



VishwavidyanilayaKaryasoudha
Crawford Hall, Mysuru- 570 005.

No: AC10/759/2019-20

Dated: 06.07.2019.

NOTIFICATION

Sub: Introduction of the **B.Sc (Fashion Designing)** Program from the academic year 2019-20.

Ref: 1. Decision of the Faculty of Science and Technology Meeting held on 01.04.2019.
2. Decision of the Academic Council meeting held on 07.06.2019.

The Board of Studies in **BOS in Fashion Design (UG)** which met on **23.03.2019** has resolved and recommended to introduce the program of **B.Sc(Fashion Designing)** from the academic year 2019-20.

Members expressed concerned about the nature of the program that, **B.Sc.(Fashion Designing)** is more of a skill Under Graduate Program to give a special consideration and make IA (C1 and C2) and C3 in the ratio of 40:60.

The Faculty of Science & Technology and the Academic Council at their Meetings held on 01.04.2019 and 07.06.2019 respectively have also approved the above proposals.

The contents is uploaded, in the University Website i.e., www.uni-mysore.ac.in , the concerned may be download it.

DRAFT APPROVED BY THE REGISTRAR.

Lingappa 08/7/19
DEPUTY REGISTRAR (ACADEMIC),
UNIVERSITY OF MYSORE,
MYSORE.

To:

1. Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Science Department of Studies in Zoology, Manasagangotri, Mysuru.
3. The Director, Prof. Aisha M Sharif, BIMS, Manasagangotri, Mysuru.
4. The Director, PMEB, Pareeksha Bhavan, University of Mysore, Mysuru.
5. The Director, College Development Council, MoulyaBhavan, Manasagangotri, Mysuru.
6. The Deputy Registrar/ Assistant Registrar/ Superintendent, AB and EB, University of Mysore, Mysuru.
7. The PA to Vice-Chancellor/ Registrar/ Registrar (Evaluation), University of Mysore, Mysuru.
8. Office Copy.

UNIVERSITY OF MYSORE



Proposed Regulation for Six Semester Programme of B.Sc. Fashion Designing

Regulations - 2019

1.0 NAME OF THE PROGRAMME AND DURATION OF THE COURSE: B.Sc. Fashion Designing (Six Semesters)

NOTE :

1. These regulations are applicable to students taking admission to First semester B.Sc. Fashion Designing from Academic Year 2019 – 20
2. Each semester shall extend over a minimum period of SIXTEEN weeks teaching duration.
3. The said programme is more of a skill based, where emphasis would be on the training on hands relatively compared to writing of the same.

2.0 ELIGIBILITY FOR ADMISSION

A candidate who has passed the two year pre-university examination in science stream of any combination, conducted by the pre-university board of education in the State of Karnataka or any other examination considered equivalent thereto by the University of Mysore, Mysore is eligible for admission to the First Semester of the Programme.

- 2.1 Candidates who have 3 years Diploma of after SSLC / 10th Class with Fashion Designing or Tailoring or Apparels recognised by Department of Technical Education, Govt. Of Karnataka or equivalent thereto, as recognised by University of Mysore, Mysore, shall be eligible for admission to Third Semester B.Sc. Fashion Designing. However, such candidates have to pass the languages and other Compulsory course viz..., Constitution of India and Environmental Studies of first two semesters.

3.0 ADMISSION PROCEDURE

- 3.1 At the time of admission all documents in original in support of the claims made in the application have to be produced.
- 3.2 All decisions taken by the University of Mysore, Mysore with regard to the course and any other matter not mentioned here are final and the candidates are bound to abide by them.

4.0 SCHEME OF INSTRUCTIONS:

- 4.1 Every course offered **may** have three components: Lecture (L), Tutorial (T) and Practical (P). Tutorial session consists of participatory discussion / self study / desk work / brief seminar presentations by students and such other novel methods.

4.2 One hour of lecture is equal to one credit and two hours of tutorials/practical's is equal to one credit.

5.0 SCHEME OF EXAMINATION:

All papers of the programme shall be set/valued/reviewed by BOE of B.Sc., Fashion Designing. The process of setting the question paper and valuation will be looked after by the BOE of B.Sc., Fashion Designing.

Note:

1. Modern Indian Language Course/English Course/Foreign Language Course/Constitution of India/Environment Studies – Syllabus, Question Paper, Valuation will be done by the respective board, constituted under University of Mysore, Mysore

6.0 ATTENDANCE:

6.1 Only those Students, who have at least 75% attendance in a course, shall be permitted to take C3 examination for that course.

6.2 A candidate who fails to satisfy the requirement of attendance in a course shall re-join the same course by obtaining prior permission from University.

7.0 MEDIUM OF INSTRUCTION:

The medium of instruction shall be English. However, a candidate may write examination in Kannada.

8.0 BOARD OF EXAMINERS:

8.1 There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of valuation constituted by the University.

8.2 There will be single valuation for all the papers.

8.3 Question paper pattern is Annexed

9.0 PASSING CRITERIA:

9.1 A student is considered to have passed the course, only on securing a minimum of 40% from C1, C2 and C3 put together.

9.2 A student can take C3 exam irrespective of the marks secured in C1 and C2 of a particular course.

9.3 In case a student secures less than 30% in C3 or absents for C3, the student is said to have not completed the course. The student shall complete the course by re-appearing only for C3 component of that course when University conducts the examination. The student carries the marks already awarded in C1 and C2.

9.4 On successful completion of UG program, a final grade card consisting of grades of all courses successfully completed by the student will be issued by the University.

