Writer	10
	6	Scanner - A3 &A4 Size	4
	7	List of Software -	
	8	Microsoft Office latest version	
	9	Adobe Photoshop suite - version CS 5 or above.	
	10	Corel Draw suite - version X3 and above.	
	11	Adobe Flash	
	12	Sound Forge	
	13	Auto CAD	
	14	3 D Max / Maya	
	15	Google sketch up	
	16	Dreamweaver	
	17	Rich-peace Design software	
	18	Rich-peace - Layout & marker making	

	19	Lectra (Layout & Marker Digitizer)	
	20	Wonder Weaves	
	21	Adobe Premiere	
H) Overhead Projectors			3
I) Fabric Construction/Dyeing and Finishing Lab			
	1	Table Looms	10
	2	Knitting Machines	5
	3	Printing Tables	2
	4	Burner	3
	5	Gas Cylinders	4
	6	Tracing Tables	4
J)Camera			2

## **SPACE REQUIREMENT FOR BFA COURSE**

DURATION OF THE COURSE- 4 YEARS

STRENGTH OF STUDENTS- 60 PER CLASS

- **ART ROOM-** 2 NO. Area- 700 Sq. Ft. to 800 Sq. Ft.  
(To fit minimum 30 Art Tables, 1- Demonstration Table)
- **CLASS ROOM-** To fit minimum 60 chairs with Writing Pads, One Teacher's Table with Chair.
- **COMPUTER LAB-** To fit in 30 Computer Table, One Demonstration Computer.  
(1000 Sq. Ft)
- **PATTERN MAKING LAB-** 1200 Sq. Ft.
- **GARMENT CONSTRUCTION LAB-** 1500 Sq. Ft.
- **TEXTILE LAB-** 800 Sq. Ft.
- **SEMINAR ROOM**
- **PRINCIPAL'S CABIN**
- **FACULTY ROOM**
- **ADMINISTRATIVE OFFICE**
- **COMMON ROOM FOR GIRLS & BOYS**



## **QUALIFICATION REQUIREMENT (FOR TEACHING STAFF)**

(Considering 60 students as batch size)

- **M. Design / M.Sc.in Fashion Design with minimum 55% marks.**

Experience of Teaching / Research / Industry- Minimum 5 years.

(Since NET is not available in Fashion Design at present it is not mentioned in the criteria.)

Relaxation to NET is considered under the ref. D.O.NO-F3-1/2000 (PS)

Number of Posts- 1

- **MFA + Fashion related qualification / Industry experience of minimum 5 years + NET / SET in Fine Arts.**

Number of Posts- 1

- **M.Sc. Clothing and Textiles** from reputed University with only Specialization of Textiles and Clothing / Equivalent and no other subjects such as Child Development, FRM, Food & Nutrition. All subjects of Post-Graduation should be of Textiles and Clothing + NET / SET.

Experience of Teaching / Research / Industry- Minimum 5 years. (Related to Fashion Design)

## **JUSTIFICATION OF FEE STRUCTURE**

As mentioned in the Preamble, the Course BFA- Bachelors in Fashion Design demands,

- Professional Faculties having Industry Background
- Special Equipment related to Fashion Industry
- Special software
- Fabric Library
- Resource Center of Fashion
- Presentation tools
- Internet backup and
- Timely Industrial Visits

The necessary provisions require sizable investment.

As there is scarcity of Professionals we see the specific monetary demand for the Lab Technicians, Computer software experts, Garment Production Specialists, Quality assurance Technicians, Designers of High end garments, Brand Designers and Merchandisers etc.

At present the Government Organization such as NIFT/ NID are offering such Education with the minimum Fee Structure of 1.2 Lac. (There is Government support for Infrastructure for such kind of courses under them.)

The Institutions such as Symbiosis International University / MIT charges fees in the tune of 2 Lac.

Considering the present situation of Government Policy to give sanction only with the condition of "on Permanently Non Grantable basis", one has to consider the potential investment to deliver quality Fashion Education.

And hence, the Fee structure shall be as follows.

SR.NO.	FEE DISCRIPTION	AMOUNT IN RUPEES
1.	ADMISSION FEE	3000.00
2.	LIBRARY & RESOURCE CENTER FEE	10,000.00
3.	LABORATORY <ul style="list-style-type: none"> <li>- COMPUTER LAB</li> <li>- GARMENT CONSTRUCTION LAB</li> <li>- PATTERN MAKING LAB</li> <li>- TEXTILE LAB</li> <li>- STUDIO</li> </ul>	15,000.00
4.	TUITION FEE	60,000.00
5.	FIELD VISITS AND PROJECT	10,000.00
6.	PERIODIC TEST FEE	2,000.00
7.	CO-CURRICULAR ACTIVITIES	5,000.00
8.	DEVELOPMENT FEE	5,000.00
9.	OTHER UNIVERSITY FEE HEADS SUCH AS, <ul style="list-style-type: none"> <li>- ELIGIBILITY</li> <li>- ENROLLMENT</li> <li>- GYMKHANA</li> <li>- MEDICAL FEE</li> <li>- EXAMINATION</li> <li>- AND OTHER</li> </ul>	AS PER UNIVERSITY RULES
10.	TOTAL (EXCLUDING SECTION 9)	1,10,000.00

## **COURSE PATTERN**

Course	Bachelor of Fine Art (Fashion Design)s (BFA)
Duration	Four Academic Years
Examination Pattern	Annual Pattern ATKT-60% of the Total Theory Subject Head of the annual pattern or Maximum 3 subjects annually whichever is less.
Eligibility	H.S.C Examination with minimum 50% aggregate (45% for Reserved Category)
Medium of Instructions	ENGLISH
Examining Authority	Concern University (First Year to Fourth Year)
Attendance	75% -Compulsory attendance 5% - Consideration against Medical 5%- Discretion by the Principal 5%- Special permission from Vice Chancellor.
Min. Percentage required	40% for each Theory & Practical head.
Class	40-49 - Pass Class 50-54 – Second Class 55-59 – Higher Second Class 60-69 – First Class 70 & Above- Distinction

## **INTRODUCTION**

### **FIRST YEAR BACHELOR OF FINE ART (FASHION DESIGN)**

The first year will prepare the Foundation in "Fashion Design".

- To introduce students with effective communication tools required in the fashion business.
- To acquire skills for the effective communication.
- To introduce the students to computer software's like Adobe Photoshop, Adobe Illustrator and Corel Draw.
- To understand and develop the use & application of Design elements like Lines, Shapes, Texture & Color to form a good design.
- To gain the understanding of Design elements like Lines, Shapes, Texture & Color that covers the psychological & visual association with the study of expressive & symbolic qualities
- To make students aware about physical environment and its components with various Natural resources with the concept of Ecology.
- To develop drawing skills required for designing through line, shading exercises, Nature study, object in space through Perspective & understanding of 2D & 3D forms through Orthographic & Isometric projections.
- To develop an understanding of a "Human Figure" with various views that conveys the essential basics for "Fashion drawing".
- To introduce two major categories of fiber-natural and manmade, yarn types its properties, spinning and two major types of fabric -woven's and knits which are majorly used in the fashion field.
- To understand the nature of fashion business, elements and challenges associated with Fashion Industry.
- To acquire knowledge and awareness of the types of garment machinery available in the industry, and application of right machinery for production of the required garment for stitching of any garment.
- To briefly introduce various techniques in printing, embroidery, machine sewing, creative fabric textures & yarn craft. Also focuses on applications of the same techniques to enhance the fabric surface.

## **INTRODUCTION**

### **SECOND YEAR BACHELOR OF FINE ART (FASHION DESIGN)**

The Second Year will prepare students to acquire in depth knowledge of the subjects.

- To impart the knowledge about the Traditional fabric made using different materials and techniques which acts as an expression of the tradition and culture of India.
- To identify and introduce the crafts which are to be revived and preserved.
- To combine chronological as well as conceptual understanding of design history, design elements, practice and process for development of approach toward solving problems.
- To acquire the knowledge of digitalized fashion figure with appropriate proportions, details & its relation with garment & garment details which are essential foundation to go for design process.
- To learn basic fundamentals of draping which will include blocks and basic styles. Develop knowledge and skills regarding dart manipulation.
- To develop the skills for drawing and understanding of Fashion figure with appropriate proportions, details & its relation with garment & garment details are essential foundation to go for design process.
- To learn and develop the understanding for the relation of fabric and technology in the requirement of appropriate selection of the same for the desired end product. And also to acquire the skill and knowledge of the use of appropriate garment construction techniques to assemble the end product.
- To acquire the knowledge about the understanding and appreciation of the evolution of the Indian and western clothing at the cradle of the civilization, prehistoric times through the classical eras to the middle ages and in the most recent times.
- To learn the use and application of pattern making in fashion industry and acquire knowledge of tools and symbols used in patternmaking. They will also develop the skills for basic patternmaking along with dart manipulation techniques.

## **INTRODUCTION**

### **THIRD YEAR BACHELOR OF FINE ART (FASHION DESIGN)**

The Third Year will prepare students to acquire in depth knowledge of specialized subjects in related areas of Fashion.

- To get acquainted with Digital technique through Computer inputs for developing various categories of clothing covering the various aspects of Fashion process such as fabric, construction, functionalities & design through computer.
- To gain the knowledge and skills to develop interpretation of the design sketch into draping for Style Lines, Fitted Midriff, Collars, Cowls & Bias Cut Dresses.
- To obtain knowledge and understand of application of forecasting techniques to determine market demands and acquire skills to make use of the forecast for design collections.
- To learn the development and understanding for the relation of fabric and technology in the requirement of appropriate selection of the same for the desired end product.
- To gain work experience through Internship that can be incorporated in the Curriculum Vitae.
- To acquire knowledge about the marketplace and the approach towards marketing.
- To learn block development and styled patterns relating to women's or men's tailored garments like shirts, trousers and denims the conversion of dart fullness into designs like line variation, dart variation, different types of gathers, cowls and added fullness.
- To learn the knowledge about the colors and prints used in creating an aesthetically pleasing design that is the most important factor in the customer's decision to purchase end product.
- To develop the understanding about the purposes of the finishes and quality that prepares textile products for further processing and enhancing the aesthetics and/or performance of the final product.

## **INTRODUCTION**

### **FOURTH YEAR BACHELOR OF FINE ART (FASHION DESIGN)**

The Fourth Year will prepare students to apply in depth knowledge gained in various subjects in related areas of Fashion as Electives.

- To develop a collection based on all the previous areas covered in fashion. This subject also aims at a thorough research on selected theme supported by a Design process to develop the whole range of clothing collection.
- To make students understand an in depth study of the "Stylist role" in Fashion which is in tune with industry requirement.
- To make students understand an in depth study of the "Stylist role" in Fashion which is in tune with industry requirement.
- To make students understand an in depth study of the "Surface Designer's role" in Fashion which is in tune with industry as well as Market requirement.
- To learn the different components of fashion pipeline background and their purposes with the understanding of fashion promotion. The student will understand the Marketing focus, advertising approach and Fashion Promotional techniques of fashion industry.
- To make students understand how to make Portfolio which is in tune with industry requirement which is the compilation of their work.



## **FIRST YEAR BFA- COURSE STRUCTURE**

- THEORY SUBJECT (GROUP- I)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
1.	Introduction to Fashion Industry	03	64	40	60	100
2.	Elements and Principles of Design	03	64	40	60	100
3.	Fundamentals of Textiles	03	64	40	60	100
4.	Communication Skills	03	64	20	30	50
5.	Environmental Studies	03	64	20	30	50
6.	Sewing Techniques I	03	64	40	60	100

- PRACTICAL SUBJECTS (GROUP- II)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
1.	Elements and Principles of Design	03	128	40	60	100
2.	Fashion Art and Design I	03	128	40	60	100
3.	Surface Ornamentation Techniques	03	128	40	60	100
4.	Sewing Techniques I	03	64	40	60	100
5.	Computer Application	03	128	40	60	100
					<b>TOTAL</b>	<b>1000</b>

**CLASS WORK-**

-The Internal 40 marks are for annual Internal Assignments & Class Tests for each Theory Subject.

- The Internal 40 marks are for annual Internal Assignments for each Practical Subject.

Internal Assignments	Class Test	Total
20 marks (aggregate)	20 marks	40 marks

## **SECOND YEAR BFA- COURSE STRUCTURE**

- THEORY SUBJECT (GROUP- I)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
1.	Design Understanding and Overview	03	64	40	60	100
2.	Application of Textiles in Fashion	03	64	40	60	100
3.	History of Fashion	03	64	40	60	100

- PRACTICAL SUBJECTS (GROUP- II)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
1.	Fashion Art and Design II	03	128	40	60	100
2.	Draping Fundamentals	03	128	40	60	100
3.	Garment Construction I	06	128	60	90	150
4.	Pattern Making I	06	128	60	90	150
5.	Digital Design Studio	03	128	40	60	100
6.	Craft Project	- *	128	40	60 (viva- 20 marks, External Assessment- 40 marks)	100
					<b>TOTAL</b>	<b>1000</b>

### **CLASS WORK-**

-The Internal 40 marks are for annual Internal Assignments & Class Tests for all Theory Subjects.

- The Internal 40 marks are for annual Internal Assignments for all Practical Subjects.

Internal Assignments	Class Test	Total
20 marks (aggregate)	20 marks	40 marks

\* **CRAFT PROJECT**- (Annual University Examination) the Craft Project will be evaluated by minimum 2 experts who have contributed to Craft Development.

The Final examination will include Viva of 20 marks and work assessment in stages for 40 marks.

A bound craft project will be signed by Internal Mentor & Principal & finally by the External jury.

### **THIRD YEAR BFA- COURSE STRUCTURE**

- THEORY SUBJECT (GROUP- I)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
1.	Introduction to Fashion Marketing and Merchandising	03	64	40	60	100
2.	Textile Coloring and Finishing Fundamentals	03	64	40	60	100
3.	Fashion Forecasting	03	64	40	60	100

- PRACTICAL SUBJECTS (GROUP- II)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
1	Fashion Art and Design III	03	128	40	60	100
2	Advance Draping	03	128	40	60	100
3	Garment Construction II	03	128	40	60	100
4	Pattern Making II	03	128	40	60	100
5	Digital Design for Apparel Categories	03	128	40	60	100
6	Internship	03	128	40	60	200
					<b>TOTAL</b>	<b>1000</b>

#### **CLASS WORK-**

- The Internal 40 marks are for annual Internal Assignments & Class Tests for all Theory Subjects.
- The Internal 40 marks are for annual Internal Assignments for all Practical Subjects.

Internal Assignments	Class Test	Total
20 marks (aggregate)	20 marks	40 marks

## **FOURTH YEAR BFA- COURSE STRUCTURE**

- THEORY SUBJECT (GROUP- I)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
1	Elective (ANY 1)	03	256	80	120	200
	Fashion Styling & Promotion					
	Brand Design & Management					
	Creative Surface Development					
2	Fashion Promotion and Media Management	03	64	40	60	100

- PRACTICAL SUBJECTS (GROUP- II)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
1	Elective (ANY 1)	03	256	80	120	200
	Fashion Styling & Promotion					
	Brand Design & Management					
	Creative Surface Development					
2	Design Collection					
	Design Research and Process	03	128	40	60	400
	Fabric Sourcing and Development	03	128	40	60	
	Pattern Making	03	128	40	60	
	Construction	03	128	40	60	
3	Portfolio Development (Digital and Manual)	- *	128	40	60 (viva- 20 marks, External Assessment- 40 marks)	100
					<b>TOTAL</b>	<b>1000</b>

## **CLASS WORK-**

-The Internal 40 marks are for annual Internal Assignments & Class Tests for all Theory Subjects.

