

BIKANER TECHNICAL UNIVERSITY, BIKANER



SYLLABUS OF B. DESIGN.

FASHION DESIGN

Effective from session 2020-21

SYLLABUS
III Semester
B.Design: Fashion Design

Subject: Introduction to Marketing

Credit: 02
2L+0T+0P

Max. Marks: 100 (IA: 20, ETE: 80)
End Term Exam: 2 Hours


S.No.	Contents	Hours
1.	Unit 1: Introduction: Nature, scope and importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal). Market segmentation: concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.	8
2.	Unit 2: Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support Services; Product life-cycle; New Product Development Process; Consumer adoption process	8
3.	Unit 3: Pricing: Significance. Factors affecting price of a product. Pricing policies and strategies. Distribution Channels and Physical Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel; Wholesaling and retailing; Types of Retailers; e-tailing, Physical Distribution.	8
	Total	24

Course Objectives:

- The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

SUGGESTED BOOKS:

1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. Principles of Marketing. 13th edition. Pearson Education.
2. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing: Concepts and Cases. (Special Indian Edition)., McGraw Hill Education
3. William D. Perreault, and McCarthy, E. Jerome., Basic Marketing. Pearson Education.
4. Majaro, Simon. The Essence of Marketing. Pearson Education, New Delhi.
5. The Consumer Protection Act 1986.
6. Iacobucci and Kapoor, Marketing Management: A South Asian Perspective. Cengage Learning.
7. Dhruv Grewal, Michael Levy, Marketing, McGraw Hill Education.
8. Chhabra, T.N., and S. K. Grover. Marketing Management. Fourth Edition. Dhanpat Rai & Company.
9. Neeru Kapoor, Principles of Marketing, PHI Learning
10. Rajendra Maheshwari, Principles of Marketing, International Book House


Dr. Neelan







SYLLABUS
III Semester
B.Design: Fashion Design
Subject: FASHION FORECASTING

Credit: 02
2L+0T+0P

Max. Marks: 100 (IA: 20, ETE: 80)
End Term Exam: 2 Hours


S.No.	Contents	Hours
1	UNIT-1: Introduction to Forecasting Introduction to term Forecasting Role of Forecasting in Indian and global fashion industry Function and process of forecasting	3
2	UNIT-2: Concepts Forecasting Long and short term forecasting Types of forecasting and study of colour, texture, trend, style and fashion forecasting Forecasting agencies	9
3	UNIT-3 : Methods Forecasting The method of study of forecast Role of merchandiser in knowing forecasting Study of forecast pertaining to different continents	6
4	UNIT-4: Processes Forecasting Plethora of fashion Study of demographics and fashion cultures Process of forecasting documentation Survey and analysis study	6
Total		24

Course Objectives:

- To understand the basic concepts of sustainability.
- To get hand on experience in combining concepts of sustainability through a project
- To understand the complexity of the design of sustainable projects
- To select materials, and know the ways for working project.

ADDITION REFERENCE MATERIAL:

- www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com
- www.premiervision.fr, www.academia.edu/840618. An overview of Traditional Textiles of India
- Forecasting methods and applications, Wiley