10.0 ANY OTHER ISSUE NOT ENVISAGED ABOVE SHALL BE RESOLVED BY THE VICE CHANCELLOR IN CONSULTATION WITH THE APPROPRIATE BODIES OF THE UNIVERSITY WHICH SHALL BE FINAL AND BINDING

11.0 WHEREVER THE REGULATION IS SILENT, THE PROVISIONS OF UNIVERSITY REGULATIONS SHALL BE APPLICABLE.

SEMESTER - I

DSC – 1- TEXTILE SCIENCE

LTP 5:1:0

7 HRS PER WEEK

Course Objectives:

- To impart the knowledge of fibres, sources, their identification and properties.
- To provide students with the knowledge of yarn science and their properties.
- To obtain basic knowledge on fabric construction –weaving, knitting and nonwoven.

Unit – I

Introduction to textile - Fiber, Filament, Yarn, Textile and Garment. Primary & Secondary Fiber properties.

Unit – II

Classification of Fibers based on origin Natural & Manmade Fibers, Natural Fibers -Cellulosic (Cotton, Flax & Jute) and its types, Protein – Wool, Silk and Man Made Filament Fibers and its types, Rayon, Polyester and Acetate Fibers. Physical and chemical properties of fibers.

Unit – III

Yarn Spinning and Types Spinning –Spinning methods – Chemical & Mechanical Spinning, Yarn Count, Yarn Twist, Yarn Types, Yarn Formation of Cotton, Jute, Woolen & Silk. Sewing threads braids and fancy yarns.

Unit – IV

Weaving-Parts of a Basic Loom, Basic Weaving operation, Basic Weaves – Plain Weave, Basket Weave, Rib, Twill, Satin and Sateen, Complex & Fancy weaves – Dobby, Swivel, Lappet, Leno, Pile and Jacquard.

Unit – V

Knitting, Circular and Flat Knitting Machines, Warp & Weft Knitting, General Knitting Terms, Fabrics - Single Jersey, Rib & Interlock. Non-Woven Fabrics: Methods to Manufacture Non-Woven Fabrics.

Unit – VI

Non-Woven Fabrics: Methods to Manufacture Non-Woven Fabrics.

REFERENCE BOOKS:

1. Fiber to Fabric, Bernard P Corbman, (6th edition), Tata McGraw - Hill Education, 2003.
2. Textile Science: An Explanation of Fiber Properties, Gohl & Vilensky, CBS Publishers, 2005.
3. Understanding Fabrics, Akshay Fabrics, Sarv International, 2017.

DSC – 2 - SEWING BASICS

LTP 3:0:3

9 HRS PER WEEK

Course Objectives:

- To impart skills in basic techniques of sewing
- To provide the knowledge of different machines used for sewing
- To get acquainted with different seam stitches, pockets, fullness

Unit – I

Basic sewing machine parts and their function. Threading a machine. Common problems and methods to overcome. Selection of Sewing threads based on ticket numbers. Sewing machine-different kinds-functions-uses-attachment- Preparation of sample to be practiced on paper, stitching on fabric (straight, curves, corners and circular). Working of over lock machine and double needle lock stitch machine.

Unit – II

Pattern making terminologies & symbols (notches, punch/circles,) Pattern information (grain, part, piece, cut symbols) seam allowance, fabric terms (grain, bowing).

Unit – III

Temporary hand stitches- (Even, Uneven, Diagonal basting). Permanent hand stitches (running, tacking, hand overcast, buttonhole, hemming stitches - plain & blind hemming, slip stitch, tailor's tack, whipping).

Unit – IV

Seam & seam finishes plain, single top, double top, welt, lapped flat fell, French, turned & stitched, pinked, over lock, & pinked and stitched.

Unit – V

Fullness and its types Darts, Tucks, Pleats, Gathers, Shirring, Ruffles and Godets.

Unit – VI

Faced Necklines (Bias, Shaped and Decorative), Binding Necklines (Bias and French) Pockets (Patch Pocket, Welt/Bound , Set-in pocket/ Side seam pocket).

REFERENCE BOOKS:

1. Helen J Armstrong, Pattern Making for Fashion Design, Prentice Hall.
2. Cutting & Sewing Theory, Gayathri Verma & Kapil Dev, Asian Publishers, 2015
3. Garment Technology for Fashion Designers, Gerry Conklin, Wiley-Blackwell, USA, 2012

DSC – 3- BASICS OF FASHION DESIGN

LTP 0:0:6

12 HRS PER WEEK

Course Objectives:

- To introduce students to elements and principles of design
- To impart knowledge on fashion art and its importance
- Introduction to fashion illustration and its role in fashion design

Unit – I

Introduction to art media and its applications, Line Sketching and Painting techniques, Object Drawing, Simple rendering of art materials using pencil and colour pencils, Still life of simple objects and fabrics draped at a distance using wet media, Nature sketch of flowers and leaves using pastels and charcoal, Landscape painting using mix media, Perspective drawing – 1pt, 2pt, 3pt

Unit – II

Types of motives – natural, stylized, geometric, historic and abstract. Design development – design repeats for weaving and printing. Elements of Design – Line, shape, form, size, color, texture and pattern. Principles of Design – Harmony, balance, rhythm, emphasis and proportion. Color- Dimension, theories, Schemes and psychology.

Unit – III

Draw picture album with garments highlighting the colour theory applications- color combinations for kid's wear, Men's wear and Women's wear depicting elements and principle of design.

Unit – IV

Draw Fashion illustrations, croquis – The greek canon, 8 and half, 10 head, 12 head figures standing, moving and three-fourth profiles . Draw male, female and children figures, Model drawing

Unit – V

Draw Body Construction through stick figures, blocking figures and gesture figures. Fabric rendering.