- The Internal 40 marks are for annual Internal Assignments for all Practical Subjects.

Internal Assignments	Class Test	Total
20 marks (aggregate)	20 marks	40 marks

**\*- PORTFOLIO DEVELOPMENT (DIGITAL AND MANUAL)** (Annual University Examination)

The Portfolio will be evaluated by minimum 2 experts who have contributed to Fashion Industry.

The Final examination will include Viva of 20 marks and work assessment in stages for 40 marks.

A bound Portfolio will be signed by Internal Mentor & Principal & finally by the External jury.

**FIRST YEAR**



## **FIRST YEAR BACHELOR OF FINE ART (FASHION DESIGN)**

The first year will prepare the Foundation in "Fashion Design".

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- To acquire skills for the effective communication.
- To introduce the students to computer software's like Adobe Photoshop, Adobe Illustrator and Corel Draw.
- To understand and develop the use & application of Design elements like Lines, Shapes, Texture & Color to form a good design.
- To gain the understanding of Design elements like Lines, Shapes, Texture & Color that covers the psychological & visual association with the study of expressive & symbolic qualities
- To make students aware about physical environment and its components with various Natural resources with the concept of Ecology.
- To develop drawing skills required for designing through line, shading exercises, Nature study, object in space through Perspective & understanding of 2D & 3D forms through Orthographic & Isometric projections.
- To develop an understanding of a "Human Figure" with various views that conveys the essential basics for "Fashion drawing".
- To introduce two major categories of fiber-natural and manmade, yarn types its properties, spinning and two major types of fabric -woven's and knits which are majorly used in the fashion field.
- To understand the nature of fashion business, elements and challenges associated with Fashion Industry.
- To acquire knowledge and awareness of the types of garment machinery available in the industry, and application of right machinery for production of the required garment for stitching of any garment.
- To briefly introduce various techniques in printing, embroidery, machine sewing, creative fabric textures & yarn craft. Also focuses on applications of the same techniques to enhance the fabric surface.

## **FIRST YEAR BFA- COURSE STRUCTURE**

- THEORY SUBJECT (GROUP- I)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
1.	Introduction to Fashion Industry	03	64	40	60	100
2.	Elements and Principles of Design	03	64	40	60	100
3.	Fundamentals of Textiles	03	64	40	60	100
4.	Communication Skills	03	64	20	30	50
5.	Environmental Studies	03	64	20	30	50
6.	Sewing Techniques I	03	64	40	60	100

- PRACTICAL SUBJECTS (GROUP- II)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
7.	Elements and Principles of Design	03	128	40	60	100
8.	Fashion Art and Design I	03	128	40	60	100
9.	Surface Ornamentation Techniques	03	128	40	60	100
10.	Sewing Techniques I	03	64	40	60	100
11.	Computer Application	03	128	40	60	100
					<b>TOTAL</b>	<b>1000</b>

**CLASS WORK-**

-The Internal 40 marks are for annual Internal Assignments & Class Tests for each Theory Subject.

- The Internal 40 marks are for annual Internal Assignments for each Practical Subject.

Internal Assignments	Class Test	Total
20 marks (aggregate)	20 marks	40 marks

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FIRST YEAR**

**SUBJECT: INTRODUCTION TO FASHION INDUSTRY (THEORY)**

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**OBJECTIVES:**

- To understand the nature of fashion business, elements and challenges associated with Fashion Industry.
- To understand the five areas of Fashion Business with its comprehensive study of Fashion terminologies to create awareness about overall nature of fashion.
- To acquire the knowledge regarding environment and movement of fashion so that to understand the various aspects of Fashion.

**CONTENT:**

- Business of Fashion-
  - Importance of Fashion
  - Economic importance of Fashion Business
  - Four levels of Fashion (Primary level, Secondary level, the Retail level & Auxiliary level)
- Nature of Fashion-
  - Definition of Fashion
  - Evolution of Fashion
  - Terminology of Fashion
  - Principles of Fashion movement
  - Theory of Clothing Origin
  - Fashion cycle
  - Theories of fashion adoption
  - Principles of Fashion
  - International Fashion centers
- Environment of Fashion-
  - Market segmentation (Demographics, Geographic, Psychographics & Behavioral)
  - Economic Environment
  - Social Environment
- Fashion Categories-
  - Men's wear

- Women's Wear
- Kid's wear

**ASSIGNMENTS:**

1) **Submission on study of any 5 International/ National level fashion designers and brands.**

Students will include following contents in the submission.

- Introduction of the Designer
- Education
- Specialty
- Brand / label
- Contribution to Fashion
- Product range
- Outlets
- Collection Showcase

2) **Submission on Fashion changes during past 3 decades. (2 Women's and 2 Men's)**

Students will include following contents in the submission.

- Political influence
- Social influence
- Environmental influence
- Geographical influence
- Cultural influence

**REFERENCE BOOKS:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publication</b>
1	Fashion from Concept to consumer	Gini Stephens	Pearson ,2005
2	Clothing technology	H.eberly Berger	Verlag Europa LeherMittel, 2010
3	The Dynamics of Fashion	Elaine Stone	Fairchild Publication, 2008

4	The Business of Fashion	Leslie Davis Burns and Nancy O. Bryant	Fairchild Publication, 2002
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**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FIRST YEAR**

**SUBJECT: ELEMENTS & PRINCIPLES OF DESIGN- (THEORY)**  
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**OBJECTIVES-**

**The foundation of Design skills is the vital part of the Fashion Design process, which develops the better understanding & skill to make a foundation for a design which is aesthetically good and expresses the specific meaning.**

- Students will acquire the understanding of Design elements like Lines, Shapes, Texture & Color that covers the psychological & visual association.
- Students will also study its expressive & symbolic qualities of each element that helps in creating a meaningful design.
- Introduces Principles of Design that includes the use & application of design elements to create a good design.

**CONTENTS-**

**1. Study of lines**

- Types of lines
- Psychological & visual association

**2. Study of shapes**

- Types of lines
- Psychological & visual association

**3. Study of colour**

- Color wheel
- Color schemes
- Color psychology & visual effects

**4. Study of texture**

- Types of textures
- Categories of texture
- Psychological & visual association

**5. Aesthetic qualities of Design Elements**

- Formal qualities
- Expressive qualities

- Symbolic qualities

**6. Study & Understanding of Principles of Design.**

- Rhythm
- Harmony
- Emphasis
- Balance
- Repetition
- Gradation
- Radiation

**ASSIGNMENTS-**

**1. Students are expected to make a Word document on each element.  
(Line, Shape, Texture & Colour)**

(Based on the Theory inputs given by the concerned Faculty.)

Students will include following contents in the submission.

- Introduction of the element
- Types
- Psychological effect of the element
- Visual effect of the element
- Application in creating Designs
- Application in Fashion

**2. Students are expected to make a Power Point Presentation on each of  
the Principle based on their use and application on garments.**

(Rhythm, Harmony, Emphasis, Balance, Repetition, Gradation, Radiation)

(Based on the Theory inputs given by the concerned Faculty.)

Students will include following contents in the submission.

- Introduction of the Principle
- Application to Design
- Various ways of using Principles in Fashion (Functional/ Decorative)
- Application to Fashion

**(NOTE- all the assignments will carry 10 marks each and will be converted  
out of 15 for the Internal Assessments.)**



## REFERENCE BOOKS-

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publication</b>
1	Visual Design in Dress	Marian L. Devis	Prentice Hall, 1980
2	Fashion Design Manual	Pamela Steckes	Palgrave Macmillan, 1996
3	Fashion Design	Sue Jenkyn Jones	Laurence King, 2005
4	Fashion Design	Felicity Everlett	EDC publishing, 1987
5	Fashion Forecasting	Kathryn Mckelvey	Jennie Munslow, 2008
6	Beyond Design	Sandra J.Keiser& Myrna B.Garner	Fairchild publication,2008

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FIRST YEAR**

**SUBJECT: FUNDAMENTALS OF TEXTILES (THEORY)**

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**OBJECTIVE:**

**The course imparts the knowledge about the fabric characteristics due to its components fiber, yarn and construction that develops the foundation for fabric application in fashion.**

The course gives inputs in two major categories of fiber-natural and manmade, yarn types its properties, spinning and two major types of fabric -woven's and knits which are majorly used in the fashion field.

**CONTENTS:**

1. The Textile Industry
2. Fibers: classification,
  - i. Introduction, properties and end uses of natural and man-made fibers
3. Yarns: Introduction
  - i. Types-ply yarns, novelty yarn, textured yarn.
  - ii. Manufacturing process-spinning systems
  - iii. Properties-yarn twist, yarn numbering.
4. Fabric forming methods
  - i. Weaving, knitting and non-woven
5. Introduction to basic weaves: plain, twill and satin
  - i. Classification, introduction, advantages and disadvantages.
6. Comparison between knits and woven
7. Introduction to basic knits: warp and weft knitted
  - i. Classification, introduction, advantages and disadvantages.

**ASSIGNMENT DETAILS:**

<b>Sr. No.</b>	<b>Assignments</b>	<b>Marks</b>
1	Identification of 10 fabric swatches of 3"X3" by burning test for natural and manmade Fibers.	10
2	Identification of woven fabrics (3"X3")for <ul style="list-style-type: none"><li>• fabric count-10 Samples</li></ul>	20

	<ul style="list-style-type: none"> <li>• yarn count-10 Samples</li> <li>• Weave-10 Samples</li> <li>• knitted fabric-10 Samples</li> </ul>	
3	<p>Representation of the following basic weaves on graph paper, construction on handlooms and Computer.</p> <ul style="list-style-type: none"> <li>• Plain-plain, rib and basket</li> <li>• Twill-2X2,3X1,waved,curved and herringbone</li> <li>• Satin-satin and sateen</li> </ul>	20

### REFERENCE BOOKS:

Sr. No	Title of the Book	Author	Publisher name	Year
1	Textile from fiber to fabric-Sixth edition	Berard Cobman	Mc grew-hill international edition	1983
2	Understanding Textiles-Sixth Edition	Bellie .J. Collier, Phyllis Toratora	Prentice-Hall,Inc.	2001
3	J.J. Pizzuto's Fabric Science-Seventh Edition	Arthur Price, Allen C-Cohen, Ingrid Johnson	Fairchild Publications	1999
4	Clothing Technology	H.Eberle, M.Hornberger, D.Menzer, H.Hermling, R.Kilgus, W.Ring	Europa Lehrmittal	2002
5	Understanding Fabrics: from fiber to finished cloth	Debbie Ann Gioello	Fairchild Publication, New York	1996
6	Fabric reference-Fourth Edition	Mary Humphries	Pearson Prantice Hall	2009
7	Fabric for fashion	Clive hallett and Amanda Johnston	Laurence King Publishing	2010
8	Textiles-Tenth Edition	Sara.J.Kadolph	Pearson Prantice Hall	2007

9	Text book of clothing textiles and laundry	SushmaGupta,NeeruGarg,Re nuSaini	Kalyani Publishers, Ludhiana	2005
10	Clothing Technology	Sheila Jefferson	Abhishek Publications	2005

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FIRST YEAR**

**SUBJECT: COMMUNICATION SKILLS (THEORY)**

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**OBJECTIVES:**

- Students will be equipped with effective communication tools required in the fashion business.
- Students will acquire skills for the effective communication.

**CONTENT:**

1. Essentials of Grammar
2. Vocabulary
3. Phonetics
4. Letter Writing
5. Resume Writing
6. Group Discussion
7. Listening Skill
8. Interview Skills

**ASSIGNMENTS:**

**1) Writing of Letter to various fashion magazines to apply for a Post of "Fashion Stylist"**

Students will include following contents in the submission.

- Subject
- Introduction of the applicant
- Education
- Reason for the Job
- Willingness for the Interview.

**2) Writing of Resume**

Students will include following contents in the submission.

- Name
- Personal and Family Introduction
- Educational qualification
- Co- curricular and Extra curricular
- On Job Training

- Projects
- Awards/ Merits
- Internship

**REFERENCE BOOKS:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author</b>
1	Business communication	Dr. Rodrigue
2	Developing Communication Skills	Krishna mohan & Meera Banerjee
3	Essential English Grammar	Raymond Murphy
4	Education & Communication for Development	O.P. Dahama & O.P. Bhatnagar

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FIRST YEAR**

**SUBJECT: ENVIRONMENTAL STUDIES (THEORY)**

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**OBJECTIVES:**

- Students will be aware about physical environment and its components.
- Students will acquire Knowledge of natural resources and their types.
- Students will develop the concept of ecology and its components.
- Students will understand the impact of human activities on ecology and need to conserve the resources

**CONTENTS:**

**1. The Multidisciplinary Nature of Environmental Studies**

Unit 1- Definition, Scope and Importance, Need for public awareness

**2. Natural Resources**

Unit 1- Renewable and Non- Renewable Resources

Unit 2- Natural Resources and Associated Problems- a) Forest Resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

b) Water Resources: Use and Over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems

c) Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) Food Resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilization-pesticide problems, water logging, salinity, case studies

e) Energy Resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies

f) Land Resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Unit 3- Role of individual in conservation of natural resources

Unit 4- Equitable use of resources for sustainable lifestyles

### **3. Ecosystems**

Unit 1- Concept of ecosystem

Unit 2- Structure and function of ecosystem

Unit 3- Producers, consumers and Decomposers

Unit 4- Energy flow in the ecosystem

Unit 5- Ecological succession

Unit 6- Food chains, food webs and ecological pyramids.

Unit 7- Introduction , types, characteristics features, structure and function of the following ecosystem- a) Forest ecosystem b) Grassland Ecosystem c) Desert ecosystem d) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries)

### **4. Biodiversity and its conservation**

Unit 1- Introduction- Definition: genetic, species and ecosystem diversity.