Dr. Neelam







SYLLABUS

III Semester

B.Design : Fashion Design

Subject: TEXTILE STUDIES

Credit: 02
2L+0T+0P

Max. Marks: 100 (IA: 20, ETE: 80)
End Term Exam: 2 Hour

S.No.	Contents	Hours
1	UNIT-I: INTRODUCTION TO TEXTILE FIBRES Classification of textile fibers – Physical and chemical properties of fibers and their uses- Cotton, Jute, Wool, Silk, Viscose, Nylon, Polyester, Acrylic, Polypropylene. New generation fibers: micro fibers, hollow fibers, high wet modulus fibers, bamboo fiber, elastomeric fibers, Nano fibers. Identification of textile fibers	3
2	Unit-2 YARNS & PROCESSES Manufacturing, Quality, Types of yarns, Twists, Spinning process, Yarn count. Ginning, Blow room, Carding, Drawing, Combing, Simplex, Ring frame. Yarn numbering systems. Compact spinning, Rotor spinning, Air jet spinning, Friction spinning. Comparison of yarn properties produced in the above processes. Synthetic filament production methods. Wrap spinning technique. Textured yarns and Fancy yarns. POST SPINNING PROCESS: Sequence of process – Doubling: Ring Doubling, Two- For- One Twister, Cone winding, Reeling. Single yarn and Ply yarn characteristics.	9
3	UNIT-3 : TEXTILE TESTING Chemical Testing Instrumental Testing Sensory testing Physical testing and Identification methods Fabric identification methods Swatch file, GSM and thread count methods	6
4	UNIT-4: KNITTING Yarns to fabrics or garments, Knitted constructions, Comparison of knitting with weaving. Classification of Knitted fabrics. Types of knitting. Identification of knitted fabrics	6
Total		24

Course Objectives:

- Demonstrate complete knowledge and understanding of a)Textile fibers & their properties, b) Yarns, their structures & processes, c) Textile/Fabric, their properties & processes
- Apply learning through a knowhow of Materials & Skills involved in the making & construction of Textile & Fiber
- Exhibit, adapt, utilize & investigate the process of Textile & Fiber properties, structures, methods and processes.

Text Books:

1. Corbman, Bernard .P. (1983). Textile- Fiber to Fabric, New York, Gregg/McGraw Hill International sixth Edition. (part of Prof/Dr Meena Jhala's personal collection Z.B III-20)
2. The Fashion Designer's Textile Directory (2012) the creative use of fabrics in design. Thames & Hudson, published in United Kingdom.
3. Pizzut, J, et al. (2009). J. Pizzuto's Fabric Science, New York Publisher, (F-89 FMS CFDM Library)
4. Johnson, (Year 2013)Fairchild Books The Fairchild Books Dictionary of Textiles (F-113 FMS CFDM Library), Bloomsbury

Syllabus of B. Des. Fashion Design Effective from 2020-21

Dr. Meena Jhala

P. S. Jhala

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ADDITION REFERENCE MATERIAL:

Website

- 1) <http://textilelearner.blogspot.in/2012/02/what-is-textile-fiber-types-of-textile.html>,
- 2) <http://textilefashionstudy.com/what-is-textile-fiber-classifications-of-textile-fiber/>
- 3) <http://www.slideshare.net/abiramprince/textile-fibers>
- 4) <http://www.fibre2fashion.com/industry-article/23/2267/textile-fibres1.asp>
- 5) <http://www.slideshare.net/mohnishmadkaikar/fabric-study>,
- 6) <http://textilefashionstudy.com/basic-weave-structures-for-fabric-manufacturing/>
- 7) <http://www.yarn.com/webs-knitting-crochet-yarns-fiber/>

Dr. Neelam

Pankaj Gaur

Mahesh Gaur



SYLLABUS

III Semester

B.Design : Fashion Design

Subject: GARMENT CONSTRUCTION TECHNIQUES -I

Credit: 02
0L+0T+4P

Max. Marks: 100 (IA: 60, ETE: 40)
End Term Exam: 3 Hours

S.No.	Contents	Hours
1	Unit 1: Pattern and construction Terminology Measuring & Draping Tools, Dummy Body Measurement, Grainline, Specification & Technical sheets	8
2	Unit-2: Sewing Machine Operation Stitch Practice and Types of Stitches. Seams (Plain, French, Mock French, Flat Fell), Seam Finishes (Pinked, Overlock, Bias-Bound, Turn& Stitch, and Hong Kong Bound.), Hem Finishes, Circular lines and Angular lines and corner finishes. Plackets, Pockets (Patch & Side), Cuffs, Collar (One pcs, Peter pen). Zip (Visible with Flap) Waist Finishes, Waistband (Elasticized or Drawstring), Facing, Opening Fasteners. Darts, Pleats, Tucks, and Gathers	15
3	Unit 3: Variation, Finishes & Fasteners: Tucks, Darts, Pleats, Cluster, Dart converted to Fullness & Gathers. Waistband (elasticized or Drawstring), Facing, Opening, Plackets, Neck finishes, Pockets (Side & Patch), Collars (One pcs & Peter pen), Cuffs. Zip (visible with Flap), Buttons, Hooks & drawstring	15
4	Unit 4: Construction Techniques Basic Bodice, Basic Skirt, Basic Sleeve and Basic Trouser Foundation, Torso Foundation for kids and female measurement size 8 or 10 and baby age 8 or 10 or 5 or 3 for romper, slip, baba suit and one of choice, stitching of final project garment	10
Total		48