Unit – VI

Learning by drawing to simulate textures of various fabrics- Cotton, silk, fur, denim, print, georgette, chiffon, knitted, crochet, lace, embroidered.

REFERENCE BOOKS

1. Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships ,Gail Greet Hannah, 2002.
2. Basic Principles of Design, Manfred Maier, Vol. 1-4.
3. Fashion Illustration, Anna Kiper, David & Charles Book, 2011.
4. New Fashion Illustration (New Illustration Series) English, Paperback, Martin Dawber 2006.

SEMESTER - II

DSC – 4- HISTORY OF WORLD TEXTILES AND COSTUME

LTP 5:1:0

7 HRS PER WEEK

Course Objectives:

- To obtain basic knowledge on World Textiles and Costume
- To understand the various techniques and uniqueness of the textiles and costumes.
- To recreate knowledge gained by developing period costumes using drapes using skill creating miniature prototypes of period costumes.

Unit – I

History of Textiles and Costume introduction: Pre-historic reference- History, Types, Motifs and Symbols, development- adoption of fibrous apparel. Earlier decoration of textiles – printing.

Unit – II

European and Eastern Textiles French Textiles, Chinese Textiles, African Textiles, Egyptian Textiles and Persian textiles.

Unit – III

Costumes of European countries – Roman, Greek, English and French.

Unit – IV

Costumes of Far Eastern Countries Japan, Malaysia, China & Thailand – Costumes.

Unit – V

American And African Costumes Popular American and African Costumes.

Unit – VI

Sketching of costumes & fabric swatches of Egyptian, Greek, English, French, Chinese & Japanese.

REFERENCE BOOKS

1. The Chronicle of western Costume, John Peacock, Thames & Hudson, 2010.
2. Stuart Robinson, 1969”A History of Printed Textiles”, Studio Vista Ltd., London
3. Dr. ParulBhatnagar Traditional Indian costumes & textiles”, Abhishek Publication.
4. Jamila BrijBhusanThe Costumes and textiles of India -, Taraporevala- Bombay.
5. Jamila BrijBhusan Master piece of Indian jewellery -, Taraporevala- Bombay

DSC – 5- COMPUTER AIDED FASHION DESIGN I

LTP 3:0:3

9 HRS PER WEEK

Course Objectives:

- To help students to understand the fundamentals and principles of CAD.
- To provide students with the knowledge of CAD and their applications.
- Develop a basic concept of computers & its structure.

Unit – I

Introduction to Computer Hardware & Software: Basic functions of File Management, Introduction to the Internet Introduction to fashion trend forecasting websites, how to navigate the website to collect fashion trend forecasting information.

Unit – II

Exploring the various features of MS Word, Excel, Power Point and Paint. Using templates to create new documents and presentation. Explore drawing skills and creating various colors using MS Paint. Understanding presentation – types of presentation and creating presentation. Learn various Scanning Techniques and file types.

Unit – III

Types of Graphics and File formats – Vector and raster. Introduction to Adobe Photoshop and Adobe Illustrator. Introduction to Tools, Image size, Resolution, Digital Colour theory calibration and Graphical interface in Image editing software.

Unit – IV

Photoshop tools in detail, enhancing images, Masking, transforms, working with layers. Merging & blending layers, text effects.

Unit – V

Image Editing, Typography, Brushes, Paths and Vector Shapes using layers, Layer styles Creating and using brushes, Understanding Typography, Mastering tools and creating shapes Creating an advertising brochure. Painting & rendering in Photoshop, creating & manipulating Fashion Model drawings, gradient's use for rendering & 3D effects, making collage in Photoshop, Applying filters.

Unit – VI

Color Management System applying Filters, color tone adjustments and management. Create Mood / Inspiration, client / customer, colour and Texture board using Photoshop.

REFERENCE BOOKS

1. Comdex Computer Course, Vikas Gupta, PM Publications, 2015.
2. Mastering MS Office – 2000 by Tech Media.
3. Eismann, Katrin, Photoshop Retouching Techniques, Simmon – Steve publisher.
4. Adobe Photoshop CS6, Class room in a book, Dorling Kingslay Pub, 2013.

DSC – 6- APPAREL PRODUCTION - 1

LTP 0:0:6

12 HRS PER WEEK

Course Objectives:

- Understanding principles of drafting.
- Develop various types of collars, sleeves, yokes and skirts.
- Construction of new born and Kids wear.

Unit – I

Types of pattern making. Body measurements, size chart preparation. Tools required for pattern making - signs & symbols used. Sloper preparation – front – back and sleeves. Skirt – front and back. Dart manipulation– slash and spread method, pivotal method.

Unit – II

Collar – Basic shirt collar. Flat collars: Peter pan, shawl collar. Sleeve. Set –in : Plain, Puff, Bishop, Circular, Leg-o-mutton sleeve Style with bodice and sleeve combined – raglan sleeve, kimono sleeve. Cuff application and attachment with sleeves, Basic shirt cuff.

Unit – III

Simple yoke with fullness, yoke releasing fullness, Midriff (Yoke supporting Fullness), Panel and Partial yoke. Plain, yoke skirt, yoke with fullness, yoke releasing fullness, circular skirt, Layered skirt.

Unit – IV

Develop pattern & Construct - Bib, Panty, Jabla, Napkin, bonnet garments.

Unit – V

Develop pattern and Construct - Boy - Shirt and knickers, Girls Frock - Smocked, A line, Summer.

Unit – VI

Develop pattern and Construct - Boy – Shirt & Shorts, romper Girls – Gathered Frock and Midi set.