Unit 2- Bio-geographical classification of India

Unit 3- Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values

Unit 4- India as a mega-diversity nation

Unit 5- Hot-spots of biodiversity

Unit 6- Threats to bio-diversity: habitat loss, poaching of wildlife, man-wildlife conflicts

Unit 7- Endangered and endemic species of India

Unit 8- Conservation of bio-diversity: In-Situ and Ex-situ conservation of biodiversity

### **5. Environmental Pollution**

Unit 1- Definition, Causes, effects and control measures of – a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution

e) Noise pollution f) Thermal pollution g) Nuclear hazards



Unit 2- Solid waste management: Causes, effects and control measures of urban and industrial waste

Unit 3- Role of individual in prevention of pollution

Unit 4- Pollution case studies

Unit 5- Disaster Management: floods, earthquake, cyclone and landslides

## **6. Social Issues and the Environment**

Unit 1- From Unsustainable to Sustainable development

Unit 2- Urban problems related to energy

Unit 3- Water conservation, rain water harvesting, watershed management

Unit 4- Re-settlement and rehabilitation of people; its problems and concerns. Case studies

Unit 5- Environmental ethics: Issues and possible solutions

Unit 6- Climate changes, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies

Unit 7- Wasteland reclamation

Unit 8- Consumerism and waste products

Unit 9- Environment Protection Act

Unit 10- Air (Prevention and Control of Pollution) Act

Unit 11- Water (Prevention and Control of Pollution) Act

Unit 12- Wildlife Protection Act

Unit 13- Forest Conservation Act

Unit 14- Issues involved in enforcement of environmental legislation

Unit 15- Public awareness

## **7. Human Population and the Environment**

Unit 1- Population growth, variation among nation

Unit 2- Population explosion- Family Welfare Programme

Unit 3- Environment and Human Health

Unit 4- Human Rights

Unit 5- Value Education

Unit 6- HIV/AIDS

Unit 7- Women and Child Welfare

Unit 8- Role of Information Technology in Environment and Human health

Unit 9- Case Studies

8. **Visit** to local area to document environmental assets-a)  
rivers/forest/grassland/hill/mountain.  
b) Local Pollution site- Urban/Rural/Industrial/ Agricultural  
c) Study of common plants/insects/birds  
d) Study of simple ecosystems- ponds, rivers, hill slope etc

**REFERENCE BOOKS:**

Sr. No.	Title of the Book	Author	Publisher and Year
1	The Biodiversity of India	Bharucha Erach	Mapin Publishing Pvt. Ltd, Ahmedabad-380013, India, Email: <a href="mailto:mapin@icenet.net">mapin@icenet.net</a>
2	Environmental Biology	Agarwal, K.C	Nidi Publi.Ltd.Bikaner2001
3	Hazardous Waste Incineration	Brunner R.C	McGraw Hill Inc.480p, 1989
4	Marine Pollution	Clark R.S	Clanderson Press Oxford (TP)
5	Environmental Encyclopedia	Cunningham, W.P. Cooper,	Jaico Publ. House, Mumbai, 1196p M.T.2001

6	Environmental Chemistry	De A.K	Wileely Eastern Ltd.
7	Down to Earth,		Center for Science and Environment ®
8	Water in crisis,	Gleick, H.P	Pacifics Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute. Oxford Univ. Press.473p.1993

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FIRST YEAR**

**SUBJECT: SEWING TECHNIQUES- I (THEORY)**

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**OBJECTIVES:**

- To acquire knowledge and awareness of the types of garment machinery available in the industry, and application of right machinery for production of the required garment.
- This course prepares the learner to acquire the knowledge and skills, regarding the operational use of industrial sewing machines, and its application.
- To understand the importance and necessity of various construction techniques for different fabrics, and to acquire the skills to apply those construction techniques in a sample form
- To acquire knowledge and skill regarding stitching techniques for various garment components such as plackets, pockets, cuffs, collars, and fasteners which are ultimately used for stitching of any garments

**CONTENTS:**

- Classification of Sewing Machines and their applications
  - Sewing machine bed types
  - Basic sewing machines
  - General Sewing
  - Over locking machine
  - Blind Stitching machine
  - Button hole machine
  - Button Sewing machine
  - Bar tacking machine
  - Needle basic structure and types
- Thread sizing
  - Seam Properties, Appearance and performance.
- Classification of Finishing Equipments and its applications.
- Introduction to Sewing Machines attachments and their applications.
  - Edge Guides

- Compensating foot / specialized presser foot
- Stitching Jig
- Folders & Binders
- Machine Exercise, Control and safety parameters Paper Exercise Introduction to Seams and seam allowance (Woven and Knit Fabrics) - Plain, Press open, Felt / Edge stitch, Welt Seam (Feed of Arm) Double Top stitch, Tuck seam, Slot, French, Lapped, Piped, Cord, Fagotted.
- Seam and Hem Finish (Woven and Knit Fabrics) - Over-lock, Stitch and cut, fold and stitch, Hong Kong bound, Bound seam, Hemming ( Visible and Invisible)
- Facings – Fused, Un-fused and Bias.
- Waistband- Fused, Un-fused, Elasticized
- Seam types – Class 1, 2, 3, 4, 5, 6. Their basic diagrams and usages
- Plackets / Openings - Slit, Blouse, Continuous, Shirt Placket (fused, un-fused and concealed, T shirt and Kurta plackets.
- Pockets – Patch (square , round, notched, three Point), Flap, Box, Inseam Pocket (side, cross) Slash Pocket (single welt and Double welt)
- Fasteners – Zippers (Visible, Invisible), Button and Button Hole, Hook And Eye, Press button, Rivets, Eyelets and Draw Strings, Velcro
- Cuffs (Square, Round, Notched and French)
- Shirt Collar and Mandarin collar

#### **ASSIGNMENT DETAILS:**

- 1) Submission of Paper Exercise In line form minimum six samples (Size 8"x8")**
- 2) Submission of all seams on muslin (12 samples) and also on suitable fabrics (12 Samples)**
- 3) Submission of Seams and Hem Finish (7samples on muslin) and on knitted fabric minimum 3 samples (Hem fold on 5 thread flat lock, Plain seam on 4 thread over lock -Bound seam on 5 thread flat lock with folder attachment)**
- 4) Submission of Necklines and armhole facings. Minimum 3 samples**
- 5) Submission of Waist bands Minimum 3 samples**
- 6) Submission of plackets (Slit, Blouse, Continuous, Shirt Placket (fused, un-fused and concealed, T shirt and Kurta plackets).**
- 7) Submission of pockets Patch (square , round, notched, three Point), Flap, Box,**
- 8) Inseam Pocket (side, cross), Slash Pocket (single welt and Double welt)**

**9) Submission of various fasteners (Zippers (Visible, Invisible), Button and Button Hole, Hook and Eye, Press button, Rivets, Eyelets and Draw Strings, Velcro).**

**10) Submission of Cuffs (Square, Round, Notched and French)**

**11) Submission of Collars (Shirt Collar and Mandarin collar)**

**REFERANCE BOOKS:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publisher and Year</b>
1	Complete Guide to Sewing	Readers Digest	The reader's digest association, 1976
2	Complete Book of Sewing	Alison Smith	Dorling Kindersley, 1999
3	Singer Sewing Book	Gladys Cunningham	The singer company, 1 <sup>st</sup> edition
4	The sewing book	Alison Smith	Dorling Kindersley, 2009

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FIRST YEAR**

**SUBJECT: ELEMENTS & PRINCIPLES OF DESIGN (PRACTICAL)**  
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**OBJECTIVES-**

**The practical Design skills are essential for developing the appropriate Fashion Design process, which imparts the knowledge to develop design skills for creating aesthetically good design.**

- This subject enables students the use & application of Design elements like Lines, Shapes, Texture & Color to form a good design.
- This subject guides in acquiring the skill to combine Design elements & Principles in Fashion design process.

**CONTENTS-**

- 1. Interpretation of single line, 2 lines & using many lines for specific expression.**
  - Total number of Lines- 6 each with appropriate emotional or Psychological expression.
- 2. Conversion of shapes from Natural to Geometric & abstract**
  - Any one Natural shape to be converted in 10 different forms of Geometrical and Abstract.
- 3. Organizing these shapes in a given area to create "Motif". (Grouping of shapes to create motifs.)**
- 4. Drawing Color wheel that includes Primary, Secondary & Tertiary colors.**
- 5. Rendering value scale for Value & intensity of each color from the Color wheel in the Circular chart form.**
- 6. Rendering Color schemes using geometric designs.**
  - Monochromatic, complementary, split complementary, analogous, achromatic, primary, secondary, tertiary color schemes will be rendered in 4"X4" block.
- 7. Interpreting different textures from surrounding and imitating the same with the help of wearable material on fabric as an application onto garment.**

- Students will trace the Textures on paper and will interpret the same for creating Fabric textures using various raw materials and techniques like Crushing, dying, wax effects, colors, etc. and relating the textures to certain expressions.

**8. Application of all the Principles on a single design to make the variations.**

- Students will select a Magazine image and will manipulate the same by using various Principles to see the changes in design.

**(NOTE- all the assignments will carry 10 marks each and will be converted out of 15 for the Internal Assessments.)**

**REFERENCE BOOKS-**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publication</b>
1	Visual Design in Dress	Marian L.Devis	Prentice Hall, 1980
2	Fashion Design Manual	Pamela Steckes	Palgrave Macmillon, 1996
3	Fashion Design	Sue Jenkyn Jones	Laurence King, 2005
4	Fashion Design	Felicity Everlett	EDC publishing, 1987
5	Fashion Forecasting	Kathryn Mckelvey	Jennie Munslow, 2008
6	Beyond Design	Sandra J.Keiser& Myrna B.Garner	Fairchild publication,2008



**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FIRST YEAR**

**SUBJECT: FASHION ART & DESIGN- I (PRACTICAL)**  
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**OBJECTIVES-**

**An integral part of Fashion Design is acquiring rendering skills that makes the Design to present ideas in the most appropriate and effective way through the foundation of Drawing & Sketching.**

- Students will develop drawing skills required for designing through line & shading exercises.
- In this subject student will acquire the knowledge of Nature study and will develop an eye to extract forms, prints & textures from Nature to create a base for understanding design.
- Student will gain the skills of different dimensions and the feeling of actually existing object in space through Perspective.
- Students will gain the knowledge of various dimensions of basic Technical Drawing that gives them an understanding of 2D & 3D forms through Orthographic & Isometric projections.
- Students will also obtain the understanding & skill of objects drawing.
- Students will also develop an understanding of a "Human Figure" with various views that conveys the essential basics for "Fashion drawing".

**CONTENTS-**

**1. Basic line & shading exercise-**

- Lines & Shading exercises using various pencil & color mediums. Such as,
- Grade pencils
- Color pencils
- Poster color/ water color
- Charcoal

**2. Nature study (Nature in form, Nature in print, Nature in texture)-**

- Sketching of natural forms from nature like flowers, leaves, branches, plants etc.
- Conversion of natural forms into design forms.
- Copying various textures from nature.

### **3. Introduction to Perspective-**

- 1 Point Perspective
- 2 Point Perspective
- 3 Point Perspective

### **4. Object Drawing-**

- Drawing of 3-D geometrical shapes in different angles. Such as Cube, Pyramid, Cuboids, Cylindrical forms.
- Drawing manmade objects in different angles. Such as Bottles, Sharpener, Glass, Pencil, Pen etc.

### **5. Technical drawing-**

- Study of various Geometrical constructions. Such as,
- Drawing of 2D & 3D forms by Orthographic & Isometric projections.
- Inter conversion of 3D & 2D views of the object.

### **6. Human figure study-**

- Basic drawing of Male & Female figure with appropriate proportions.
- Various views of the Male & Female figure (front, back, side and 3/4<sup>th</sup> )

## **ASSIGNMENTS-**

### **1) Line exercise with Grade pencil (HB, 2B, 3B, 4B, 5B, 6B)**

- Students will practice lines on A3 size pages using Horizontal, Vertical, Diagonal, Light to Dark, Dark to Light.

### **2) Drawing of different Natural forms and converting them to make different Design forms.**

- Students will draw 20 Natural forms from the surroundings and will convert these into Design forms by selecting best 5 forms.

**3) Perspective drawing of geometrical shapes like Cube, Cuboids, Pyramid or combination of these three.**

**4) Drawing manmade objects in different angles.**

- Students will draw objects like Bottles, Sharpener, Glass, Pencil, Pen etc. in specific angles. (total number of objects- 3)

**5) Draw different types of line using Technical Drawing instruments.**

- (Outlines, Margin Lines, Dimension lines, Extension or Projection Lines, Construction Lines, Hatching or Section Lines, Leader or Pointer Lines, Border Lines, Hidden or Dotted Lines, Center Lines.

**6) Conversion of 3D into 2D (Front view, Top View and Side View of a given object.) Conversion of 2D into 3D ( Construct 3 D Image from 3 views of a given object)**

**7) Drawing basic Human figure with the help of Stick figure, Block figure & fleshing of the figure with different positions with reference and use of Mannequin.**

- Students will draw 20 figures.

#### **REFERENCE BOOKS-**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publication</b>
<b>1</b>	Grade Examination- Drawing Made Easy	Subodh Narvekar Avdhut Narvekar	Navneet Publication (India) Ltd.
<b>2</b>	Sketching and Drawing	Vasudev Kamath	– Jyotsna Prakashan Pune ,2 <sup>nd</sup> Edition,2006
<b>3</b>	Still Life	Sanjay Shelar	Jyotsna Prakashan Pune ,1 <sup>st</sup> Edition,2007
<b>4</b>	Perspective	Milind Mulik	Jyotsna Prakashan Pune ,1 <sup>st</sup> Edition,2006
<b>5</b>	Colour Pencil	Rahul Deshpande, Gopal Nandurkar	Jyotsna Prakashan Pune ,1 <sup>st</sup> Edition,2004
<b>6</b>	Draw and Paint	Pundalik Vaze	– Jyotsna Prakashan Pune ,1 <sup>st</sup> Edition,2002

<b>7</b>	Figure study made easy	Aditya Chaari	Grace Publication, Mumbai 2005
<b>8</b>	Anatomy and Drawing	Vicotor Perard	Grace Publication, Mumbai 2000
<b>9</b>	The Complete Book Of Drawing Human Body	Keshav Kumar	Adarsh Books New Delhi-2 , Publication Year – 2004
<b>10</b>	Figure Drawing Made easy	Shankar Modgekar	Grace Prakashan Bombay. Publication Year - 2000

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FIRST YEAR**

**SUBJECT: SURAFACE ORNAMENTATION TECHNIQUES (PRACTICAL)**

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**OBJECTIVES-**

The Design process involves some value additions to improve the aesthetic value of the Fabric. This subject makes students to efficiently use various surface techniques to exaggerate the look and covert the simplicity into creativity.

- The subject briefly introduces various techniques in printing, embroidery, machine sewing, creative fabric textures & yarn craft.
- This subject imparts the skill to manipulate the basic techniques to come up with extraordinary applications of the same techniques to enhance the fabric surface.

**CONTENTS-**

**1. Dyeing & printing-**

- Development of samples with various printing techniques such as, stencil printing, block printing, batik, Tie and Dye, hand painting etc.

**2. Embroidery**

- Includes hand & machine to form different natural & geometric forms such as, border stitches, outline stitches, filling stitches etc.

**3. Machine Sewing techniques-**

- Developing Machine techniques like appliqué, patch work, quilting, different types of tucks. Pleats etc.

**4. Fabric textures (.)-**

- Developing self fabric textures using techniques such as drawn thread work, counted thread work etc.

**5. Yarn craft-**

- Developing various techniques using variety of yarns such as, Macramé, crochet etc.

## ASSIGNMENTS-

### 1. In each section of the content; students are required to create basic samples of 7"X7" on muslin.

- Various samples of tying like marbling, ruching, pleating, folding, object tying etc. and dyeing the samples with more than 2 colors.
- Samples include basic hand embroidery stitches like outline, border, filling and machine embroidery using basic and computerized embroidery machine.
- Samples include various combinations and mixing different machine sewing techniques like tucks, pleats, appliqué, patch work etc.
- Samples include creative textures using techniques like drawn threads, smocking etc.
- Students will make samples using yarn craft techniques like Macramé, crochet, knitting and tacking.

### 2. Students are also required to produce a "creative application" of each section and apply the same to create any product from Fashion.

- Students will incorporate all the techniques learnt above and will do the creative application using creative forms, shapes and designs etc. to create any of the following.
- Apparel
- Accessory
- Lifestyle product
- Corporate stationary

## REFERENCE BOOKS-

Sr. No.	Title of the Book	Author
1	Ethnic Embroidery of India	Usha Shrikant
2	Encyclopedia of embroidery stitches including crewel	Marion Nicholas
3	Embroidery Designs	Nirmala C. mistry
4	Quilters work book	Pam Lonttot & Rosemary

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FIRST YEAR**

**SUBJECT: SEWING TECHNIQUES- I (PRACTICAL)**

.....

