

MANGALORE UNIVERSITY



State Education Policy – 2024
[SEP-2024]

CURRICULUM STRUCTURE

For

B.Sc. Fashion Design

MANGALORE UNIVERSITY

Suggested Programme Structure for the Under Graduate Programme

B.Sc. Fashion Design

Semester	Major 1	Major 2	Major 3	Elective / Optional	Language (English + Hindi/ French)	Compulsory	Total Credit	Total Working hours
I	6 (4T+2P)	6 (4T+2P)	3 (3P)		3+3	2	23	5+4+5+4+6+4+4+3=35
II	6 (4T+2P)	6 (4T+2P)	3 (3P)		3+3	2	23	5+4+5+4+6+4+4+3=35
III	6 (4T+2P)	6 (4T+2P)	3 (3P)	2	3+3		23	5+4+5+4+6+2+4+4=34
IV	6 (4T+2P)	6 (4T+2P)	3 (3P)	2	3+3	2	25	5+4+5+4+6+2+4+4+2=36
V	6 (4T+2P)	6 (4T+2P)	3 (3P)	3T	3T	2	23	5+4+5+4+6+3+3+2=32
VI	6 (4T+2P)	6 (4T+2P)	Project work/Internship + Research Methodology (12)				24	5+4+5+4+P.W./In.+RM
							141	190 +P.W./In+RM

*Languages 3 credit – 4 contact hours

*4 credit course – 5 contact hours

COURSE DETAILS

Semester III								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours / Week	SEE	IA	Total Marks	Credits
1	BFDFDCS 301	Fashion Art and Design	Theory	5	80	20	100	4
2	BFDFDPS 301		Practical	4	40	10	50	2
3	BFDFDCS 302	Surface Design Techniques	Theory	5	80	20	100	4
4	BFDFDPS 302		Practical	4	40	10	50	2
5	BFDFDPS 303	Advanced Garment Detailing - II	Practical	6	80	20	100	3
6	BFDFDES 301	Elective 1. Visual Merchandising 2. Leather Apparel and Accessories	Theory	2	40	10	50	2
	BFDFDES 302							
Semester IV								
1	BFDFDCS 401	Indian Textiles and Costumes	Theory	5	80	20	100	4
2	BFDFDPS 401		Practical	4	40	10	50	2
3	BFDFDCS 402	Textile and Apparel Testing	Theory	5	80	20	100	4
4	BFDFDPS 402		Practical	4	40	10	50	2
5	BFDFDPS 403	Apparel Production	Practical	6	80	20	100	3
6	BFDFDES 401	Elective 1. Boutique Management 2. Home Textiles	Theory	2	40	10	50	2
	BFDFDES 402							
7	BFDFDPS404	Fashion Communication	Practical	2	40	10	50	2

SEMESTER III

Program Title	B.Sc. Fashion Design	Semester	III
Course Code	BFDFDCS 301	Course Credits	4
Course Name	Fashion Art and Design (Theory)	Contact hours	48 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		
Course Outcomes (COs): On completion of the course, the student will be able to: <ul style="list-style-type: none">Understand the role of fashion illustration in fashion designCreate different silhouettes for designer wearIdentify various design elements to incorporate details like collars, necklines, sleeves, cuffs.Develop complete designer fashion figures with silhouettes and apply rendering techniques.			
Course Content:			
Unit–1			14 Hours
Fashion Research - Introduction, types, and source of research for design collection. Inspiration for fashion designers. Concepts and process of Fashion portfolio designing. Fashion forecasting-Introduction, types. Forecasting- (Time Based) Short term forecasting, long term forecasting. Techniques in forecasting- judgmental, initiative forecasting, Delphi technique, process of fashion forecasting, sources, Colour forecasting- Introduction, its importance, impact on fashion. Designing of garments based on figure types, garments to create optical illusion through elements and principles of design.			
Unit -2			14 Hours
Trend Analysis- Identification/ selection of target market, trend analysis of earlier seasons to understand trend spotting methods and trend life cycles. Forecast interpretation of the current / subsequent season, developing style directions based on selected markets, trend reporting and data presentation. Trend analysis for different seasons, trend analysis agencies. Flat Sketch - Introduction, its importance and application, drawing flats, styling the flats, sketching flats freehand, proportion for flats for women, men, and children, sketching technique for flats, structures for flats, portfolio flats, and. Flats for manufacture.			
Unit -3			12 Hours
SPEC – Introduction, importance, application, types- Manual, computerized, detailed content- Season, description, client, fabrication, trims and accessories, brand label, care label, style, size, and other details. Design Focus Layout-Design direction, attitude in a pose, Design emphasis, stylization for Designers, Design objectives, Design journal pages, Design journal thumbnail sketches, maximizing design impact, composition			