REFERENCE BOOKS

1. Pattern Making for Fashion Design, Helen J Armstrong, Prentice Hall. UK, 2009.
2. Encyclopedia of Dress Making, Raul Jewel, APH Publishing, 2015.
3. Pattern Cutting & Making Up, Martin Shoben & Janet Ward, CBS Publishers, 1999.

SEMESTER - III

AECC – ENGLISH – 3 (FASHION COMMUNICATION)

LTP 2:1:0

4 HRS PER WEEK

Course Objectives:

- Understanding Communication in Fashion, Retail, Garment and Textile Industry.
- Ability to communicate using fashion terms and terminologies.
- Ability to clearly understand, listen and speak for a successful career in the fashion and related industry.

Unit – I

Introduction to various basic terms and expressions used in the Fashion Industry supported by visual representation through PPTs and videos starting from historical usage evolving to current scenario and its transition over past.

Unit – II

Make students familiar with various technical and commercial terminology and Communication usage pertaining to Textiles including types, description, processes and trade through Power point presentation and videos.

Unit – III

Impart required knowledge technical terms and customary expressions used in the Fashion/Garment industry and make them practice the use of these.

Unit – IV

Familiarize the various technical, customary terms, and expressions used in Garment manufacturing field.

Unit – V

Familiarize the various technical, customary terms, and expressions used in shops and other establishments and make them use and practice to become conversant.

REFERENCE BOOKS

1. English for the Fashion Industry, Oxford Express Series, 2012, by Mary E. Ward.
2. Guide to Effective Writing & Speaking skills, Oxford Press, 2013, by John Seely.

DSC – 7 TEXTILE WET PROCESSING

LTP 5:1:0

7 HRS PER WEEK

Course Objectives:

- Understanding the importance of fabric processing
- Understanding the procedure to dye and print fabrics
- Awareness about the environmental hazards caused by the effluents of Wet processing Industry.

Unit – I

Importance of Fabric Processing, Grey Fabric Treatment, Types of Bleaches. preparatory process used for cotton,, silk, wool and polyester fabrics.

Unit – II

History & classification of dyes, Natural & Synthetic dyes.

Unit – III

Stages & Methods of dyeing, Traditional Dyeing Techniques.

Unit – IV

Types of Printing, Traditional & Modern methods of printing.

Unit – V

Introduction to Finishes, Mechanical, Chemical & Special Finishes. Special finishes used for denims.

Unit – VI

Environmental Pollution cost by finishing industry, industrial standards and Government policies.

REFERENCE BOOKS

1. Textile, Sara J. Kadolph,, Pearson Pub, 2013
2. A J Hall 'The standard Hand Book of Textiles' Woodhead Publication, 2004
3. J E Smith 'Textile Processing' – Printing, Dyeing ,Abhishek Publishing, 2003
4. Kate Broughton textiles Dyeing , Rockport publishers, 1996
5. W.S Murphy, ' Textile Finishing' Abhishek Publication, 2000

DSC – 8 FASHION STUDIES

LTP 5:1:0

6 HRS PER WEEK

Course Objectives:

- To obtain basic knowledge on Fashion and Fashion terminology
- To understand the movement of fashion
- To understand the role of fashion in media, sports, movies and various other fields.

Unit – I

Introduction to fashion, Fashion as a socio cultural phenomenon, Factors affecting fashion.

Unit – II

Fashion & Culture- High culture, Low culture, Fashion in relation with Modernity and Technological advancement; Street styles – “the Bubble up effect”; industrialization and consumption; globalization.

Unit – III

Fashion theories, Fashion Cycle, Fashion Seasons – International market and Indian market Fashion Terminologies. Art movements and their impact on fashion.

Unit – IV

Fashion Brands, Fashion capitals, Fashion Icons and Role of Fashion in Movies, Sports, Politics.

Unit – V

Top 20 Indian designers and their designs.

Unit – VI

Important International designers over the centuries and their trend setting designs.

REFERENCE BOOKS

1. Elaine Stone (2013), Dynamics of Fashion, Fair Child Books
2. Fred Davis (2002), Fashion, Culture and Identity, University of Chicago Pres.

DSC – 9 APPAREL PRODUCTION - 2

LTP 0:0:6

12 HRS PER WEEK

Course Objectives:

- Ability to develop traditional Indian Ethnic Wear and western wear garments.
- Capacity to develop any type of women's wear
- To develop structured garment using draping techniques

Unit – I

Method of draping - types of dress forms. Preparation of fabrics for draping. Tools required for draping, suggested fabric for draping – making and truing bodice variations – princess bodice and variation.

Unit – II

Develop Patterns and Construction of Salwar, Kameez, Chudithar and Patiyala. Draping of Salwar kameez with mandarin and shawl collar and sleeves.

Unit – III

Develop Patterns and Construction of Ladies Blouse, Katori Blouse and princess cut blouse. Draping of Princess blouse.

Unit – IV

Develop Patterns and Construction of 8 gore inner skirt, Circular, Pleated Skirt, Divided and Balloon skirt. Draping circular skirt and asymmetrical garments using gathers, pleats and tucks.

Unit – V

Develop Patterns and Construction of Bra, Camisole, Nighty.

Unit – VI

Developing a designer knockoff of a western women's wear.

REFERENCE BOOKS

1. Pattern Making for Fashion Design, Helen J Armstrong, Prentice Hall. UK, 2009.
2. Pattern Grading For Women's Clothing, Gerry Cooklyn, Blackwell Series, 2009.
3. Pattern Cutting & Making Up, Martin Shoben & Janet Ward, CBS Publishers, 1999.