Course Objectives:

- Tools, Terminology & Specification sheets
- Basics understanding of 2D flat pattern making blocks for Women's Wear (Casual Category)
- Basic understanding to draping 3D pattern making blocks for Women's Wear (Casual Category)
- Develop an understanding of three dimensional representations and realization of form for various body shape through basic pattern making and draping techniques. (Women's Wear Casual Category)
- Familiarize students with SNLS (single needle lock stitch) machine and its operation.
- Understand the idea of a relationship between pattern making and sewing.
- Apply technique and method of construction and draping with context to material, form manipulation in a creative manner.
- Apply basic garment construction skill in process of design realization

SUGGESTED REFERENCE BOOKS:

- Mary Ruth Sheilds. UK October 2010/US August 2010. Industry Clothing Construction Methods. Fairchild Books.
- Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. Tailoring Technique's for Fashion. Fairchild Books
- Zoya Nudelman. UK August 2009/US June 2009. The Art of Couture Sewing. Fairchild Books.
- Annette Fischer. UK November 2008/US December 2008. Basic Fashion Design 03-Construction. Ava Publishing
- Pamela Powell. UK September 2010/US July 2010. Tailored Fashion Design. Fairchild Books.
- Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.

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SYLLABUS

III Semester

B.Design : Fashion Design

Subject: PATTERN MAKING TECHNIQUES -I

Credit: 03
0L+0T+6P

Max. Marks: 150 (IA: 90, ETE: 60)
End Term Exam: 3 Hours

S.No.	Contents	Hours
1	Unit 1: Pattern and construction Terminology Measuring & Draping Tools, Dummy Body Measurement, Grainline, Specification & Technical sheets	2
2	Unit 2: Flat Pattern Making: Basic Bodice, Basic Skirt, Basic Sleeve, Basic Torso Foundation development for Dummy size, drafts for kids and female measurement size 8 or 10 and baby age 8 or 10 or 5 or 3 for romper, slip, baba suit and one of choice, stitching of final project garment	30
3	Unit 3: Variation, Finishes & Fasteners: Tucks, Darts, Pleats, Cluster, Dart converted to Fullness & Gathers. Waistband (elasticized or Drawstring), Facing, Opening, Plackets, Neck finishes, Pockets (Side & Patch), Collars (One pcs & Peter pen), Cuffs. Zip (visible with Flap), Buttons, Hooks & drawstring	30
4	Unit 4 :Draping Basic understanding of draping – 3D designing Bodice Block, Princess Line, Empire line, Basic skirt, Basic Foundation Trouser	10
Total		72

Course Objectives:

- Tools, Terminology & Specification sheets
- Basics understanding of 2D flat pattern making blocks for Women's Wear (Casual Category)
- Basic understanding to draping 3D pattern making blocks for Women's Wear (Casual Category)
- Develop an understanding of three dimensional representations and realization of form for various body shape through basic pattern making and draping techniques. (Women's Wear Casual Category)
- Familiarize students with SNLS (single needle lock stitch) machine and its operation.
- Understand the idea of a relationship between pattern making and sewing.
- Apply technique and method of construction and draping with context to material, form manipulation in a creative manner.
- Apply basic garment construction skill in process of design realization

SUGGESTED REFERENCE BOOKS:

- Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books.
- Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. How to draft patterns. Fairchild Books
- Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. Fabulous fit 2nd edition. Fairchild Books.
- Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. Basic Pattern Skills for Fashion Design. Fairchild Books.
- Nora. M. MacDonald. UK December 2009/US October 2009. Principles of FlatPattern Design 4th edition. Fairchild Books.