**OBJECTIVES:**

- To acquire knowledge and awareness of the types of garment machinery available in the industry, and application of right machinery for production of the required garment.
- This course prepares the learner to acquire the knowledge and skills, regarding the operational use of industrial sewing machines, and its application.
- To understand the importance and necessity of various construction techniques for different fabrics, and to acquire the skills to apply those construction techniques in a sample form
- To acquire knowledge and skill regarding stitching techniques for various garment components such as plackets, pockets, cuffs, collars, and fasteners which are ultimately used for stitching of any garments

**CONTENTS:**

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

Classification of Finishing Equipment and their applications

- Introduction to Sewing Machines attachments and their applications.
  - Edge Guides

- Compensating foot / specialized presser foot
- Stitching Jig
- Folders & Binders
- Machine Exercise, Control and safety parameters Paper Exercise Introduction to Seams and seam allowance (Woven and Knit Fabrics) - Plain, Press open, Felt / Edge stitch, Welt Seam (Feed of Arm) Double Top stitch, Tuck seam, Slot, French, Lapped, Piped, Cord, Fagotted.
- Seam and Hem Finish (Woven and Knit Fabrics) - Over-lock, Stitch and cut, fold and stitch, Hong Kong bound, Bound seam, Hemming ( Visible and Invisible)
- Facings – Fused, Un-fused and Bias.
- Waistband- Fused, Un-fused, Elasticized
- Seam types – Class 1, 2, 3, 4, 5, 6. Their basic diagrams and usages
- Plackets / Openings - Slit, Blouse, Continuous and Shirt Placket (fused un-fused and concealed, T shirt and Kurta plackets).
- Pockets – Patch (square , round, notched, three Point), Flap, Box, Inseam Pocket (side, cross) Slash Pocket (single welt and Double welt)
- Fasteners – Zippers (Visible, Invisible), Button and Button Hole, Hook And Eye, Press button, Rivets, Eyelets and Draw Strings, Velcro
- Cuffs (Square, Round, Notched and French)
- Shirt Collar and Mandarin collar

### **ASSIGNMENT DETAILS:**

- 1) Submission of Paper Exercise In line form minimum six samples (Size 8"x8")
- 2) Submission of all seams on muslin (12 samples) and also on suitable fabrics (12 Samples)
- 3) Submission of Seams and Hem Finish (7samples on muslin) and on knitted fabric minimum 3 samples (Hem fold on 5 thread flat lock, Plain seam on 4 thread over lock -Bound seam on 5 thread flat lock with folder attachment)
- 4) Submission of Necklines and armhole facings. Minimum 3 samples
- 5) Submission of Waist bands Minimum 3 samples
- 6) Submission of plackets (Slit, Blouse, Continuous, Shirt Placket (fused, un-fused and concealed, T shirt and Kurta plackets).
- 7) Submission of pockets Patch (square , round, notched, three Point), Flap, Box, Inseam Pocket (side, cross), Slash Pocket (single welt and Double welt)
- 8) Submission of various fasteners (Zippers (Visible, Invisible), Button and Button Hole, Hook And Eye, Press button, Rivets, Eyelets and Draw Strings, Velcro).
- 9) Submission of Cuffs (Square, Round, Notched and French)
- 10) Submission of Collars (Shirt Collar and Mandarin collar)



**REFERANCE BOOKS:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publisher and Year</b>
1	Complete Guide to Sewing	Readers Digest	The reader's digest association, 1976
2	Complete Book of Sewing	Alison Smith	Dorling Kindersley, 1999
3	Singer Sewing Book	Gladys Cunningham	The singer company, 1 <sup>st</sup> edition
4	The sewing book	Alison Smith	Dorling Kindersley, 2009

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FIRST YEAR**

**SUBJECT: COMPUTER APPLICATION (PRACTICAL)**

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**OBJECTIVE:**

Students will acquire the knowledge of computer software's like Adobe Photoshop, Adobe Illustrator and Corel Draw. Students will explore the tools and technology used to create digital art in today's fashion. Students will acquire knowledge and get familiar with key concepts of Computers to develop creative approaches for the Fashion Industry.

**PHOTOSHOP:**

- Photoshop Basics will help to quickly make sense of the software and start improving student's photos and preparing images for design projects. Adobe Photoshop is the premiere image manipulation tool for print design, Web design, and photography. It's a must-know if students are planning to work with photos or design projects at any level.

**ILLUSTRATOR:**

- Students will learn professional illustration techniques for creating great-looking artwork using deceptively simple elements.
- Students will learn how an illustrator approaches challenges like proportion, perspective, lighting, storytelling, and expression.
- Students will also learn how basic shapes, symbols, gradients, fill colors, symbols, Bezier curves, and text can be combined to create artwork in Illustrator.

**COREL DRAW:**

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

- Students will acquire the knowledge about digital and offset printing process.

## **CONTENTS:**

### **Adobe Photoshop – CS 5**

- Draw and manipulate custom raster/vector shapes using the Pen tool and shape tools.
- Create precise selections in low-contrast images using vector masks and paths.
- Use smart Objects in Photoshop to non-destructively edit, link, update images.
- Sharpen, blur, and vignette images using customizable and editable Smart Filters.
- Apply professional-quality typography in Photoshop, considering leading, kerning, tracking, baseline shift, and ligatures.
- Handle type creatively by applying textures to text, pushing photographs through text and other shapes, and hiding portions of text.
- Combine multiple photographs using gradient masks, blending sliders, and displacement maps.
- Utilize blend modes, gradients, and the Refine Edge dialog to combine images seamlessly.
- Retouch and alter photographs non-destructively, using dodging and burning, adjustment layers.
- Create attractive grayscale, partial grayscale, and duotone images.
- Use Swatches panel, and Color Libraries to effectively select and manage color schemes.
- Create custom brushes, use the Mixer Brush for freehand painting in Photoshop, and turn images into paintings.

### **Adobe Illustrator – CS 5**

- Create still life, editorial art/brand logos, and character portraits in Illustrator.
- Create artwork from basic shapes, symbols, gradients, fill colors, symbols.
- Create depth and shadow effects to give artwork a three-dimensional quality.
- Spray, size, and rotate symbols to create repeated elements.
- Integrate pencil sketches into the digital illustration process.
- Add curves to shapes using the Pen tool and Bezier curves.
- Use clipping masks to frame a composition.
- Work with text as a graphic element.
- Draw character art following the basic proportions of the human face.
- Apply simple techniques for drawing each part of the human face.

## **Corel Draw – X3**

- Develop knowledge of fundamental concepts in bitmap and vector art.
- Identify and discuss digital art applications for Adobe Photoshop and Corel Draw.
- Develop and sketch illustration concepts to prepare them for digital creation.
- Use shape and freehand drawing tools to create complex shapes and patterns.
- Follow basic routines for correcting bitmap images, applying effects, adding text, and saving files for the design layout in Corel Draw.
- Follow basic routines for making selections, and adding fills, strokes, and color, and saving files for the design layout in Corel Draw.
- Create a set of digital art pieces through exploration and experimentation.
- Use gradients to create lighting and shadow effects.
- Import bitmap and vector art into Illustrator and create guides for illustration.
- Create simple iconographic illustrations and shapes.
- Develop proficiency in drawing or tracing using the Bezier, freehand tool.
- Combining, breaking apart, grouping, ungrouping, separating and converting to curves.
- Create a sequential illustration that repeats certain features and colors over a series of frames to maintain a consistent look.
- Design a symmetrical title or identity that integrates repeated graphic elements and typography.
- Drawing rectangle, ellipses, polygons, stars, spirals and graph paper with shape tools.

## **ASSIGNMENTS: (Print – Digital High Quality, Size – A3)**

### **Adobe Photoshop – CS 5:-**

1. Drawing of different Natural forms and converting them to different Design form with proper features.
2. Fashion Image editing with proper tools.
3. Drawing of Manmade and Natural object.
4. Texture creation and mapping using application of Special effects and filters.

### **Adobe Illustrator – CS 5:-**

1. Fashion objects drawing and placement.
2. Typography and Text layout for various magazine, newspaper advt. etc.

### **Corel Draw – X3:-**

1. Fashion elements design (Geometrical & Abstract Shapes)
2. Fashion Image editing with proper tools.
3. Drawing of Manmade and Natural Object.
4. Texture creation and application on fabric or garment.
5. Application of Special effects and filters.

### **REFERENCE BOOKS:**

<b>SR. No.</b>	<b>Title of the Book</b>	<b>Author</b>
<b>1</b>	Respective software manuals – Latest Version (Adobe Photoshop, Corel Trace)	
<b>2</b>	Photoshop Retouching Techniques	Eismann, Katrin, Simmon – Steve Publisher
<b>3</b>	“Teach Yourself Access for Windows 95, Version 7.0” 1999, BPB Publications, New Delhi	Siegel, Charles

**SECOND YEAR**

## **SECOND YEAR BACHELOR OF FINE ART (FASHION DESIGN)**

The Second Year will prepare students to acquire in depth knowledge of the subjects.

- To impart the knowledge about the Traditional fabric made using different materials and techniques which acts as an expression of the tradition and culture of India.
- To identify and introduce the crafts which are to be revived and preserved.
- To combine chronological as well as conceptual understanding of design history, design elements, practice and process for development of approach toward solving problems.
- To acquire the knowledge of digitalized fashion figure with appropriate proportions, details & its relation with garment & garment details which are essential foundation to go for design process.
- To learn basic fundamentals of draping which will include blocks and basic styles. Develop knowledge and skills regarding dart manipulation.
- To develop the skills for drawing and understanding of Fashion figure with appropriate proportions, details & its relation with garment & garment details are essential foundation to go for design process.
- To learn and develop the understanding for the relation of fabric and technology in the requirement of appropriate selection of the same for the desired end product. And also to acquire the skill and knowledge of the use of appropriate garment construction techniques to assemble the end product.
- To acquire the knowledge about the understanding and appreciation of the evolution of the Indian and western clothing at the cradle of the civilization, prehistoric times through the classical eras to the middle ages and in the most recent times.
- To learn the use and application of pattern making in fashion industry and acquire knowledge of tools and symbols used in patternmaking. They will also develop the skills for basic patternmaking along with dart manipulation techniques.

## **SECOND YEAR BFA- COURSE STRUCTURE**

- THEORY SUBJECT (GROUP- I)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
4.	Design Understanding and Overview	03	64	40	60	100
5.	Application of Textiles in Fashion	03	64	40	60	100
6.	History of Fashion	03	64	40	60	100

- PRACTICAL SUBJECTS (GROUP- II)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
7.	Fashion Art and Design II	03	128	40	60	100
8.	Draping Fundamentals	03	128	40	60	100
9.	Garment Construction I	06	128	60	90	150
10.	Pattern Making I	06	128	60	90	150
11.	Digital Design Studio	03	128	40	60	100
12.	Craft Project	- *	128	40	60 (viva- 20 marks, External Assessment- 40 marks)	100
					<b>TOTAL</b>	<b>1000</b>

### **CLASS WORK-**

-The Internal 40 marks are for annual Internal Assignments & Class Tests for all Theory Subjects.

- The Internal 40 marks are for annual Internal Assignments for all Practical Subjects.

Internal Assignments	Class Test	Total
20 marks (aggregate)	20 marks	40 marks



\* **CRAFT PROJECT**- (Annual University Examination) the Craft Project will be evaluated by minimum 2 experts who have contributed to Craft Development.

The Final examination will include Viva of 20 marks and work assessment in stages for 40 marks.

A bound craft project will be signed by Internal Mentor & Principal & finally by the External jury.

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**SECOND YEAR**

**SUBJECT: DESIGN UNDERSTANDING AND OVERVIEW (THEORY)**

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**OBJECTIVE-**

- To develop awareness and further the knowledge of design process through visual examination as well as topical discussions.
- To develop resources and vocabulary while applying your knowledge to a larger cultural network of communication and aesthetic discourse.
- To develop insight into contemporary/eminent producers of visual designer, Type Designer and other relevant profile, ultimately to articulate your own ideas with clarity, rigor, and imagination.

**CONTENTS-**

**BLOCK- I**

- 1) Design Process Overview
- 2) Design Process Extended
- 3) Understanding Empathy and develop Key Insights, Seek Emotions, Seek Story, Seek Motivation
- 4) Creativity & Innovations
- 5) Story Board – Visual Maps & Words
- 6) Prototype Exercise – Rapid
- 7) Prototype Exercise – Detailed / Role-play

**BLOCK-II**

- 1) Art History Sessions (European Art History)
- 2) Art Movement Study
- 3) Design History, Understanding Political/ Social/ Cultural Aspect Influencing

Design

- 4) Design, Information & Communication as Social Platform (Issues / Challenges Impact)

### **BLOCK-III**

- 1) Typography History / Printing Technology Evolution
- 2) Type Anatomy and Type Classification
- 3) Exploring Typography -1
- 4) Exploring Typography -2
- 5) Exploring Composition - Alignments, Grid, Mixing Typeface, Understanding the Rules and breaking away, Issues & Legibility
- 6) Exploring Logo & Branding

### **BLOCK- IV**

- 1) Introductions to the symbols and its terminology / Evolution
- 2) Signage and Social Impact
- 3) Exploring Tools in Information Graphics (4 Hour Session)

### **BLOCK- V**

- 1) Quick Exploration of Space in Design – Understanding Basics of Perspective / Isometric
- 2) Quick Exploration of Illusions in Design
- 3) Digital Media Technology in Design – Exploring Beyond Photoshop & Standard

Tools Explore possibilities with the tools needed to develop new ways of creating and delivering information over various digital media.

### **ASSIGNMENT DETAILS-**

- 1) Develop a Product – Process in parts
- 2) Group Exercise-

A) User Interview: Based on the product, try and come out of the needs of user by asking lot of question, and write down those point in 10 Mins. time and vice versa.

B) Based Interview and understanding – (Define: Physical Attributes / What If / Needs/ Insight)

- 3) Individual Exercise- Define Point of View and generate Idea Sketch.
- 4) Individual Exercise- Story Board Based on Visual Map , Create a story around the product, generate words, generate sketch frames.
- 5) Final / Detailed Prototype
- 6) Presentation on Art movement and Critical study of related Artist )
- 7) Creating Letterform – Basic
- 8) Word Play Exercise
- 9) Creating Letterform by Exploration
- 10) Generating a Poster Composition using a letterform generated.
- 11) Generate a Visual Illusion – Simple - Complicated

## REFERANCE BOOKS-

SR.NO.	BOOK	AUTHOR
1	Thinking Design	Prof. S. Balaram
2	Design for the real world	Victor Papanek
3	Mr. Beck's Underground Map	Ken Garland
4	The Design of Everyday Things	Donald A. Norman
5	Designer's Guide to Creating Charts and Diagrams	Holmes, Nigel (1991).
6	Thinking with Type	Ellen Lupton

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**SECOND YEAR**

**SUBJECT: APPLICATION OF TEXTILES IN FASHION (THEORY)**

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**OBJECTIVES:**

**The course imparts the knowledge about the Traditional fabric made using different materials and techniques which acts as an expression of the tradition and culture of India. The students will also understand the modification of the properties of material to make it more contemporaries in the recent decade.**

- The students acquire the knowledge about the significance and function of traditional textiles and embroideries
- The Students will acquire the knowledge about the characteristics of Indian traditional dyed, printed, painted, woven, and embroidered textiles and explore the constraints and benefits related to its application.
- The students will explore the contemporary fabrics of recent decade which offer exciting options for an increasingly complex range of consumer demands.