SEMESTER – IV

AECC – ENGLISH -4 (FASHION COMMUNICATION)

LTP 2:1:0

4 HRS PER WEEK

Course Objectives:

- Ability to communicate using fashion terms and terminologies
- Ability to clearly understand, listen and speak for a successful career in the fashion and related industry.

Unit – I

Use of various commercial, technical and customary terms, expressions and usage in the fields of Fashion Retail & Promotion,

Unit – II

Use of various commercial, technical and customary terms, expressions and usage in the fields of Fashion Events and other areas pertaining to Fashion Industry.

Unit – III

Understanding the terminologies in specification sheets, explaining garment problems like fit problems or production problems, communicating with buyers - explaining causes and effects, reporting information, making suggestion and responding to suggestions.

Unit – IV

Review fashion forecasting websites – practice Interpretation of fashion forecasting information and trend study.

Unit – V

Review Content writing in fashion Blogs and websites. Create a sample web page for an apparel product with content writing.

REFERENCE BOOKS

1. English for the Fashion Industry, Oxford Express Series, 2012, by Mary E. Ward.
2. Guide to Effective Writing & Speaking skills, Oxford Press, 2013, by John Seely.

DSC – 10 TRADITIONAL INDIAN TEXTILE AND COSTUME

LTP 5:1:0

7 HRS PER WEEK

Course Objectives:

- Understanding the vastness and variety of the traditional textiles of India
- Understanding the present status of the traditional Indian Textiles and the practices adopted by designers to revive it.

Unit – I

Woven Textiles Of India - Shawls and Sarees of India

Unit – II

Painted Textiles Of India - PabujikiPhad, Mata Ni Pachadi, Patachitra, Pichwai, Roghan and Kalamkari

Unit – III

Printed Textiles Of India Block Printed - Bagh, Sangneer, Dabu and Ajrak

Unit – IV

Embroided Textiles of India

Unit – V

Costumes Of India - Regional Costumes different states

Unit – VI

Dance Costumes Of India - Bharathanatayam, Mohiniattam, Bangra, Katakali, Manipuri and Odissi

REFERENCE BOOKS:

- 1 Indian Costumes, Anamika Pathak, Roil Books, 2008
- 2 Costumes of Indian Tribe, Prakash Chandra Mehta, Discovery Publishing, 2011

DSC – 11 TEXTILE ART EMBELLISHMENT

LTP 0:0:6

12 HRS PER WEEK

Course Objectives:

- Understanding the basic embroidery stitches
- Ability to do traditional Indian embroidery and the different fabric.
- Fabric Construction techniques

Unit – I

Basics Of Embroidery - Basic equipment's – selection of needle, thread and fabric, methods of transferring the design, care and preservation of embroidery articles.

Unit – II

Basic Embroidery Stitches Flat Stitch, Straight stitch, Knotted Stitches, Chain stitch & Looped stitch

Unit – III

Sequin work, bead work, mirror work, Metal work, aari, quilt, zardosi and Machine Embroidery

Unit – IV

Traditional Indian Embroidery Chikankari, Pulkari, Kasuti, Kantha, Kashida, Chamba Rumal Sindh And Kutch Embroidery

Unit – V

Quilting, Patch Work, appliqués and Cutwork

Unit – VI

Fabric Construction Techniques Theme or Fashion Forecast based motifs using Knitting and crochet and macramé.

REFERENCE BOOKS:

4. Shailaja. D. Naik, “Traditional Embroideries of India”, A.P.H Publishing Corporation, New-Delhi.
5. Embroidery Designs, Nirmala C. Mistry, Navneet Pub, 2004
6. Readers Digest: Complete Guide to Needlework-APH Corp, New Delhi 1996
7. Sheila Paine: Embroidered Textile –Thames & Hudson Ltd.1990
8. Sauter, Gillian, Needlecrafts, Crown Trade Paperbacks, New York

DSC – 12 APPAREL PRODUCTION III (Men's wear)

LTP 0:0:6

12 HRS PER WEEK

Course Objectives:

- Understanding the method to develop pattern and construct basic men's wear
- Capacity to develop new designs
- Ability to construct any men's wear

Unit – I

Shirts - History and development of men's costume and construction of mens inner wear

Unit – II

Developing pattern and construction of Basic Shirt, Slack Shirt.

Unit – III

Trouser - Develop pattern and Construction of garments for Trouser, shorts, Cargo Pants and Boxer Shorts.

Unit – IV

Jacket - Develop pattern and Construction of garments for formal Jacket and Vest.

Unit – V

Ethnic Wear - Develop Pattern and Construction of garments for Pyjama, Kurtha and Sherwani.

Unit – VI

Construction of T-Shirt and track pants in knitted fabric.

REFERENCE BOOKS

- 1 Pattern Cutting & Making Up, Martin Shoben& Janet Ward, CBS Publishers, 1999
- 2 Pattern Making for Fashion Design, Helen J Armstrong, Prentice Hall. UK, 2009

SEMESTER – V

DSE – 1A FASHION MARKETING AND MERCHANDISING

LTP 4:1:0

6 HRS PER WEEK

Course Objectives

- Understanding the structure of a retail store.
- Ability to understand the importance of Supply chain store and organization Structure.
- Capacity to relate to what was learnt in the class room to the industry when on IV to local mall

Unit – I

Export And Retail Merchandising Definition of Merchandising, Merchandiser, Role of Merchandiser, Merchandising Plan,

Unit – II

Supply Chain, Time Action Plan, Tech Pack, Merchandising Vocabulary

Unit – III

Organization Structure of Export House and Buying House

Unit – IV

Retail structure, Stock Turn, Stock, Shortage, Percentage of stock shortage, Markups, markdown, discount, discount percentage

Unit – V

Evolution of Fashion Merchandising, Components of Fashion Supply Chain, Sourcing, Material Sourcing and Buying, Vendor Management

Unit – VI

Documentation, Logistics and Transportation, outsourcing and Distribution

REFERENCE BOOKS:

1. Fashion Merchandising and Introduction by Elaine Stone and Jean A. Samples, IVth Edition.
2. Fashion Marketing by Easey M(ed), Blackwell Science 1994.
3. Merchadising Theory, Principles and Practice Grace i. Kumar, II Edition,, Fairchild Publication, Inc., New York, 2005.