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SYLLABUS
III Semester
B.Design : Fashion Design

Subject: COMPUTER GRAPHICS-II

Credit: 01
0L+0T+2P

Max. Marks: 50 (IA: 30, ETE: 20)
End Term Exam: 2 Hours

S.No.	Contents	Hours
1	Unit 1: Introduction to Software InDesign Creating and Viewing Documents, Understanding Your Workspace, Pages, Working with Type	8
2	Unit 2: Understanding the Software working Working with Graphics, Formatting Objects, Working with Color, Points and Paths	8
3	Unit 3: Managing and Transforming Objects Character and Paragraph Formatting, Using Styles, Tables, Long and Interactive Documents, Packaging and Printing	8
	Total	24

Course Objectives:

- To learn to create pages for books and documents. This includes digital publishing formats such as EPUB.
- To learn to create interactive forms.
- To learn to add, place, and resize graphics.
- To learn to create text, import text, and work with text within a document.
- To learn to use the new Alternate Layout feature to create several layouts for your document with just a click of a mouse.
- To learn to draw shapes and use those shapes in your document.
- To learn to use the new Content Collector tool to easily place multiple instances of the same content within a document – or within several documents. This is easier than copy and paste.
- To learn to package your work for a commercial printer. This is very important, but very simple.

SUGGESTED REFERENCE BOOKS:

- Adobe InDesign CC Classroom in a Book , by Kelly Kordes Anton and Tina DeJarld
- InDesign CC: Visual QuickStart Guide (2014 Release), Book by Sandee Cohen

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SYLLABUS

III Semester

B.Design : Fashion Design

Subject: PHOTOGRAPHY-I

Credit: 01
0L+0T+2P

Max. Marks: 50 (IA: 30 ETE: 20)
End Term Exam: 01 Hours

S.No.	Contents	Hours
1	Unit 1: Introduction: Understanding and handling of camera (functions of a camera), Color Spectrum, Light source, Light sensitive materials & Studio lights and its effects, Camera controls- Aperture, Shutter speed & focus. Photography for visual communication	2
2	Unit 2: Indoor and outdoor shoot requirements Handling DSLR, opening, adjusting focusing techniques ,Light Adjustments, understanding product, background selection, frame selection and click techniques	12
3	Unit 3: Advance photography Techniques Multi shutter click, panorama click, candid shots and portfolio development on project in concern in semester	10
Total		24

Course Objectives:

- To develop an understanding of the Camera& their types
- Understand Skills, techniques, semantics & aesthetics
- Demonstrate complete knowledge and understanding of the importance basic photography.
- Apply learning through hands on experience of handling and controlling of a camera.
- Exhibit, adapt, & utilize photography for communicating design ideas.

SUGGESTED REFERENCE BOOKS:

1. Caruana Natasha, Fox Anna. January 2004. Basic Creative Photography. **03:Behind the Image** .Ava Publishing
2. Prakeel David. December 2008. Photography FAQs: Black & White. Ava Publishing
3. Bete David. July 2009. Photography FAQs: The Key Concepts. Berg Publishers
4. Evans Duncan. December 2008. Photography FAQs: Portraits. Ava Publishing
5. Daly Tim. April 2014. The Fundamentals of Digital Photography. Fairchild Books.
6. Prakeel David. December 2009. The Visual Dictionary of Photography. Ava Publishing

Dr. Helan

Prasanna Gaur

Molly Gargan

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SYLLABUS
III Semester
B.Design : Fashion Design
Subject: Summer Project

Credit: 1
L+0T+2P

Max. Marks: 50 (IA: 30, ETE: 20)
End Term Exam: 1 Hour

S.No.	Contents
1	It is presentation of Project craft documentation completed during summer.