**CONTENTS:**

1. Significance of traditional textile and functions of embroideries.
2. Understanding Of Traditional Textiles For Process, Application And Design For The Following:
  - Dyed And Printed – Bandhej And Leheria, Block Printing Of Bagaru And Sangner, Dabu Printing, Kalamkari, Ajrakh, Ikat
  - Painting – Phad Painting, Pichhwai, Madhubani Painting, Mata Ni Pachedi, Warli.
  - Woven – Mashroo, Paithani, Himroo, MaharashtrianShalu, Brocades Of Banaras, Chanderi , Maheshwari , Baluchari, Andra Cotton And Silk Sari, Bengal Cotton Sari, Ikkal, Kasavu, Kota, Orissa Cotton And Silk Sari, Tamil Nadu Cotton And Silk,
  - Embroidery – ChambaRumal, Phulkari AndBagh, Gota Patti, Zardozi, Chikankari, Kasuti, Kutch, Appliqué.

3. Explore the contemporary fabrics for the present decade.
4. Sourcing of Fabrics (Traditional & Contemporary) based on Categories.
  - Men's
  - Women's

**ASSIGNMENT DETAILS:**

<b>Sr. No.</b>	<b>Assignments</b>	<b>Marks</b>
1	Illustrate 5 traditional motifs used in traditional textiles and embroideries of different states of India.	15
2	Prepare a swatch file of 25 fabrics each used in men's and women's wear.	15
3	Presentation on one recent development done in the field of weaving, knitting, dyeing and Printing	10

**REFERENCE BOOKS:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publication Name</b>	<b>Year</b>
1	Ikat textiles of India	Chelna Desai	Chronicle Books, San francisco	1988
2	Saris of India	Kapur Chishti and Ambasanyal	Amar VastraKosh, Wiley Eastern Limited, New Delhi	1989
3	The sari	Linda Lynton	Thames & Hudson, London	1995
4	Indian Ikat Textiles	Rosemary Crill	Weatherhill Inc.	1998
5	Ajrakh Impressions and Expressions	Dr.Ela Dedhia and M. Hundekar	Colour Publication Private Limited, Mumbai	2008
6	Indian Embroidery	Rosemary Crill	Victoria & Albert Museum, London	1999
7	Silk Brocades	Yashodhara	Roli & Janssen BV, New	2003

		Agarwal	Delhi	
8	Hand-woven Fabrics of India	Jaslen Dhamija and Jyotindra Jain	Mapin Publishing Pvt, Ltd. Ahmedabad	1989
9	Tie-Dyed textiles of India	Veronica Murphy & Rosemary Crill	Victoria & Albert Museum, London	1991
10	Traditional Indian costumes and Textiles	Parul Bhatnagar	Abhishek Publication, Chandigarh	2004
11	Traditional Indian textile	John gillow and Nicholas Barnard	Thames and Hudson, London	1991
12	Threads and voices	Laila Tyabji	Marg Publications,	2007
13	Designs for a life time	Usha Shrikant	Samata Entreprise, Mumbai	2002
14	Ethnic embroidery of India Part I	Usha Shrikant	Usha Shrikant, Pune	1998
15	Indian Saris	Vijai Singh Katiyar	Wisdom Tree, New Delhi	2009
16	Handicrafts of India	Kamladevi Chattopadhyay	New age International Publishers Ltd., New Delhi	1995
17	Ethnic embroidery of India Part II	Usha Shrikant	Usha Shrikant, Pune	2009
18	Saris-Tradition & Beyond	Martand Singh, RtaKapur Chishti	Roli & Janssen BV, New Delhi	2010
19	Textile Journal			
20	Textile view			

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**SECOND YEAR**

**SUBJECT: HISTORY OF FASHION (THEORY)**

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**OBJECTIVES:**

**To acquire the knowledge about the understanding and appreciation of the evolution of the Indian and western clothing at the cradle of the civilization, prehistoric times through the classical eras to the middle ages and in the most recent times.**

- To develop an understanding of Indian and western costumes which acts as a vital piece of material that helps to understand what has happened in the past and how it affects our present.

**CONTENTS:**

**1. History of Indian Costume.**

- a. Pre Historic Era
- b. Vedic Period
- c. Maurya and Sunga Period
- d. Satvahana period
- e. Kushan period
- f. Gupta period
- g. Mughal
- h. British

**2. History of Western Costumes**

- a. Ancient Egypt
- b. Ancient Greek
- c. Ancient Rome
- d. Byzantine
- e. Renaissance
- f. Baroque
- g. Rococo
- h. History of fashion from 18<sup>th</sup> , 19<sup>th</sup> and 20<sup>th</sup> century



**ASSIGNMENTS:**

<b>Sr. No.</b>	<b>Assignments</b>	<b>Marks</b>
1	Presentation on the male, female costumes, their hair style, head gear and jewelry.	30
2	Review of movies.	30

**REFERENCE BOOKS:**

<b>SR.NO</b>	<b>BOOK</b>	<b>AUTHOR</b>	<b>PUBLICATION</b>
1	Ancient Indian Costumes Vol. I and II	Roshen Alkazi	Art Heritage, 2008
2	Suvasas-The beautiful costumes	VishuArora	Abhishek Publications 2008
3	The greenwood encyclopedia of clothing through world history	Jill Condra	Greenwood Press 2008
4	Costumes, textiles and jewelry of India	Vandana Bhandari	Prakash books 2004
5	Costumes and Textiles of royal India	Ritu Kumar	Christe's books 2000
6	Traditional Indian Costumes and Textiles	Dr.Parul Bhatnagar	Abhishek Publication,Chandigarh2004
7	Indian Costumes	Anamika Pathak	Roli Books 2006
8	Clothing Technology	H.Eberle, M.Hornberger, D.Menzer, H.Hermling, R.Kilgus, W.Ring	Europa Lehrmittal 2002
9	Ancient Indian Costumes Vol. I and II	Roshen Alkazi	Art Heritage 2008

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**SECOND YEAR**

**SUBJECT: FASHION ART & DESIGN- II (PRACTICAL)**  
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**OBJECTIVES-**

**The skills for drawing and understanding of Fashion figure with appropriate proportions, details & its relation with garment & garment details are essential foundation to go for design process.**

- Develops the drawing skills to illustrate a Male, Female and a Kid's Fashion Figure.
- Students will also acquire the skill for drawing with accurate proportions and other aesthetic details of Body of a Fashion figure.
- This subject will also provide the skills to draw different hair styles with a practice of Facial details.
- Student will gain the knowledge of drawing the technicalities & details of various Fashion elements with the correct Terminologies.
- Incorporating above elements on a Fashion figure with necessary details to come up with an appropriate Fashion Illustration.

**CONTENTS-**

**1. Fashion figure (Male, Female, Kids) with various views-**

- Drawing of Male, Female & Kids fashion figure.
- Different views such as Front, Back, Side & 3/4<sup>th</sup>.

**2. Body details-**

- Drawing body details with different movements.
- Drawing arms, legs, feet, palm, & different positions.

**3. Face details with hair styles-**

- Drawing different face positions such 3/4<sup>th</sup>, front, side.
- Facial details like eyes, nose and lips.

#### 4. Clothing details (elements of fashion including fashion accessories)

- Drawing various Fashion elements to form a garment such as, types of sleeves, necklines, pockets, cuffs, collars, yokes, waist bands, bows & ties, frills & flounces etc.

#### 5. Application on the Fashion figure using EOF-

- Drawing and combining different Fashion elements on a Fashion figure to make a good Design.

#### ASSIGNMENTS-

##### 1) Details of fashion figures. Separate studies of male, female & kid's figures with help of Stick, block forms and fleshing of the figure.

- Students will draw total 20 figures for Female, 20 figure for Male and 10 for Kid's with the help of Stick, Block and Fleshing of the figure.

##### 2) Detail study of hands arms, legs, feet, palm, & it's different positions.

- Students will draw 5 different positions of all above body parts.

##### 3) Details of fashion head, facial details like eyes, nose and lips and its positions.

- Students will draw total number of 10 Female & 10 Male Fashion heads with all the details.

##### 4) Drawing of different fashion elements specified above.

- Students will draw 15 types of each Fashion element.

##### 5) Drawing and combining different Fashion elements on a Fashion figure to complete the fashion look.

- Students will draw a 10 complete fashion figures with clothes using Fashion elements and all the drawing skills taught above.

**(NOTE- all the assignments will carry 10 marks each and will be converted out of 15 for the Internal Assessments.)**

#### REFERENCE BOOKS-

Sr. No.	Title of the Book	Author	Publication
1	Figure drawing	Elisabetta druid & Tizianapaci	Pepin press, 2005
2	Mode (Fashion, Drawing & design)	Hannelore Eberle &	Auflage publication,

		Hannes Dollel	2010
3	Fashion Sketchbook	Bina Abling	4 <sup>th</sup> edition , Fairchild Publications, Inc. New York Publication Year – 2004
4	Illustrating Fashion Concept to creation	Steven Stipelman	2 <sup>nd</sup> edition , Fairchild Publications, Inc. New York Publication Year – 2005
5	Fashion Sketchbook	Bina Abling	4 <sup>th</sup> edition , Fairchild Publications, Inc. New York Publication Year – 2004
6	Fashion Illustration for Designers	Kathryn Hagen	Pearson Education , Inc., Upper Saddle River , New Jersey07458 Publication Year – 2005
7	Fashion Design Illustration Children	Patrick John Ireland	B.T. Bats ford Ltd. London W1HOAH Publication Year – 1995
8	Principles of Flat Pattern Design	Nora M. MacDonald	3rd edition Fairchild Publications, Inc. New York Publication Year – 2002
9	Clothing technology	H. eberly Berger	Verlag Europa Leher Mittel, 2010
10	In style (secrets of style)	Lisa Arbetter	In style books publishing,2003

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**SECOND YEAR**

**SUBJECT: DRAPING FUNDAMENTALS (PRACTICAL)**  
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**OBJECTIVES:**

- The student will learn basic fundamentals of draping which will include blocks and basic styles. Develop knowledge and skills regarding dart manipulation.

**CONTENTS:**

- Introduction To Draping- Terminology, Dummy Preparation, Muslin Preparation
- Basic Bodice Block- Front And Back
- Dart Manipulation- Single Dart, Double Dart
- Neckline and Armhole variations
- Basic Skirts - Single Dart, Double Dart
- Skirt Variations- Flared, Gathered, Skirt With Yoke

**ASSIGNMENT DETAILS:**

- 1) Submission of Draped Basic Bodice Block- Front And Back
- 2) Submission of Draped bodice block with Dart Manipulation
- 3) Submission of Draped patterns with Neckline and Armhole variations
- 4) Submission of Draped Single Dart, Double Dart skirt
- 5) Submission of Draped Flared ,Gathered Skirt and Skirt With Yoke

**REFERENCE BOOKS:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Edition</b>	<b>Publisher</b>	<b>Author</b>
1	Draping for Apparel Design	Second Edition	Fairchild Publications 2008	Helen Joseph Armstrong
2	The Art Of Fashion Draping	Third Edition	Fairchild Publications 2005	Connie Amaden-crawford
3	Draping for Fashion Design	Second Edition	Prentice-Hall Inc.(A Siman & Schuster company) 1993	Hilde Jaffe, NurieRelis
4	Draping Drafting & Drawing	2009	Fairchild Publications 2009	BinaAblina , Kathlech Maggio

**4 YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**SECOND YEAR**

**SUBJECT: GARMENT CONSTRUCTION – I (PRACTICAL)**

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**OBJECTIVES:**

- The student will learn the development and understanding for the relation of fabric and technology in the requirement of appropriate selection of the same for the desired end product. Acquire the skill and knowledge of the use of appropriate garment construction techniques to assemble the end product. Apply appropriate finishing techniques for the specific fabric.

**CONTENTS:**

- Skirts (Drindl, Tiered, Gipsy, and Balloon) (# 3 years to 5 years)
- Baby Frock. (# 3 years to 5 years)
- Single & Double Dart Skirt (# US 8)
- Skirts Variations (A line, Yoked, Paneled, Gored, Flounce, Circular, and Circular with uneven hemline) any Three. (# US 8)
- Fitted dress using basic Torso. (# US 8)
- Princess Line fitted dress (Shoulder and Arm hole) (# US 8)
- Kurta (# Customized)
- Salwar (# Customized)
- Churidar (# Customized)
- Term Garment (# Customized)

**ASSIGNMENT DETAILS:**

Assignments	Marks
Construction of Skirts (Dirndl, Tiered, Gipsy, and Balloon) (# 3 years to 5 years)	60
Construction of Baby Frock. (# 3 years to 5 years)	20
Construction of Single & Double Dart Skirt (# US 8)	40
Construction of Skirts Variations (A line, Yoked, Paneled, Gored, Flounce, Circular, and Circular with uneven hemline) any Three. (# US 8)	60
Construction of Fitted dress using basic Torso. (# US 8)	20
Construction of Princess Line fitted dress (Shoulder and Arm hole) (# US 8)	20

Construction of Kurta (# Customized)	20
Construction of Salwar (# Customized)	20
Construction of Churidar (# Customized)	20
Construction of Term Garment (# Customized)	40
Total	320

### REFERENCE BOOKS:

Sr. No.	Title of the Book	Author	Publisher and Year
1.	Complete Guide to Sewing	Readers Digest	The reader's digest association, 1976.
2.	Complete Book of Sewing	Alison Smith	Dorling Kindersley, 1999
3.	Singer Sewing Book	Gladys Cunningham	The Singer company, 1 <sup>st</sup> edition
4.	The Sewing Book	Alison Smith	Dorling Kindersley, 2009.
5.	Stitch and seams	R M Laing, J Webster	The Textile Institute
6.	Sewing Essentials	Singer	Cowles Creative Publishing
7.	Ultimate sewing Bible	Marie Clayton	Collins and Brown

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**SECOND YEAR**

**SUBJECT: PATTERN MAKING – I (PRACTICAL)**

.....

**OBJECTIVES:**

- The student will learn the importance of pattern making in fashion industry and acquire knowledge of tools and symbols used in patternmaking. They will also develop the skills for basic patternmaking along with dart manipulation techniques. The students will learn how to make patterns for all kinds of garments according to their own designs for men and women as well as for kids. The garment features such as sleeves, collars, cuffs etc. will be explored in detail.

**CONTENTS:**

- Kids (# 3 years to 5 years)
  - Body block
  - Basic sleeve
  - Sleeve Variations (Puff and Faired)
  - Collar variations (Peter-pan, Cape, and Bishop)
  - Skirt variations (Dirndl, Tiered, Gipsy, and Balloon)
- Adults (# US 8)
  - Bodice block
  - Basic sleeve
- Basic skirt block (Single and Double dart)
- Introduction of dart manipulation principal, with Pivotal transfer and slash techniques for bodice.
- Introduction of added fullness principal
  - Sleeve variations (Puff, Petal, Flared and Leg-o-mutton)
- Collar variations
  - Mandarin collar, Shirt collar and Convertible collar
- Skirts Variations- A line, Yoked, Paneled, Gored, Flounce, Circular, and Circular with uneven hemline.
- Torso foundation (# US 8)
- Application of various style lines in torso (Shoulder and Arm hole)
- Introduction of Indian Ethnic Wear (# Customized)



- Kurta
- Salwar
- Churidar.