DSE – 2A DESIGN PROCESS

LTP 0:0:5

10 HRS PER WEEK

Course Objectives

- Ability to think out of box
- Ability to create working boards and learning to pitch their ideas
- Develop innovative prototypes

Unit – I

Introduction to design process, design brief, constraints and criteria for designing

Unit – II

Design thinking approach and JAM

Unit – III

Design Approach - Working Boards – Preliminary concept using story board, Mood board, Material board, form board

Unit – IV

Idea Generation - Brain storming, Mind mapping, research, market study, forecast, Inspiration and doodling

Unit – V

Presentation - Concept of presentation, surface development, exploratory drawings, illustrations, specification sheet, Cost sheet and technical packages.

Unit – VI

Prototype Development - Kids wear development following design process

REFERENCE BOOKS:

1. Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships, GailGreet Hannah, 2002
2. Basic Principles of Design, Manfred Maier, Vol. 1-4

DSE – 3A (1) SUSTAINABLE DESIGN

LTP 5:1:0

7 HRS PER WEEK

Course Objectives

- Understanding the environmental impact of the Textile and Fashion on the Ecosystem.
- Awareness about the various issues caused by improper use of resources around the world

Unit – I

Introduction To Sustainability - Ecosystem, Triple bottom line approach, Resource, Reduce, Reuse, Recycle.

Unit – II

Sustainability In Garment Industry - Sustainable Industrial Development and its relevance in context of Textiles & Fashion Industry, Ecological foot print.

Unit – III

Case Study - Recycle Fashion Case study.

Unit – IV

Measures Of Sustainability - Measuring Sustainable Production and Sustainability Index, certifications and Index.

Unit – V

Case study and group discussion - brands/labels practising sustainability in various ways.

Unit – VI

Study a garment industry and document cues on improving the sustainability index of that industry.

REFERENCE BOOKS

1. Managing Quality in the Apparel Industry – Mehta and Bhasrdwaj, 1998Pattern

DSE – 3A(2) FASHION ENTREPRENEURSHIP

LTP 5:1:0

7 HRS PER WEEK

Course Objectives:

- To understand the basics of Marketing and Entrepreneurship.
- Capacity to understand the importance of consumer and to effectively manage an organization as an entrepreneur.

Unit – I

Marketing concept – Marketing Environment – Customer oriented organization – Marketing interface with other functional areas marketing in a globalized environment. 4 P's of Marketing (Marketing Mix) and Promotion methods, Advertisement and personal selling.

Unit – II

Product planning, design & development – Product life cycle –Market Segmentation & Targeting and positioning, developing marketing mix, pricing decisions – channel design and management – Retailing and wholesaling – promotion methods. Product Classification.

Unit – III

Introduction to Consumer behavior – influencing factors – Consumer Buying process. Types of Buyers. Branding and its importance in Marketing , Brand development.

Unit – IV

Entrepreneurship Nature, Functions, Types, Characteristics, importance and Scope of Entrepreneurship, Economic Development and Entrepreneurship.

Unit – V

Entrepreneurship and Psychological Factors, Definition, Qualities and Features of Entrepreneurs. Theories of Entrepreneurship.

Unit – VI

Entrepreneurship and Management; Training and Development Program; Evaluation of entrepreneurship development; Development of support system; Business Promotion form of Business, Organization, Need of License, Capital issues and Legal environment.

REFERENCE BOOKS

- 1 Essentials of management, Harold Koontz & Heinz Weihrich, Mc Graw Hill, 2012

SEC – 1 FASHION STYLING AND PHOTOGRAPHY

LTP 0:0:2

4 HRS PER WEEK

Course Objectives

- Understanding the basics and importance of Fashion Styling to create a look
- Creating the look through fashion styling and capturing the visual image
- Handling camera for effectively communicating ideas

Unit – I

Introduction to styling, Understanding the dynamics of Style look book, music, promos, Advertising, e commerce, digital video and films.

Unit – II

Hair Styling & Make Up - Fundamentals of cosmetics, makeup, hair & hair styling to create look

Unit – III

Preparation For The Shoot - Selection of location for an indoor / outdoor, Creation of a suitable ambience / backdrop for shoot, Sourcing and coordination of clothes and accessories according to a theme / season, criteria and selection of model, Coordination of movement, mood and image of model and apparel.

Unit – IV

Photography Basics - Parts of a camera, Elements of photography, lighting, camera techniques, Depth of Field and Focus and framing.

Unit – V

Fashion Photography - Photography styling in indoor and outdoor

Unit – VI

Product photography- accessories, surface ornamentation, textures. Presenting product or garment images on the net/or a printed catalogue.