Course Objectives:

- To understand essence of Indian Crafts and its aesthetics.
- To cultivate aesthetic sensibility for observing, analyzing and appreciating various art forms.
- To inculcate the ability to identify basic elements of art and design embodied in various art forms.
- To develop the sensibility of Photography technology and analyse the aesthetics of an object and its documentation

SUGGESTED REFERENCE BOOKS:

1. Janson, H.W. and Janson, Anthony F., 1995, 6th Edition. History of Art. NY: Thames and Hudson
2. Mitter, Partha, 2001. Indian art. Canada: Oxford.
3. Mode, Heinz and Chandra, Subodh, 1985. Indian Folk Art. New York: Alpine Fine Arts Collection Ltd.
4. Dhamija, Jasleen and Jain, Jyotindra, 1989. Hand-woven fabrics of India. Ahmedabad: Mapin Publishing Private Limited.
5. Gillow, John and Barnard, Nicholas, 1991. Indian Traditional Textiles. London: Thames and Hudson.
6. Ranjan, Aditi and Ranjan, M.P, 2007. Handmade in India. Ahmedabad: Mapin Publishing Private Limited and Council of Handicraft Development Corporations (COHANDS).
7. Bhandari, Vandana. 2004. Costumes, Textiles and Jewellery of India- Traditions of Rajasthan, New Delhi: Prakash books.
8. Kumar, Ritu, 1999. Costumes and Textiles of Royal India, Antique Collectors' Club
9. Joseph, Marjorie, 1987. Essentials of Textiles, Holt Rinehart & Winston
10. Goswami, B N, 2013. Indian Costumes in the Collection of the Calico Museum of Textiles, Sarabhai Foundation
11. Alkazi, Roshen, 1985. Ancient Indian Costume, South Asia Books
12. Gombrich, E.H., 1985. The story of Art, UK: Phaidon Press

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Malya Gangwan

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SYLLABUS

III Semester

B.Design : Fashion Design

Subject: PROJECT-I

Credit: 03
0L+0T+6P

Max. Marks 150 (IA: 90, ETE: 60)
End Term Exam: 3 Hours

S.No.	Contents	Hours
1.	Unit-1 : Empathize Selection of theme for design project Inspiration, mood, client, and colour board Doodling and explorations Category of garments, skills for design research,	5
2.	Unit 2: Define Define the client needs, target market, client profile, product details, and material details. Introduction to skills of interaction, communication.	30
3.	Unit 3: Ideation Research on design based on target client and market, doodling, details on specifications, detailing of design, making collection of designs for the product. Skills required are drawing, sketching, product anatomy, rendering, detailing, material rendering, product anthropology and ergonomics.	30
4.	Unit: 4 : Prototype Development of sample of the product. Production methods, machines involved, steps of production, quality standards, costing estimation.	5
5.	Unit: 5 : Test Feedback on the product, methods of marketing and promotion.	2
Total		72

Course Objectives:

- Observe, analyze and apply the basic elements, principles and skills of visualization, presentation and actualization to body types, form and movements in context of women's casual wear.
- Develop an understanding of three dimensional representations and realization of Women's Casual wear through illustration and rendering techniques.
- Present and communicate visually.

SUGGESTED BOOKS:

- Seaman, Julian. Foundation in fashion design and illustration. London: Batsford, 2001
- Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006
- Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006. Blackman, Cally. Hundred years of fashion illustration. London: Laurence King, 2007
- Watanabe, Naoki. Contemporary Fashion Illustration Techniques, Rockport Publishers
- Takamura, Zeshu. Fashion Illustration Techniques: A Super Reference Book for Beginners, Pageone, 2012

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SYLLABUS
IV Semester
B.Design : Fashion Design
Subject: WEAVING & PRINTING

Credit: 02
2L+0T+0P

Max. Marks: 100 (IA: 20, ETE: 80)
End Term Exam: 2 Hours

S.No.	Contents	Hours
1	UNIT-I: Introduction to weaving Introduction to term weaving, looms, types of looms, components of looms, power loom versus handloom, types of power loom, types of weaves, differences in weaves, plot diagram, weave samples development, traditional weaves in traditional textiles, weave identification in various fabrics, satin, brocade, home furnishing, cotton etc.	8
2	UNIT-2: Printing Introduction to printing, traditional printing methods, azrak, dabru, block printing, kalamkari, machallipattnam, madhubani, miniature painting, manual screen printing	8
3	UNIT-3 : Printing modern methods Mill Printing, digital printing, screen printing, rubber printing, heat resist printing, emboss printing etc.	8
	Total	24

Course Objectives:

- To understand the basic concepts of printing
- To get hand on experience in combining printing methods
- To understand the complexity of the printing process
- To select materials, and know the ways for working project.
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REFERENCE BOOKS:

- Learning to Weave, Book by Deborah Chandler
- Inventive Weaving on a Little Loom: Discover the Full Potential of the Rigid-Heddle Loom, for Beginners and Beyond Book by Syne Mitchell

ADDITION REFERENCE MATERIAL:

- www.vogue.com, www.style.com, www.wgsn-edu.com, www.stylesite.com
- www.premiervision.fr, www.academia.edu/840618. An overview of Traditional Textiles of India
- Forecasting methods and applications, Wiley

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SYLLABUS

IV Semester

B.Design : Fashion Design

Subject: GARMENT CONSTRUCTION TECHNIQUES -II

Credit: 03
0L+0T+6P

Max. Marks: 150 (IA: 90, ETE: 60)
End Term Exam: 3 Hours

S.No.	Contents	Hours
1	Unit 1: Pattern Development kids wear Age 5-12, 13-16: Indian Kurti, pajama, salwar, sharara, peg skirt, gored skirts, divided skirt, full circular, half circular, jump suit, trouser basic, jacket basic	22
2	Unit 2 : Pattern Development female wear Age 5-12, 13-16: Indian Kurti, pajama, salwar, sharara, peg skirt ,gored skirts, divided skirt, full circular, half circular, jump suit, trouser basic, jacket basic	20
3	Unit 3: Construction Techniques Stitching of selected garments out of Indian Kurti, pajama, salwar, sharara, peg skirt, gored skirts, divided skirt, full circular, half circular, jump suit, trouser basic, and jacket basic. Stitching of final project garment prototype or actual as per choice.	30
Total		72

Course Objectives:

- Basics understanding of 2D flat pattern making blocks for Women's Wear
- Basics understanding of 2D flat pattern making blocks for Kid's Wear
- Understand the idea of a relationship between pattern making and sewing.
- Apply technique and method of construction and draping with context to material, form manipulation in a creative manner.
- Apply basic garment construction skill in process of design realization

SUGGESTED REFERENCE BOOKS:

1. Mary Ruth Shields. UK October 2010/US August 2010. Industry Clothing Construction Methods. Fairchild Books.
2. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. Tailoring Technique's for Fashion. Fairchild Books
3. Zoya Nudelman. UK August 2009/US June 2009. The Art of Couture Sewing. Fairchild Books.
4. Annette Fischer. UK November 2008/US December 2008. Basic Fashion Design 03-Construction. Ava Publishing
5. Pamela Powell. UK September 2010/US July 2010. Tailored Fashion Design. Fairchild Books.
6. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
7. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books.
8. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. How to draft patterns. Fairchild Books
9. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. Fabulous fit 2nd edition. Fairchild Books.
10. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. Basic Pattern Skills for Fashion Design. Fairchild Books.
11. Nora. M. MacDonald. UK December 2009/US October 2009. Principles of FlatPattern Design 4th edition. Fairchild Books.

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SYLLABUS

IV Semester

B.Design : Fashion Design

Subject: PATTERN MAKING TECHNIQUES

Credit: 03
0L+0T+6P

Max. Marks: 150 (IA: 90, ETE: 60)
End Term Exam: 3 Hours

S.No.	Contents	Hours
1	Unit 1: Pattern Development kids wear Age 5-12, 13-16: Indian Kurti, pajama, salwar, sharara, peg skirt, gored skirts, divided skirt, full circular, half circular, jump suit, trouser basic, jacket basic	12
2	Unit 2 : Pattern Development female wear Age 5-12, 13-16: Indian Kurti, pajama, salwar, sharara, peg skirt ,gored skirts, divided skirt, full circular, half circular, jump suit, trouser basic, jacket basic	30
3	Unit 3: Construction Techniques Stitching of selected garments out of Indian Kurti, pajama, salwar, sharara, peg skirt, gored skirts, divided skirt, full circular, half circular, jump suit, trouser basic, and jacket basic. Stitching of final project garment prototype or actual as per choice.	30
Total		72

Course Objectives:

- Basics understanding of 2D flat pattern making blocks for Women's Wear
- Basics understanding of 2D flat pattern making blocks for Kid's Wear
- Understand the idea of a relationship between pattern making and sewing.
- Apply technique and method of construction and draping with context to material, form manipulation in a creative manner.
- Apply basic garment construction skill in process of design realization

SUGGESTED REFERENCE BOOKS:

12. Mary Ruth Shields. UK October 2010/US August 2010. Industry Clothing Construction Methods. Fairchild Books.
13. Milva Fiorella Di Lorenzo. UK November 2009/US September 2009. Tailoring Technique's for Fashion. Fairchild Books
14. Zoya Nudelman. UK August 2009/US June 2009. The Art of Couture Sewing. Fairchild Books.
15. Annette Fischer. UK November 2008/US December 2008. Basic Fashion Design 03-Construction. Ava Publishing
16. Pamela Powell. UK September 2010/US July 2010. Tailored Fashion Design. Fairchild Books.
17. Julie Cole & Sharon Czachor. UK July 2014/US June 2014. Professional Sewing Techniques for Designers. Fairchild Books 2nd edition.
18. Julie Cole & Sharon Czachor. UK January 2009/ US November 2008. Professional Sewing Techniques for Designers. Fairchild Books.
19. Ernestine Kopp., Lee Gross. Beatrice Zelin & Vittorina Rolfo. UK January 1991/US September 1991. How to draft patterns. Fairchild Books
20. Elizabeth. L Liechty & Judith. A Rasband. UK October 2005/US August 2005. Fabulous fit 2nd edition. Fairchild Books.
21. Bernard Zamkoff & Jeannie Price. UK August 2009/ US June 2009. Basic Pattern Skills for Fashion Design. Fairchild Books.
22. Nora. M. MacDonald. UK December 2009/US October 2009. Principles of FlatPattern Design 4th edition. Fairchild Books.

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SYLLABUS
IV Semester
B.Design : Fashion Design
Subject: TRADITIONAL EMBROIDERY & SURFACE
ORNAMENTATION

Credit: 03
 0L+0T+6P

Max. Marks: 150 (IA: 90, ETE: 60)
 End Term Exam: 3 Hour

S.No.	Contents	Hours
1	UNIT-I: INTRODUCTION TO TRADITIONAL EMBROIDERY Introduction to embroidery, definitions, tools, basic embroidery stitches, methods of stitches, practice of stitches	2
2	UNIT -2 : INDIAN TRADITIONAL EMBROIDERY Suzani, Kashida of Kashmir, Phholkari of Punjab, Chamba Rumal of Himalyan, Chikenkari of lucknow, Rabari, Tilla, Mohi Bharat, Kantha, Kuchian Embroidery, seven embroidery of Rajasthan, Embroidery of Karnataka	30
3	UNIT-3 : COMTEMPORARY SURFACE ORNAMENTATIONS METHODS Samples developments of surface for various applications in garments and products, samples of embroidery and printing methods	40
	Total	72

Course Objectives:

- Demonstrate complete knowledge and understanding of embroidery basics, methods and techniques.
- To apply learning through a knowhow of Materials & Skills involved in the making embroidery stitches & construction of traditional embroidery art.
- To exhibit, adapt, utilize & investigate the process of embroidery in developing contemporary patterns for commercialized surface ornamentation methods.

Text Books:

13. Mitter, Partha, 2001. Indian art. Canada: Oxford.
14. Mode, Heinz and Chandra, Subodh, 1985. Indian Folk Art. New York: Alpine Fine Arts Collection Ltd.
15. Dhamija, Jasleen and Jain, Jyotindra, 1989. Hand-woven fabrics of India. Ahmedabad: Mapin Publishing Private Limited.
16. Gillow, John and Barnard, Nicholas, 1991. Indian Traditional Textiles. London: Thames and Hudson.
17. Ranjan, Aditi and Ranjan, M.P, 2007. Handmade in India. Ahmedabad: Mapin Publishing Private Limited and Council of Handicraft Development Corporations (COHANDS).
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19. Kumar, Ritu, 1999. Costumes and Textiles of Royal India, Antique Collectors' Club
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21. Goswami, B N, 2013. Indian Costumes in the Collection of the Calico Museum of Textiles, Sarabhai Foundation
22. Alkazi, Roshen, 1985. Ancient Indian Costume, South Asia Books