### **ASSIGNMENT DETAILS:**

Assignments	Marks
Submission of Complete patterns of Kids Body block (# 3 years to 5 years) & Basic sleeve	20
Submission of Complete patterns of Sleeve Variations (Puff and Faired)	10
Submission of Complete patterns of Collar variations (Peter-pan, Cape, and Bishop)	15
Submission of Complete patterns of Skirt variations (Dirndl, Tiered, Gipsy, and Balloon)	20
Submission of Complete patterns of Adults Bodice block & Basic sleeve (# US 8)	20
Submission of Complete patterns of Basic skirt block (Single and Double dart)	20
Submission of Complete patterns of Dart manipulation (Single and Double dart series)	40
Submission of Complete patterns of Sleeve variations (Puff, Petal, Flared and Leg-o-mutton)	20
Submission of Complete patterns of Collar variations Mandarin collar, Shirt collar and Convertible collar	15
Submission of Complete patterns of Skirts Variations- A line, Yoked, Paneled, Gored, Flounce, Circular, and Circular with uneven hemline.	40
Submission of Complete patterns of Torso foundation (# US 8)	10
Submission of Complete patterns of Princess line torso (# US 8)	20
Submission of Complete patterns of Kurta	10
Submission of Complete patterns of Salwar	10
Submission of Complete patterns of Churidar.	10
<b>Total</b>	<b>280</b>

**REFERENCE BOOKS:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Edition</b>	<b>Publisher</b>	<b>Author</b>
1	Metric Pattern Cutting for children's wear	3 <sup>rd</sup> Edition	Blackwell Publishing Inc.	Winifred Aldrich
2	Patternmaking for Fashion Designers	2006	Fairchild Publications Inc.	Lori A. Knowles
3	Flat Pattern Design	3 <sup>rd</sup> Edition	Fairchild Publications Inc.	Nora M. MacDonald
4	Dress Pattern Designing	5 <sup>th</sup> Edition	Blackwell Science Ltd. 1986	Natalie Bray
5	Patternmaking for Fashion Design	4 <sup>th</sup> Edition	Dorling Kindersley (India) Pvt. Ltd. 2009	Helen Joseph Armstrong
6	Metric Pattern Cutting (For Men's wear)	3 <sup>rd</sup> Edition	Blackwell Publishing Inc.	Winifred Aldrich
7	Metric Pattern Cutting (For Women's wear)	4 <sup>th</sup> Edition	Blackwell Publishing Inc.	Winifred Aldrich
8	Principles of Flat Pattern Design	4 <sup>th</sup> Edition	Fairchild Publications Inc.	Nora M. MacDonald
9	Pattern Making A Comprehensive Reference For Fashion Design	2004	Pearson Prentice Hall	Salvia Rosen

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**SECOND YEAR**

**SUBJECT: DIGITAL DESIGN STUDIO (PRACTICAL)**

.....

**OBJECTIVES:**

- **Students will acquire the knowledge of digitalized fashion figure with appropriate proportions, details & its relation with garment & garment details which are essential foundation to go for design process.**
  - Develops the computer skills to illustrate a Male, Female and a Kid's Fashion Figure using appropriate Software like Photoshop, Corel Draw & Illustrator.
  - Students will acquire the skill for computerized/ digital drawing with details like face, body, hair style and garment with accurate proportions.
  - Students will learn to create fashion elements and fashion accessories with correct terminologies with the use of digital technology.
  - This will also make students to incorporate above elements on a Fashion figure with necessary details to come up with an appropriate Computerized Fashion Illustration.

**CONTENTS:**

**1. Fashion figure rendering with necessary details.**

- Digital illustration of Male, Female & Kids fashion figure.

**2. Digital illustration of Male, Female & Kids fashion figure with face, features and hairstyles.**

**3. Clothing details (elements of fashion including fashion accessories)**

- a. Pockets
- b. Cuffs
- c. Plackets
- d. Pleats
- e. Collars
- f. Cuffs
- g. Necklines
- h. Yokes
- i. Waist bands
- j. bows & ties
- k. Bodice front and back

l. Belt, Bags, footwear, Jewelry etc.

#### **4. Application on the Fashion figure using EOF**

a. Combining different Fashion elements on a Fashion figure to make a good digital illustration for design.

#### **ASSIGNMENTS:**

1. Details of Fashion figure with flat rendering. (Male, Female and kids)
2. Details of Male, Female & Kids fashion figure like face, features and hairstyles with necessary tool of Corel draw.
3. Digital creation of different fashion elements and fashion accessories. (Types of sleeves, necklines, pockets, Belt, Bags etc.)
4. Combining different Fashion elements on a Fashion figure to complete the fashion look with computer tools. (Male, Female & Kids)

#### **REFERENCE BOOKS:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publisher</b>
1	Technical Drawing for Fashion	Basia Szkutnicka	Laurence King; Pap/Cdr edition (19 April 2010)
2	Fashion Source Book	Kathryn Mckelvey	John Wiley & Sons; 2nd Edition edition (1 Feb 2006)
3	Clothing Technology	H. Eberly, M. Hornberger	Verlag Europa – Leher mittel year - 2008

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**SECOND YEAR**

**SUBJECT: CRAFT PROJECT (PRACTICAL)**

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**OBJECTIVES-**

This subject provides a wide array on Indian Traditional embroideries & textiles of India which is an integral part of Fashion since many years. This subject assists in understanding various NGO's who work to promote Indian crafts. The crafts that empower and are source of income of few areas; studied by students to uplift them using their Design skills with the help of Artisans.

- The subject also helps in identifying the crafts which are to be revived and preserved.
- Also imparts the knowledge to update artist's, with technologies and creative inputs.
- To awaken the creativity of a community, to create a sustainable product line for the recent fashion scenario.

**CONTENTS-**

**STEP-1**

- 1) Selection of the Craft
- 2) Research on the Craft
  - History
  - Origin
  - Manufacturing process
  - Product range
- 3) Search for the "Artisans" working for the craft.
- 4) Initial approach to the "Artisans" for explaining the Project and its importance.
- 5) Telephonic interaction with the Artisan regarding the current problems associated with the promotion and development of the craft.
- 6) Search information for the various Organizations working to preserve the craft.
  - NGO
  - Government Organization
  - Local Outlets

7) Application of the Craft in recent Fashion Scenario.

- Designer collection
- Retail collection

## **STEP- 2**

- 1) List down the challenges related to the craft.
- 2) Selection of the Product Category (any one)
  - Apparel
  - Corporate Gifts or Stationary
  - Accessories
  - Home/ corporate Decor
- 3) Students contribution in Product Identification & Development in terms of,
  - Motif Development
  - Print Development
  - Color Variations
  - Fabric Development
  - Design Development
- 4) Interpretation of ideas on paper.
  - Pencil sketches
  - Color Sketches
- 5) Approval from the concerned Faculty.
- 6) Approval from the Artisans regarding the changes. (through Internet)
- 7) Production (will be done at the actual location with the Artisan)

## **STEP- 3**

- 1) Implementation and application of the Products in Fashion.
- 2) Display
- 3) Show

## **ASSIGNMENTS-**

- Application of Indian Traditional Crafts for making Women's apparel, accessories, stationary, life style products etc.
- Students are expected to make 2 women's apparel products such as dresses, waist coats, tops, jackets, skirts, Indian ethnic etc.

- Students are expected to make any 6 accessories for Women such as, Jewellery, bags, foot wear, stoles, belts etc.
- Students are expected to make 6 corporate stationary products such as Table stand, diaries, folders, pen stand, tea coasters etc.
- Students are expected to make 6 home decor products such as Table cloth, wall hangings, flower pots, cushion covers, bed sheets etc.

### REFERENCE BOOKS-

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author</b>
1	Indian Embroidery	Irwin and Hall
2	Traditional textiles of India	Shailji naik
3	Kasuti of Karnataka	Indira joshi
4	Karnataki Kashida	Ahilya kirloskar
5	Colorful textiles of Rajasthan	Kothari Gulab
6	Carpets and floor covering of India	Chattopadhyaya kamala devi
7	Ikat textiles of India	Chelna Desai
8	Sari of India	Kapur Chishti and Ambasanyal
9	The sari style	Linda Lynton
10	Masterpiece of Indian textile	Rustom J Mehta
11	Needle lore	Neelam Garewal
12	Costumes and textiles of India	Jamilabrij Bhushan
13	Appliqué work of Orissa	Mohanti Vijay Chandra
14	Indian Embroidery	Savitri Pandit
15	Textiles and Embroidery of India	Marg publication
16	Handicrafts of India	Chattopadhyaya kamala devi

**THIRD YEAR**



### **THIRD YEAR BACHELOR OF FINE ART (FASHION DESIGN)**

The Third Year will prepare students to acquire in depth knowledge of specialized subjects in related areas of Fashion.

- To get acquainted with Digital technique through Computer inputs for developing various categories of clothing covering the various aspects of Fashion process such as fabric, construction, functionalities & design through computer.
- To gain the knowledge and skills to develop interpretation of the design sketch into draping for Style Lines, Fitted Midriff, Collars, Cowls& Bias Cut Dresses.
- To obtain knowledge and understand of application of forecasting techniques to determine market demands and acquire skills to make use of the forecast for design collections.
- To learn the development and understanding for the relation of fabric and technology in the requirement of appropriate selection of the same for the desired end product.
- To gain work experience through Internship that can be incorporated in the Curriculum Vitae.
- To acquire knowledge about the marketplace and the approach towards marketing.
- To learn block development and styled patterns relating to women's or men's tailored garments like shirts, trousers and denims the conversion of dart fullness into designs like line variation, dart variation, different types of gathers, cowls and added fullness.
- To learn the knowledge about the colors and prints used in creating an aesthetically pleasing design that is the most important factor in the customer's decision to purchase end product.
- To develop the understanding about the purposes of the finishes and quality that prepares textile products for further processing and enhancing the aesthetics and/or performance of the final product.

### **THIRD YEAR BFA- COURSE STRUCTURE**

- THEORY SUBJECT (GROUP- I)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
4.	Introduction to Fashion Marketing and Merchandising	03	64	40	60	100
5.	Textile Coloring and Finishing Fundamentals	03	64	40	60	100
6.	Fashion Forecasting	03	64	40	60	100

- PRACTICAL SUBJECTS (GROUP- II)

<b>Sr. No.</b>	<b>Subject</b>	<b>Examination Duration</b>	<b>Hours</b>	<b>Class Work</b>	<b>Annual Examination</b>	<b>Total</b>
1	Fashion Art and Design III	03	128	40	60	100
2	Advance Draping	03	128	40	60	100
3	Garment Construction II	03	128	40	60	100
4	Pattern Making II	03	128	40	60	100
5	Digital Design for Apparel Categories	03	128	40	60	100
6	Internship	03	128	40	60	200
					<b>TOTAL</b>	<b>1000</b>

#### **CLASS WORK-**

- The Internal 40 marks are for annual Internal Assignments & Class Tests for all Theory Subjects.
- The Internal 40 marks are for annual Internal Assignments for all Practical Subjects.

Internal Assignments	Class Test	Total
20 marks (aggregate)	20 marks	40 marks

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**THIRD YEAR**

**SUBJECT: INTRODUCTION TO FASHION MARKETING AND MERCHANDISING**  
**(THEORY)**

.....

**OBJECTIVES:**

- To acquire knowledge about the marketplace and the approach towards marketing
- To have a practical and hands on Approach of merchandising in an apparel company.
- To make the student understand the concept of merchandising with respect to time management and activities.

**CONTENTS:**

**Merchandising:**

1. What is merchandising?
  - a. Definition of Merchandising
  - b. Characteristics of Merchandising
2. Merchandising in relation to Fabrics, sampling and packaging, tech pack, product development
3. Merchandising During Production
  - a. Production File
  - b. Basic production System
4. Merchandising for shipment
5. Product costing

**Marketing:**

6. Meaning of Marketing
7. Core Concepts of Marketing
8. Marketing Management
9. The rapid adoption of Marketing Management
10. Managing Marketing Information & Measuring market demand

## **ASSIGNMENTS:**

1. Market Research in terms of Marketing focus, advertising approach and Fashion Promotional techniques of a National and International Brand from the Fashion Pipeline such as Garment Manufacturers, Designer, Retailers and Specialty Store etc.
2. To identify the promotional techniques for an international and national brand.
3. The student will thoroughly understand the public relations strategy and create a press release for 2 components of fashion industry.
4. Primary, secondary data collection of an international and national brand in terms of their media spend and promotional techniques.

## **REFERENCE BOOKS:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publication and year</b>
<b>1.</b>	Principles of Marketing	Philip Kotler	Prentice hall of indo , New Delhi, 1999
<b>2.</b>	Relevant business & trade journals, magazines, and Govt. Publications		
<b>3.</b>	Fashion Buying & Merchandising	Packard, S., Winters, A. & Axelrod,	Fair child publication, new York, 4 <sup>th</sup> rintingg, 1980
<b>4.</b>	The Business of Fashion	Burns, David L	Fair child Publication Inc.
<b>5.</b>	Fashion : From Concept To Consumer	Frings, Gini S	Pearson Prentice hall, 1999, 9 <sup>th</sup> edition (2008)

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**THIRD YEAR**

**SUBJECT: TEXTILE COLOURING AND FINISHING FUNDAMENTALS (THEORY)**

.....

**OBJECTIVES:**

**To acquire the knowledge about the colors and prints used in creating an aesthetically pleasing design which is the most important factor in the customer's decision to purchase end products in fashion industry. To acquire the understanding about the purposes of the finishes and quality that prepares textile products for further processing and enhancing the aesthetics and/or performance of the final product.**

- To understand the Different types of dyes and decoration of textiles by adding colour through dyeing
- To gain knowledge about the preparatory processes and methods of dyeing the fibre, yarn, fabric and garment processing.
- To learn the ornamentation of textiles by applying color in patterns by printing
- To understand the importance of quality, inspection, textile testing, care labeling and standards.

**CONTENTS:**

1. Introduction and significance of dyes
2. Classification of Dyes.
3. Types, Process, Effect, Advantage, And Use Of Different Preparatory Processes Done On Textiles For The Dyeing And Printing:
  - Singeing, Desizing,
  - Boiling, Scouring,
  - Souring, Bleaching and Mercerization
4. Selecting dyes according to the fiber content.
  - Achieving different shade effects on fabrics through cross dyeing, union dyeing.

5. Methods of Dyeing and effects achieved on various textile material  
Fiber, yarn, fabric and Garment.
6. Printing: Introduction, Equipment, process, advantages, disadvantages and end uses.  
Methods of printing: Direct, resist, discharge
7. Styles of Printing:  
Block, stencil, screen, roller, transfer, flock, warp, yarn, resist (tie and dye and batik), duplex printing.  
  
Preparation of screen
8. Finishes-Introduction, classification and types of finishes
9. Fabric Defects
10. Introduction –  
What is quality?  
  
Why quality is important?  
  
What is Inspection?  
  