REFERENCE BOOKS

- Fashion Stylist handbook, Danielle Griffiths, Laurence King Pub. Ltd., 2016
- Basic fashion design styling, Jacqueline Mc Assey,
- An introduction to photography by Michael Free Man

SEC – 2 INTERNSHIP

LTP 0:0:4

8 HRS PER WEEK

Course Objectives

- Understanding the structure and functions of various departments in the organization.
 - Understanding the short term and long terms targets of an organization and its planning and execution methods
 - Analyzing the impact of organization on Society
1. Literature Study- Learning about the specific Garment Industry, Its History and Organization structure. On Site Study - Observation – Process and Procedures.
 2. Data Collection - Collection of Data about the industry process, statistics thru survey / questionnaire / interview Recording of data using pictures, videos, sketches & sample collection.
 3. Internship Job Role - Working in the industry.
 4. Documentation - Preparation of internship report document & PPT.

REFERENCE BOOKS

- Statistical Methods, SP Gupta, Sultan Chand & Co, 2016

SEMESTER – VI

DSE – 1B GARMENT COMPUTER AIDED DESIGNING

LTP 3:0:3

9 HRS PER WEEK

Course Objectives

- Understanding the basic tools of CAD software and developing basic pattern set using tools
- Create grading, marker planning for the basic set patterns
- Develop new patterns using the basic set on CAD system

Unit – I

Garment Cad and Pattern Development - Introduction to CAD, Digitizing Patter, Hardware requirement, Preparation of Basic set – Bodice front, Back and Sleeve using CAD. Developing Croqui figures for men, women and children using Photoshop/ Corel Draw

Unit – II

Draping of garments on men's, women's & children casual, party, night, sports, office/formal wears using Fashion Studio software / Photoshop / Corel Draw.

Unit – III

Development of Skirt, Shirt and trouser using CAD. Design flat sketches with rendering along with stitch specification for the following:

Children – Girls (A-line & yoke frock), Boys (shirt & shorts) Adults – Women's (Top, Skirt, gown), Men's (Shirt, Kurtha, Trouser).

For the above create spec sheets, cost sheets for each garment using Fashion Studio software / Photoshop / Corel Draw.

Unit – IV

PDS – Introduction, pattern for digitizing, Getting started in Pattern Design – Introduction to PDS (pattern design screen), File menu, Opening and saving, Managing Pieces on the screen, measure, Edit and View functions. Point & Notch Functions, line functions, Piece functions.

Unit – V

Prepare Patterns - A-Line Frock, Skirt, Shirt, Dress / Top, Shorts and Trousers

Unit – VI

Introduction to grading. Nest, Nest point. Grade the above patterns. Marker Making. Make marker plan for women's Top/Skirt/ Men's Shirt/Trouser/Kurtha. Window display products / commodities for a retail shop using VM software

REFERENCE BOOKS:

- 1 Pattern Grading For Women's Clothing, Gerry Cooklyn, Blackwell Series, 2009
- 2 Pattern Cutting & Making Up, Martin Shoben& Janet Ward, CBS Publishers, 1999
- 3 Pattern Making for Fashion Design, Helen J Armstrong, Prentice Hall. UK , 2009
- 4 Winfred Aldrich, CAD in Clothing & Textiles, Blackwell Science, 1994.
- 5 CAD for Fashion Design by Renee Weiss Chase, Prentice hall Pub
- 6 CAD/CAM Computer Aided Design & Manufacturing by Mikell P Groover&Mory W Zimmers. Jr, Pearson Education Pub
- 7 Fashion Design on Computers By M.kathleenColursy, Prentice Hall.

DSE – 2B DESIGN COLLECTION DEVELOPMENT

LTP 0:0:6

12 HRS PER WEEK

Course Objectives

- Understanding of basics learnt in the last 5 semesters and the ability to incorporate the same effectively.
- Capacity to create a complete design collection from concept to end product following guidelines with the help of a mentor

Unit – I

Selection Of Design Collection Category - One of the following category must be selected as the basics for developing the design collection for Sportswear . Eveningwear / Ethnic / Fusion/Avant Garde-focusing on women'swear, menswear & kid swear.

Unit – II

Research And Development Process - Research, Mind Mapping, Inspiration, Theme, Client Study, mood board & Story board - Design brief, Development of theme and range, Market Survey, Fabric and trim Development and Sourcing, Swatch, trim board, Fashion Illustration, Flat sketches, tech pack, Spec and cost sheet.

Unit – III

Pattern Making & Garment Construction - Developing patterns for the final five selected design, muslin test fit and final garment construction.

Unit – IV

Creation Of Accessories, Look And Styling - Developing complimenting accessories to the design collection, fashion styling to createlook book by fashion photo shoot and updating of e-portfolio.

Unit –V

Fashion Ramp Walk - Back stage work, model selection, theme, backdrop and music for ramp, choreography and presentation of design collection as fashion show.

REFERENCE BOOKS:

1. Fashion – From Concept to Consumer – Gini Stephen Frings.
2. Fashion Stylist Handbook, Danielle Griffiths, Laurence King Pub., 2017.
3. J Jarnow and KG Dickenson, “Inside the Fashion Business” Prentice Hall.
4. Gini Stephens Frings “ Fashion- from concept to consumer” Pearson Education.
5. JerliganEasterling “Fashion Merchandising And Marketing” Pearson Education
6. Polly Guerin “ Creative fashion Presentations” Fairchild Publications.
7. Drake/ Spooone/Greenwald “Retail fashion Promotion and Advertising”

DSE – 3B (1) FASHION RETAILING AND BRANDING
LTP 5:1:0 **7 HRS PER WEEK**

Course Objectives

- To acquaint students with various branding and merchandising procedures
- To introduce students to fashion retailing.

Unit – I

Retail Marketing - Introduction to Retail, Marketing, Management and Merchandising, terminologies.

Fashion retailing-History, Scope, Importance, Types (Domestic and International), techniques, channel of distribution.