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SYLLABUS

IV Semester

B.Design : Fashion Design

Subject: PHOTOGRAPHY-II

Credit: 03
0L+0T+6P

Max. Marks: 150 (IA: 90, ETE: 60)
End Term Exam: 03 Hours

S.No.	Contents	Hours
1	Unit 1: Outdoor Shoot Project Understanding the requirements of outdoor shoot, handling of camera (functions of a camera), Light source, Camera controls- Aperture, Shutter speed & focus. Understanding the product focus for frame settings and background selection. Clicking and photo editing for final portfolio.	12
2	Unit 2: Indoor Shoot project Understanding the requirements of indoor shoot, opening DSLR, adjusting focusing techniques ,Light Adjustments, understanding product, background selection, frame selection and click techniques	30
3	Unit 3: Candid and Product Shoot for promotion projects Multi shutter click, panorama click, candid shots and portfolio development on project in concern in semester	30
Total		72

Course Objectives:

- To develop an understanding of the Camera& their types
- Understand Skills, techniques, semantics & aesthetics
- Demonstrate complete knowledge and understanding of the importance basic photography.
- Apply learning through hands on experience of handling and controlling of a camera.
- Exhibit, adapt, & utilize photography for communicating design ideas.

SUGGESTED REFERENCE BOOKS:

7. Caruana Natasha, Fox Anna. January 2004. Basic Creative Photography. 03:Behind the Image .Ava Publishing
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9. Bete David. July 2009. Photography FAQs: The Key Concepts. Berg Publishers
10. Evans Duncan. December 2008. Photography FAQs: Portraits. Ava Publishing
11. Daly Tim. April 2014. The Fundamentals of Digital Photography. Fairchild Books.
12. Prakeel David. December 2009. The Visual Dictionary of Photography. Ava Publishing

Prasanna Gaur

Malay Gangwar

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SYLLABUS

IV Semester

B.Design : Fashion Design

Subject: PROJECT-II

Credit: 03
0L+0T+6P

Max. Marks: 150 (IA: 90, ETE: 60)
End Term Exam: 3 Hours

S.No.	Contents	Hours
1.	Unit-1 : Empathize Selection of theme for design project for a category in advance with previous semester Inspiration, mood, client, and colour board Doodling and explorations Category of garments, skills for design research,	12
2.	Unit 2: Define Define the client needs, target market, client profile, product details, and material details. Introduction to skills of interaction, communication.	20
3.	Unit 3: Ideation Research on design based on target client and market, doodling, details on specifications, detailing of design, making collection of designs for the product. Skills required are drawing, sketching, product anatomy, rendering, detailing, material rendering, product anthropology and ergonomics.	20
4.	Unit: 4 : Prototype Development of sample of the product. Production methods, machines involved, steps of production, quality standards, costing estimation.	10
5.	Unit: 5 : Test Feedback on the product, methods of marketing and promotion.	10
Total		72

Course Objectives:

- Observe, analyze and apply the basic elements, principles and skills of visualization, presentation and actualization to body types, form and movements in context of women's casual wear.
- Develop an understanding of three dimensional representations and realization of Women's Casual wear through illustration and rendering techniques.
- Present and communicate visually.

SUGGESTED BOOKS:

- Seaman, Julian. Foundation in fashion design and illustration. London: Batsford, 2001
- Riegelman, Nancy. Colors for modern fashion. Los Angeles: Nine heads media, 2006
- Riegelman, Nancy. Nine heads : guide to drawing fashion.-- Los Angeles, US: 9 Heads, 2006.Blackman, Cally. Hundred years of fashion illustration. London: Laurence King, 2007
- Watanabe, Naoki. Contemporary Fashion Illustration Techniques, Rockport Publishers
- Takamura, Zeshu. Fashion Illustration Techniques: A Super Reference Book for Beginners, Pageone, 2012
- Abling, Bina. Fashion Sketchbook. FairchildBooks, 2012.

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Prashee gaur

Maharaj Gaur