What is textile testing?
11. Care Labeling of apparel
12. Standards-Introduction, Importance and benefits

**ASSIGNMENT DETAILS:**

<b>Sr. No.</b>	<b>Assignments</b>	<b>Marks</b>
1	Preparation of journal on testing equipments used in checking quality at a textile testing laboratory.	25
2	Collection of 5 types of label used for different men's wear, women's wear and home furnishing products.	10

**REFERENCE BOOKS:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publishers Name</b>	<b>Year</b>
1	Live Textiles-Vol. II	Akshay Tholia	Sarv International, Star business world, New Delhi	2009
2	Handbook of Synthetic dyes and pigments Vol. I and III	K. M. Shah	Multi-Tech Publishing Co., Mumbai	1998
3	Dyes and Dyeing	C. E. Pellew	Abhishek Publication, Chandigarh	1998
4	The technique of Batik	Veronica Murphy and Rosemary Crill	B.T. Batsford Ltd, London	1988
5	Chemistry of dyes and principles of dyeing	V. A. Shenai	Sevak Publications, Bombay	1987
6	Technology of textile printing	R. S. Prayag	MRS.L .R. Prayag, Dharwad	
7	Textile Science	J. T. Marsh	B. I. Publications	1979
8	Managing quality in the apparel industry	Pradip V Mehta, Satish K. Bharadwaj	New Age International Ltd.	1998
9	Quality Assurance for textiles and apparel	Sara J. Kadolph	Fairchild Publications, New York	1998
10	An introduction to quality assurance for the retailers	Pradip V Mehta	I Universe, Inc	2004
11	Quality Characterization of apparel	Dr. Subrata Das	Woodhead Publishing India Pvt. Ltd.	2009

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**THIRD YEAR**

**SUBJECT: FASHION FORECASTING (THEORY)**

.....

**OBJECTIVES:** To acquire knowledge and understand application of forecasting techniques to determine market demands and acquire skills to make use of the forecast for design collections.

**CONTENTS:**

**1. Introduction**

- i. Meaning of Fashion
- ii. Meaning of Forecasting
- iii. The role of a forecaster
- iv. The precision of the forecast
- v. The fashion industry's components
- vi. The structure of the fashion industry
- vii. The fashion timetable
- viii. Information Network
- ix. The selling strategy

**2. Research Process in Forecasting**

- i. Primary sources
- ii. Secondary sources
- iii. Tertiary sources
- iv. Tracking sales
- v. Competition
- vi. Demographics
- vii. Value & life style
- viii. Publication
- ix. Forecasting services
- x. Plethora influences
- xi. Observation posts
- xii. The new technology
- xiii. Fashion of involvement
- xiv. New uses of products
- xv. Old neighborhoods



xvi. Related industries

### 3. Processes of Reporting

- i. Process of implementation
- ii. Promotion
- iii. Making the fashion happen

#### ASSIGNMENT DETAILS:

Sr. No.	Assignments	Marks
1	Submission on Present trends in forecasting of men's wear - Colour - Style - Fabric - Print - Ornamentations - Graphics	30
2	Submission on Present trends in forecasting of women's wear - Colour - Style - Fabric - Print - Ornamentations - Graphics	30

#### REFERENCE BOOKS:

Sr. No.	Title of the Book	Author	Publication	Publication year
1	Fashion Forecasting	Brannon Evelyn L.	Fairchild Books, New York	3rd,2010
2	Fashion Forecasting	Perna Rita	Fairchild Books, New York	1992
3	Fashion Forecasting	McKelvey Kathryn & Munslow Janine	Wiley-Blackwell	2008
4	The Trend Forecaster's Handbook	Raymond Martin	Laurence King, U.K.	2010

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**THIRD YEAR**

**SUBJECT: FASHION ART & DESIGN- III (PRACTICAL)**

.....

**OBJECTIVES-**

The skill of a Fashion Designer is to perfectly convey the exact Design idea for all the levels of production through various details and technicalities. This subject enables,

- Students to develop the exact Fabric in the form of its colour, texture, fall & drape on paper using different color mediums.
- Acquire the skill for clothing composition of the fashion figure by adding effects when a garment is worn.
- Develops the skill for communicating a design for production in the form of "2D flat drawings" of the design.
- Expands the skill to draw & render different fashion accessories used by men & women.
- Develops and introduces categories of clothing that are meant for a specific occasion.

**CONTENTS-**

**1. Fabric drapes and rendering-**

- Rendering different fabrics to study their fall, fold, drape etc.
- Woven, knits & non woven
- Print & plain.

**2. Clothing composition on figure-**

- Combining various garment details like silhouettes, lengths, drapes, folds, motion & shadows etc. for various Fabrics detailing and understanding the way fabric falls onto body.

**3. Flat sketches-**

- Line drawing of different garments in 2D forms such as skirts, pants, blouses, shirts, dresses, jackets and sportswear.

**4. Accessory rendering (any 6 accessories)-**

- Drawing & rendering any 6 accessories in fashion used by Men & Women. Such as, Glares, Belts, Bags, Stoles, Jewellery and Foot wear.

## **5. Clothing categories-**

- Drawing & Rendering various clothing categories including their specifications with color, fall, fit, fabric, and proportion. Such as, Casual wear, formal wear, ethnic wear, beach wear, lounge wear, functional wear (uniforms etc.)

## **ASSIGNMENTS-**

### **1) Study and rendering of different types of fabric like prints, stripes, Checks, fur, leather, animal skin, velvet, silk, wool, embroidered fabric etc.**

- Students will render 1 or 2 samples on paper for each type of fabric specified above.

### **2) Draping and drawing the garment on the fashion figure with all the details of body as well as garment details.**

- Students will render 10 fashion figure which will include figure as well as garment details.

### **3) Drawing technical flat sketches in 2D for easier understanding of the garment details.**

- Students will draw 20 flat sketches specifying front and back.

### **4) Drawing and rendering fashion accessories like Glares, belts, bags, stoles, Jewellery, foot wear etc.**

- Students will draw total 10 numbers of different Fashion Accessories.

### **5) Creating a Clothing Category by rendering any one garment from each category and combining with suitable accessories.**

- Students will sketch and render one garment with all the details from each category of clothing.

**(NOTE- all the assignments will carry 10 marks each and will be converted out of 15 for the Internal Assessments.)**

## REFERENCE BOOKS-

Sr. No.	Title of the Book	Author	Publication
1	Figure drawing	Elisabetta druid & Tizianapaci	Pepin press, 2005
2	Mode (Fashion, Drawing & design)	Hannelore Eberle & Hannes Dollel	Auflage publication, 2010
3	Fashion Sketchbook	Bina Abling	4 <sup>th</sup> edition , Fairchild Publications, Inc. New York Publication Year – 2004
4	Illustrating Fashion Concept to creation	Steven Stipelman	2 <sup>nd</sup> edition , Fairchild Publications, Inc. New York Publication Year – 2005
5	Fashion Sketchbook	Bina Abling	4 <sup>th</sup> edition , Fairchild Publications, Inc. New York Publication Year – 2004
6	Fashion Illustration for Designers	Kathryn Hagen	Pearson Education , Inc., Upper Saddle River , New Jersey07458 Publication Year – 2005
7	Fashion Design Illustration Children	Patrick John Ireland	B.T. Bats ford Ltd. London W1HOAH Publication Year – 1995
8	Principles of Flat Pattern Design	Nora M. MacDonald	3rd edition Fairchild Publications, Inc. New York Publication Year – 2002
9	Clothing technology	H. eberly Berger	Verlag Europa Leher Mittel, 2010
10	In style (secrets of style)	Lisa Arbetter	In style books publishing,2003

11	Mode (Fashion, Illustration, colour and Style)- 2	Hannelore Eberle & Hannes Dollel	Auflage publication, 2010
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**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**THIRD YEAR**

**SUBJECT: ADVANCE DRAPING (PRACTICAL)**

.....

**OBJECTIVES:**

The student will acquire knowledge and skills to develop interpretation of the design sketch into draping for Style Lines, Fitted Midriff, Collars, Cowls & Bias Cut Dresses.

**CONTENTS:**

- Style Lines 10 variations on the Bodice.
- Midriff Yoke 5 variations
- Collars- Basic, Mandarin, Peter Pan, Sailor, notched, shawl (reverse).
- Cowls- Front, Back, Armhole.
- Application of cowls in lower garments
- Bias Cut Dresses 5 variations

**ASSIGNMENT DETAILS:**

- 6) Submission of draped designs with Different style lines
- 7) Submission of draped designs with fitted midriff
- 8) Submission of draped Basic, Mandarin, Peter Pan & Sailor collars
- 9) Submission of draped designs with Front, Back, & Armhole cowls
- 10) Submission of draped designs with bias cut dresses.(Presentation)

**REFERENCE BOOKS:**

Sr. No.	Title of the Book	Edition	Publisher	Author
1	Draping for Apparel Design	Second Edition	Fairchild Publications 2008	Helen Joseph Armstrong
2	The Art Of Fashion Draping	Third Edition	Fairchild Publications 2005	Connie Amaden-crawford
3	Draping for Fashion Design	Second Edition	Prentice-Hall Inc.(A Siman& Schuster company) 1993	Hilde Jaffe, NurieRelis
4	Draping Drafting & Drawing	2009	Fairchild Publications 2009	BinaAblina , Kathlech Maggio

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**THIRD YEAR**

**SUBJECT: GARMENT CONSTRUCTION – II (PRACTICAL)**

.....

**OBJECTIVES:**

- The student will learn the development and understanding for the relation of fabric and technology in the requirement of appropriate selection of the same for the desired end product.
- Acquire the skill and knowledge of the use of appropriate garment construction techniques to assemble the end product. Apply appropriate finishing techniques for the specific fabric. Apply appropriate finishing techniques for the specific fabric.
- The application of the creative and specialized sewing technique to develop a highly structured, contoured garment using corsetry methods. Students will develop construction samples to support their own signature collection.

**CONTENTS:**

- Women's tops & its variations
- Strapless torso foundation
- Women's & Men's Trouser
- Women's & Men's Denim Jeans
- Men's Shirt with cuff and collar
- Sleeve variations (Raglan, Kimono, Batwing)

**(Note- all the samples will be done in # US 8)**

**ASSIGNMENT DETAILS:**

Assignments	Marks
Construction of Women's tops & its variations. (min.3,)	60
Construction of Strapless dress	20
Construction of Shirt with cuff & collar using cotton fabric.	30
Construction of Trouser.	30
Construction of Denim.	30
Construction of Term garment. (ethnic/ western wear)	70
Total	240

**REFERENCE BOOKS:**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author</b>	<b>Publisher and Year</b>
8.	Complete Guide to Sewing	Readers Digest	The reader's digest association, 1976.
9.	Complete Book of Sewing	Alison Smith	Dorling Kindersley, 1999
10.	Singer Sewing Book	Gladys Cunningham	The Singer company, 1 <sup>st</sup> edition
11.	The Sewing Book	Alison Smith	Dorling Kindersley, 2009.
12.	Guide to fashion sewing	Connie Amaden Crawford	Fairchild Publication, 2 <sup>nd</sup> edition.
13.	Professional sewing techniques for designers	Julie Cole, Sharon Czachor	Fairchild books.
14.	Sewing Pants That Fit	Singer	Cowls creative publishings



**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**THIRD YEAR**

**SUBJECT: PATTERN MAKING – II (PRACTICAL)**

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**OBJECTIVES:**

The student will learn block development and styled patterns relating to women's or men's tailored garments like shirts, trousers and denims the conversion of dart fullness into designs like line variation, dart variation, different types of gathers, cowls and added fullness. Manipulate the blocks into complete, finished stylized patterns that meet industry standard. Application of pattern making for highly structured garments. Students develop pattern making skills to support their own signature collection.

**CONTENTS:**

- Women's top & its variations
- Strapless torso foundation
- Women's & Men's Trouser
- Women's & Men's Denim Jeans
- Men's Shirt with cuff and collar
- Conversion of dart fullness into design
  - a. Lines ( straight, Diagonal, curved, zigzag)
  - b. Darts ( Multiples, Parallel, Curved, Graduating, Radiating, Asymmetrical, Tuck Dart)
  - c. Dart conversion into gathers, pleats.
- Sleeve variations (Raglan, Kimono, Batwing)

**ASSIGNMENT DETAILS:**

Assignments	Marks
Submission of complete pattern of Women's top & its two variations	30
Submission of complete pattern of Strapless torso foundation	20
Submission of complete pattern of Women's & Men's Trouser	40
Submission of complete pattern of Women's & Men's Denim jeans	40
Submission of complete pattern of men's shirt	20
Submission of complete pattern of Conversion of dart fullness into design	100

(Minimum10)	
Submission of complete pattern of Sleeve variations (Raglan, Kimono, Batwing)	30
Total	280

### REFERENCE BOOKS:

<b>Sr · N o.</b>	<b>Title of the Book</b>	<b>Edition</b>	<b>Publisher</b>	<b>Author</b>
1	Patternmaking for Fashion Designers	2006	Fairchild Publications Inc.	Lori A. Knowles
2	Flat Pattern Design	3 <sup>rd</sup> Edition	Fairchild Publications Inc.	Nora M. MacDonald
3	Dress Pattern Designing	5 <sup>th</sup> Edition	Blackwell Science Ltd. 1986	Natalie Bray
4	Patternmaking for Fashion Design	4 <sup>th</sup> Edition	Dorling Kindersley (India) Pvt. Ltd. 2009	Helen Joseph Armstrong
5	Metric Pattern Cutting (For Men's wear)	3 <sup>rd</sup> Edition	Blackwell Publishing Inc.	Winifred Aldrich
6	Metric Pattern Cutting (For Women's wear)	4 <sup>th</sup> Edition	Blackwell Publishing Inc.	Winifred Aldrich
7	Professional Patternmaking for Designers (For Women's wear, Men's casual wear)	2003 Edition	Fairchild Publications Inc.	Jack Handford

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**THIRD YEAR**

**SUBJECT: DIGITAL DESIGN FOR APPAREL CATEGORY (PRACTICAL)**  
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**OBJECTIVE:**

**Students get acquainted with Digital technique through Computer inputs for developing various categories of clothing. This subject also covers the various aspects of Fashion process such as fabric, construction, functionalities & design through computer.**

- Students develop a collection based on all the previous areas covered in fashion. This subject also aims at a thorough research on selected theme supported by a Design process to develop the whole range of clothing collection. Students create mood board, story board of the collection using computer software's for whole design process.
- Students will acquire the relevant knowledge & use computer skills to create motifs like geometrical, floral and abstract for the clothing category which is to be designed.
- Students will also develop prints for fashion categories like formal, casual, party wear etc. They learn to develop fabric in terms of weaves, prints and different textures.

**CONTENTS:**

- **Product category (men's, women's, kid's)**
  - A group of students will select a category such as, casual wear, lounge wear, beach wear etc. with the help of digital technology.
  - Computerized Mood board
  - Computerized Story board
  - Computerized Motif for Men, women and kids for selected category.
  - Computerized Print development / fabric developments
  - Design development using Corel Draw.

**1. Functional requirements for product category (in terms of Design)**

- Students will study the functionalities of a specific category in the form of its uses and application. Such as, kid's wear and the body movements so that to give extra protection for specific motions.

**2. Fabric requirement for the product category (fabric types, Fabric Print)**

- Students will identify the required and suitable fabrics for making the clothing category. Ex. Checks and Stripes for Men's Formal wear.

**3. Construction requirement for product category. (production & Technical flat)**

- Students are also required to study the construction requirements for making the clothing collection such as, fasteners, openings, pockets etc.