Marketing – types, four P's, fashion promotion advantages, trade shows, exhibitions, fashion shows, market survey and research

Unit – II

Branding and Merchandising - Types of merchandising, concepts, merchandise planning, sampling- Importance, counter sample.

Brand building-Introduction, strategies, image building, brand expansion, global trends

Unit – III

Visual Merchandising - Visual Merchandising-Interior, exterior window display, store planning and layout-fixtures, location, lighting, dressing, props and promotions, masking and proscenia, mannequins and three dimensional dressing

Introduction to customer relationship management, measuring customer relationship management, customer response, satisfaction, loyalty, customer relation and complaint management.

Unit – IV

Retailing - Retail merchandiser, concept, quick response, Just –in-Time, merchandiser calendar, trend analysis, forecast analysis, concepts of apparel product line, planning, directing, coordinating and controlling

REFERENCE BOOKS

- 1 Laura L Bliss, Study Guide Visual Merchandising and Display III edition, 1995-Fairchild Publications.
- 2 Castelino. M. Fashion Kaleidoscope, Rupa& Co. 1994.
- 3 Gibson. G. Vedomani, Retail Management, Jaico Publishing House, Bangalore

DSE – 3B (2) CONSUMER BEHAVIOUR AND FASHION

LTP 5:1:0

7 HRS PER WEEK

Course Objectives

- To understand the basics of Marketing and Entrepreneurship
- To Understand the various factor that influence consumer behavior

Unit – I

Consumer behavior – interdisciplinary influences on the study of consumer behavior –two perspectives on consumer research – nature and meaning fashion. Structure of apparel industry. Fashion terminology, cycles of adoption – fashion leader ship the theories collective selection.

Unit – II

Culture and consumer behaviour – myths and raise– sacred and profane consumption – the creation of culture – the diffusion of innovations – age, race, ethnicity, income, social class influences in consumer behaviour.

Unit – III

Motivation in consumer dynamics – motivation- theories of motivation for wearing clothes – motivation for wearing clothes – motivation process – consumer involvement – values related to clothing choice – self concepts – components of self-concept – self consciousness.

Unit – IV

Personality – Freudian theory and trait theory – personality – attitude. ABC model attitude – multi attribute model, Fischbein model – lifestyle – lifestyle dimensions – consumer lifestyle trends – perception – perceptual process – perceptual elements in a garment – person perception and physical.

Unit – V

Fashion shows organizing, fashion shows cheek. Points of fashion shows, Fashion association in India – fashion auxiliary services.

REFERENCE BOOKS

- 1 Gini Stephens Frings, “Fashion from Concept to Consumer”, 7th Edition Pearson Publication, 2002.

SEC – 3 FASHION ACCESSORIES

LTP 0:0:2

4 HRS PER WEEK

Course Objectives

- Understanding the trends and history of Fashion accessories
- Develop and create fashion accessories using various materials and methods

Unit – I

Introduction To Fashion Accessories - Introduction to types of ornaments

Unit – II

Introduction To Materials - Introduction to different types of materials – Paper, Metal, Terracotta & Leather – Handling Materials

Unit – III

Fashion Accessories - Understanding development of Shoes/ Belt/ bag/ hat

Unit – IV

Fashion Ornaments - Develop any three theme or Fashion Forecast based Fashion ornaments -Ring/ Head gear/earring/ bangle/ bracelet/ anklet/ toe ring /neck ornament

Unit – V

Recycled Accessories - Develop theme or Fashion Forecast based products using unconventional material

REFERENCE BOOKS

- 1 “Quick style”, by- Christine Kunzerlman.
- 2 “Know your Fashion Accessories” by- Celia Stall-meadows, Fair child publication.
- 3 “Master piece of Indian jewellery”, by- Jamila BrijBhusan, Taraporevala- Bombay

SEC – 4 PORTFOLIO DEVELOPMENT

LTP 0:0:2

4 HRS PER WEEK

Course Objectives

- Understanding the design development process
- Creating a prototype of design collection
- Creating digital portfolio of their works

Unit – I

Design Development - Inspiration, Mind map, Research, Market Survey, Mood board, Fabric board.

Unit – II

Market Survey and Fabric Development - Doodle, Material Exploration, Form Development, Design Development.

Unit – III

Illustration & Tech Pack - Fashion Illustration, Flat sketches, Cost sheets, Tech pack.

Unit – IV

Digital Portfolio Creation - Using Corel Draw, Photoshop and Illustrator.

Unit – V

Creation Of E-Portfolio - Creation of blog or web page using word press or social network sites.

REFERENCE BOOKS

1. J Jarnow and KG Dickenson, “Inside the Fashion Business”Prentice Hall
2. Gini Stephens Frings “Fashion- from concept to consumer” Pearson Education
3. JerliganEasterling “Fashion Merchandising And Marketing’ Pearson Education

ANNEXURE – I
B.Sc., Fashion Designing

Question Paper Pattern

DURATION: 02 HOURS

MAX: 60 MARKS

PART – A

Answer any TEN of the following. Each carries TWO marks.

(10 x 2 = 20)

1.

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.
- i.
- j.
- k.
- l.
- m.
- n.
- o.

PART – B

Answer any FOUR of the following. Each carries FIVE marks.

(4 x 5 = 20)

- 2**
- 3**
- 4**
- 5**
- 6**
- 7**

PART – C

Answer any TWO of the following. Each carries TEN marks.

(2 x 10 = 20)

- 8**
- 9**
- 10**

ANNEXURE – II
B.Sc., Fashion Designing

Assessment Pattern for Practical Examination

Presentation	20 Marks
Record	20 Marks
Viva	20 Marks
Total	60 Marks