**ASSIGNMENTS:**

1. Selection of the product category and a thorough research on the client for whom the collection to be designed. (a Power Point Presentation to be submitted)
2. Selecting a theme and Making a computerized Mood Board.
3. Creating a computerized Story Board based on the above theme.
4. Development of 5 different motifs/ Prints using Corel Draw and Illustrator.
5. Developing 10 designs with all above details and developing the Technical Flats with Specifications digital inputs using suitable computer Software.

**REFERENCE BOOKS:**

<b>Title of the book</b>	<b>Author</b>	<b>Publisher</b>
Corel Draw 12 (The official Guide)	Steve Bain	Dreamtech
Complete Guide to Size Specification Technical Design	Paula J.	Fairchild
Technical Drawing for fashion	Basia Szkutnicka	Laurence King, 2010

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**THIRD YEAR**

**SUBJECT: INTERNSHIP (PRACTICAL)**

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**OBJECTIVES:**

- To gain real time work experience from the Industry.

**CONTENT:**

Internship refers to a stage/phase during which an individual will get an opportunity to experience her industry of interest before entering into full time future career.

Internships exposes the candidate to understand the way particular industry functions and what it would be like to work in that scenario.

The internship will enrich the student for –

- 1) Understanding of the career field.
- 2) To develop useful skills.
- 3) To learn the live practices and techniques at the job.

**FOURTH YEAR**

## **FOURTH YEAR BACHELOR OF FINE ART (FASHION DESIGN)**

The Fourth Year will prepare students to apply in depth knowledge gained in various subjects in related areas of Fashion as Electives.

- To develop a collection based on all the previous areas covered in fashion. This subject also aims at a thorough research on selected theme supported by a Design process to develop the whole range of clothing collection.
- To make students understand an in depth study of the "Stylist role" in Fashion which is in tune with industry requirement.
- To make students understand an in depth study of the "Stylist role" in Fashion which is in tune with industry requirement.
- To make students understand an in depth study of the "Surface Designer's role" in Fashion which is in tune with industry as well as Market requirement.
- To learn the different components of fashion pipeline background and their purposes with the understanding of fashion promotion. The student will understand the Marketing focus, advertising approach and Fashion Promotional techniques of fashion industry.
- To make students understand how to make Portfolio which is in tune with industry requirement which is the compilation of their work.

## FOURTH YEAR BFA- COURSE STRUCTURE

- THEORY SUBJECT (GROUP- I)

Sr. No.	Subject	Examination Duration	Hours	Class Work	Annual Examination	Total
1	Elective (ANY 1)	03	256	80	120	200
	Fashion Styling & Promotion					
	Brand Design & Management					
	Creative Surface Development					
2	Fashion Promotion and Media Management	03	64	40	60	100

- PRACTICAL SUBJECTS (GROUP- II)

Sr. No.	Subject	Examination Duration	Hours	Class Work	Annual Examination	Total
1	Elective (ANY 1)	03	256	80	120	200
	Fashion Styling & Promotion					
	Brand Design & Management					
	Creative Surface Development					
2	Design Collection					
	Design Research and Process	03	128	40	60	400
	Fabric Sourcing and Development	03	128	40	60	
	Pattern Making	03	128	40	60	
	Construction	03	128	40	60	
3	Portfolio Development (Digital and Manual)	- *	128	40	60 (viva- 20 marks, External Assessment- 40 marks)	100
					<b>TOTAL</b>	<b>1000</b>



## **CLASS WORK-**

-The Internal 40 marks are for annual Internal Assignments & Class Tests for all Theory Subjects.

- The Internal 40 marks are for annual Internal Assignments for all Practical Subjects.

Internal Assignments	Class Test	Total
20 marks (aggregate)	20 marks	40 marks

**\*- PORTFOLIO DEVELOPMENT (DIGITAL AND MANUAL)** (Annual University Examination)

The Portfolio will be evaluated by minimum 2 experts who have contributed to Fashion Industry.

The Final examination will include Viva of 20 marks and work assessment in stages for 40 marks.

A bound Portfolio will be signed by Internal Mentor & Principal & finally by the External jury.

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FOURTH YEAR**

**SUBJECT: ELECTIVE- I (FASHION STYLING AND PROMOTION) (THEORY)**

.....

**OBJECTIVES:**

- To make students understand an in depth study of the "Stylist role" in Fashion which is in tune with industry requirement.
- To produce a strong visual document that explains the skills, techniques and vocational quality that qualifies a student to work as a "Stylist" in Fashion Industry.

**CONTENT:**

- Catalogue Design
- Corporate Stationary Design
- Fashion styling
- Fashion Photography
- Visual merchandising
- Styling elements: model, accessories, background theme.
- Props in styling
- Styling for Magazine
- Styling for Advertising (electronic advertising)
- Styling for Fashion Photography

**ASSIGNMENTS-**

Students are expected to prepare a document based on all the above contents and are also expected to compile them in the form of specialized Portfolio.

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FOURTH YEAR**

**SUBJECT: ELECTIVE-II (BRAND DESIGN AND MANAGEMENT) (THEORY)**

.....

**OBJECTIVES:**

- To make students understand an in depth study of the "Stylist role" in Fashion which is in tune with industry requirement.
- To produce a strong visual document that explains the skills, techniques and vocational quality that qualifies a student to work as a "Stylist" in Fashion Industry.

**CONTENT:**

- Nature of the Fashion Industry, Structure of Fashion company, Merchandise process and the inter relationship of Players and their roles
- Fashion Marketing and buying at Industry Trade shows.
- Fashion marketing Strategies
- Fundamentals in Brand management- Designer as Brand.
- Developing Brand image, Advertising and Promotion in the Fashion industry.
- Brand management- Focus on Public Relation, Event and Media planning.
- The Fashion System and its most important Brands- Designs, Consumers and Quality.

**ASSIGNMENTS-**

- Presentation and Research on 3 different Brands as Case studied for Target, Customers, Style and Quality.
- Collection & Presentation of a design collection for a Brand. (Group Project)
- A Practical exam will be taken and marked out of 120.

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FOURTH YEAR**

**SUBJECT: ELECTIVE- III (CREATIVE SURFACE DEVELOPMENT) (THEORY)**

.....

**OBJECTIVES:**

- To make students understand an in depth study of the "Surface Designer's role" in Fashion which is in tune with industry as well as Market requirement.
- To develop the Creative Samples that explains the creative skills, techniques and vocational quality that qualifies a student to work as a "Surface Designer" in Fashion Industry.

**CONTENT:**

- Print Layout and Design using hand and machine. Different layouts such as Sari, Kurta, Stole and Scarf.
- Embroidery layout and Design using hand and machine.
- Project on Surface Development- creation of minimum 6 surfaces.

**ASSIGNMENTS-**

Students are expected to prepare creative samples on various Fabrics that can be used later to create Garment out of it.

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FOURTH YEAR**

**SUBJECT: FASHION PROMOTION AND MEDIA MANAGEMENT (THEORY)**  
.....

**OBJECTIVES:**

- The student will learn the different components of fashion pipeline background and their purposes. To understand fashion promotion. The student will understand the Marketing focus, advertising approach and Fashion Promotional techniques of fashion industry. The student will attain knowledge of the basics of advertising and the application of it in the fashion industry. The student will know several types of fashion promotion techniques such as Trunk Shows, Fashion Events, Online promotion and many more in detail and will learn how to apply it in the fashion industry.
- To understand what role media plays in Fashion industry and how media can be used effectively to empower fashion industry. To equip the students with the knowledge and through case studies about the types of media and professions and skills required to enter in. The student will understand types of media such as Electronic, Print, Radio and many more and their application in the fashion pipe-line. The student will efficiently create a media plan, press release and a successful public relation campaign for all the components of fashion pipe-line.
- The students will also be able to do an in-depth research about Fashion industry and will be able to suggest different types of media and different fashion promotion techniques, as discussed above, that can be implemented by them.

**CONTENTS:**

1. Components of Fashion Pipe-line and respective Marketing Focus, Advertising approach
2. Different types of Fashion Promotion Techniques
3. Importance of media in fashion industry
4. Types of media and professions related to it.
5. Importance of PR in industry
6. Creation of a successful PR Strategy for the fashion Industry
7. Market Research of Fashion Industry for an advertising campaign
8. Corporate Social Responsibility and Role of designer and moral responsibility

Methodology: Theory inputs with visual presentations. Case studies with Industry experts.

### ASSIGNMENTS:

Sr. No.	Assignments	Marks
1	Market Research in terms of Marketing focus, advertising approach and Fashion Promotional techniques of a National and International Brand from the Fashion Pipeline such as Garment Manufacturers, Designer, Retailers and Specialty Store etc.	20
2	Primary, secondary data collection of an international and national brand in terms of their media spend and promotional techniques.	20
3	The student will thoroughly understand the public relations strategy and create a press release for 2 components of fashion industry.	20
4	To identify the promotional techniques for an international and national brand.	20

### REFERENCE BOOKS:

1	Promotion In The Merchandising Environment	Kristen K. Swanson
2	Fairchild Publications (year 2000)	Judith C. Everett
3	Fashion Marketing	Mike Easey, Wiley-Blackwell (Year 2009)

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FOURTH YEAR**

**SUBJECT: DESIGN COLLECTION (PRACTICAL)**

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**OBJECTIVES-**

This subject purely concentrates on developing a collection based on all the previous areas covered in fashion. This subject also aims at a thorough research on selected theme supported by a Design process to develop the whole range of clothing collection.

- Students are required to research on the selected topic for the required aspects like demographics, psychographics etc.
- Students will develop the whole design process including mood board, story board, fabric development, design development, range development etc.

**CONTENTS-**

1. Design Research and process
  - a. Research on the topic selected
  - b. Selection of Mood board, story board, fabric development, design development & range development.
  - c. Making the final product in the form of a design collection
  - d. Presentation (display or show)
2. Fabric Sourcing and Development
  - a. Understanding of fabrics for the symbiosis between the design and fabrics
  - b. Development of Different Surface Ornamentation ( Dyeing, printing, embroidery, Fabric on fabric)
  - c. Knowledge of raw materials and processes that make up a fabric , Development of different types of fabrics
3. Pattern Making  
The students will develop the patterns of the range based on the creative pattern making / advance draping methods.
4. Construction  
The students will construct the range based on the required Construction techniques.

## **ASSIGNMENTS-**

- Students will develop a Collection on any one out of the following categories.
  - Women's
  - Kid's
  - Men's
- Each collection will incorporate supporting design process as follows,
- Mood board
- Story board
- Fabric development
- Design development
- Range development
- Final collection
- Flats and specifications
- Cost sheet.



**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FOURTH YEAR**

**SUBJECT: ELECTIVE- I (FASHION STYLING AND PROMOTION) (PRACTICAL)**

.....

**OBJECTIVES:**

- To make students understand an in depth study of the "Stylist role" in Fashion which is in tune with industry requirement.
- To produce a strong visual document that explains the skills, techniques and vocational quality that qualifies a student to work as a "Stylist" in Fashion Industry.

**CONTENTS:**

- **Catalogue Design**  
Designing of Professional Catalogue for different Brand Categories. The process includes selection of Apparel Brand, Study of various features of that Brand, keeping in mind the style of Promotion of that Brand, Designing a Catalogue of minimum 15 pages.
- **Corporate Stationary Design**  
Designing of Letter Head, Visiting Card, Envelope (3 options each)
- **Fashion Styling**  
Selection of any one Category for Women. Assembling the Collection and Accessories. Developing a Look/ Mood for the Category. Shooting the Photographs for the same.
- **Visual Merchandising**  
Developing a Display solution for any reputed Brand.

**ASSIGNMENTS-**

Students are expected to work on the given Practical based on all the above contents and are also expected to compile them in the form of specialized Portfolio.

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FOURTH YEAR**

**SUBJECT: ELECTIVE-II (BRAND DESIGN AND MANAGEMENT) (PRACTICAL)**

.....

**OBJECTIVES:**

- To make students understand an in depth study of the "Stylist role" in Fashion which is in tune with industry requirement.
- To produce a strong visual document that explains the skills, techniques and vocational quality that qualifies a student to work as a "Stylist" in Fashion Industry.

**CONTENTS:**

**Assessment of various Apparel Brand having similar Categories and Costs for Men or Women.**

**Study of Brand Identity for the selected Brands.**

**Develop your own Brand having similar qualities.**

**Discuss the strengths and weaknesses of your newly developed Brand.**

**Give the Promotional Policies for the same.**

**ASSIGNMENTS-**

- Presentation and Research on 3 different Brands as Case studies for Target, Customers, Style and Quality.
- Collection & Presentation of a design collection for a Brand. (Group Project)
- Give the SWOT Analysis
- Presentation on Promotional Policies.

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FOURTH YEAR**

**SUBJECT: ELECTIVE- III (CREATIVE SURFACE DEVELOPMENT) (PRACTICAL)**

.....

**OBJECTIVES:**

- To make students understand an in depth study of the "Surface Designer's role" in Fashion which is in tune with industry as well as Market requirement.
- To develop the Creative Samples that explains the creative skills, techniques and vocational quality that qualifies a student to work as a "Surface Designer" in Fashion Industry.

**CONTENT:**

**Print development for Women's wear- using Inspiration, develops a Motif.**

**Give 3 Print Layouts for hand and machine Print for the product Sari, Kurta and Tunic.**

**Create Surface options using Print, Stitching Techniques, Appliques and Embroidery for any selected category.**

**Give 3 alternatives.**

**ASSIGNMENTS-**

Students are expected to prepare creative samples as specified in the Practical content.

**4-YEAR U.G. DEGREE SYLLABUS**  
**BACHELOR OF FINE ART (FASHION DESIGN)**  
**FOURTH YEAR**

**SUBJECT: PORTFOLIO DEVELOPMENT (PRACTICAL)**

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**OBJECTIVES:**

- To make students understand how to make Portfolio which is in tune with industry requirement which is the compilation of their work.
- To produce a strong visual document that explains the skills, techniques and vocational quality that qualifies a student to work in Apparel Industry.

**CONTENT:**

- Introduction to Portfolio (Importance and essentials of Portfolio)
- Career in Fashion
- Personal qualities and skills required to work for Fashion Industry
- Presentation formats.
- Area of Specialization
  - Women's wear/ Kid's wear/ Men's wear
  - Fashion styling
  - Fashion communication
  - Surface design

**ASSIGNMENTS-**

- To develop the Portfolio which is manually or digitally that assures the student's communication with skills and knowledge required for Fashion Industry.
- The portfolio will contain various collections made for Men's, Women's and Kid's for various categories like Casual wear, Party wear, Ethnic wear, Sportswear etc.
- Students will also incorporate different projects and on job training work with certificates.
- Special contribution work such as Craft documentation can also be the part of Portfolio.

**REFERENCE BOOKS:**

<b>SR. No.</b>	<b>Title of the Book</b>	<b>Author</b>
<b>1</b>	Fashion Design	Sue Jenkyn Jones, Lawrence King
<b>2</b>	The Principal Portfolio by Genevieve Brown, Beverly J. Irby	by Verhelst, Wilbert
<b>3</b>	Campbell, D et. Al (2001) : How to develop a professional portfolio : Allyn& Bacon	by Waterier, John W
<b>4</b>	Capturing the Wisdom of Practice : Professional Portfolios for Educators by Giselle O. Martin-Knie	by Budzik, Richards