direction, grouping figures, layout, or line up.	
Unit -4	12 Hours
<p>High End Rendering Techniques-Introduction, depth and shine, highlights and pleats, drape and transparency, volume and gathers, folds and fringes, Ruffles, cowls, smocking and shirring, gathers, gore, pin tucks. Changing proportions, bridal looks, trains, dress and gown flats, drape, and volume. Luxury fabric rendering- feather, laces, embroidered fabrics.</p> <p>Sustainable Fashion – meaning and significance; Environmental concerns related to fashion; Linear fashion and circular fashion; 4R’s in sustainability – Repair, recycle, reuse, and reduce. Moving towards sustainable fashion - Eco fashion, Slow fashion; Environmental impact of fast fashion.</p>	
<p>References</p> <ol style="list-style-type: none"> 1. Bina Abbing, “Fashion Sketchbook”, Fair child Books, 2012, Canada 2. Bina Abbing, “Fashion Sketchbook”, Bloomsbury Academic USA, 6th edition, 2015 3. Jaeil Lee, Comitte Steen, “Technical Source Book for Designers”, Bloomsbury Academic USA, 2nd edition, 2015. 4. John Wiley, "Theory of Fashion Design" John Wiley and Sons. Inc., New York, 1990. 5. Patrick John Ireland, “Fashion Design Illustration - Children", Batsford, London, 1996. 6. Patrick John Ireland, “Fashion Design Illustration - Women", Batsford, London, 1996. 7. Peacock J, “Fashion Source Books", Thames and Hudson, London, 1998. 8. Stecker P, “The Fashion Design Manual", Macmillan, Australia, 1997. 9. Tisianna Paci, “Figure Drawing for Fashion Design”, Pepin Press Publication, 2002. 	

Program Title	B.Sc. Fashion Design	Semester	III
Course Code	BFDFDPS 301	Course Credits	2
Course Name	Fashion Art and Design (Practical)	Contact hours	48 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	3 Hours		
Course Outcomes (COs): On completion of the course, the student will be able to: <ul style="list-style-type: none">Understand the concepts and usage of fashion research, forecasting and trend analysis in designing.Incorporate designing skills using high end rendering techniques.			
Course Content:			
Unit–1			10 Hours
Research Design- Preparation of portfolio based on Inspiration, mood, colour, client and texture, fabric swatch boards based on current trend.			
Unit -2			10 Hours
Flat sketch - Sketching flats of women, men and children wear. SPEC - Preparation of spec-sheet with measurement and other details for formal and casual shirt, formal and casual trousers, and frocks.			
Unit -3			14 Hours
Illusion in garments: line, print, colour and silhouette. Designing of various garments from the following categories: Children wear, Ladies’ wear, Men’s wear, Evening wear, Nightwear, summer wear, winter wear and party wear, etc. Fashion sketching of advanced illustration techniques and 3 dimensional views (only hand), grouping of figures - thematic figure composition			
Unit -4			14 Hours
Design Focus layout- Direction, attitude in a pose, emphasis, stylization for designers, Design journal pages, composition direction and line up. High End Rendering techniques- Sketching ruffles, cascades, cowls, smocking, shirring, gathers, gores, pin tucks, dress and gown flats, bridal look and bridal trains, luxe fabric rendering, black fabric rendering.			

Note: Record should be spiral or book binded in A3 size.

Program Title	B.Sc. Fashion Design	Semester	III
Course Code	BFDFDCS 302	Course Credits	4
Course Name	Surface Design Techniques (Theory)	Contact hours	48 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		
Course Outcomes (COs): On successful completion of the course, the students will be able to <ul style="list-style-type: none">Gain understanding of the rich history, cultural significance of Indian Textile Art and Craft.Understand the various techniques used in Indian textile art and craft.Learn about the importance of preserving traditional Indian textile art and craft.Promote sustainable and ethical practices in Indian textile art and craft.			
Course Content:			
Unit 1			6 Hours
Introduction to Surface Design: Definition, Scope, History of surface design techniques, tools and materials used in various surface techniques. Embroidery- Embroidery tools and techniques, embroidery threads and their classification, selection of threads, needle and cloth, tracing techniques, ironing and finishing of embroidery articles.			
Unit -2			14 Hours
Fabric Manipulation Techniques: Introduction, methods, types, Appliqué, Quilting, Patchwork, Smocking Macramé, Braiding and Lace work. Surface Embellishment Techniques: Bead work, sequin work, cutwork and mirror work. Fabric painting – Dry and wet brush techniques, Embossing, thread techniques, stencil- dabbing and spraying.			
Unit -3			10 Hours
Traditional Indian paintings: Northern India – Mughal paintings, Western India- Pichwai paintings, Eastern India – Madhubani, pattachitra of Odisha, southern India- Mural and Thanjavur.			
Unit -4			18 Hours
Traditional Indian Embroidery- History, types, symbolism of embroidery of different states of India –Phulkari, Kashida, Kachi, Kathiawar, Chikankrai, Zardosi, Kasuti, Kantha, Pipli- Material, motifs, symbolism, color, stitches, technique, relevance.			

References

1. Carroll and Brown, “Encyclopedia of Needle craft”, Carroll and Brown publishers Ltd.,2008 ISBN-13- 978-1904-760597.
2. Maggie McCormick Gordon, Sally Harding, “The Needle Craft Book”, DK publishing,2010, ISBN: 978-075-6661700.
3. Satheesan, Innova, “Indian Ethnic Designs”, Honesty Publishers and Distributors,Mumbai, 2009
4. Shailaja. D. Naik, “Traditional Embroideries of India”, APH Corp, New Delhi, 1996
5. Sheila Paine, “Embroidered Textile”, Thames & Hudson Ltd., 1990.

Program Title	B.Sc. Fashion Design	Semester	III
Course Code	BFDFDPS 302	Course Credits	2
Course Name	Surface Design Techniques (Practical)	Contact hours	48 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	3 Hours		
Course Outcomes (COs): On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Understand a variety of surface design techniques and their applications.• Develop practical skills in executing different surface design techniques.• Encourage creativity and experimentation in the design process.			
Course Content :			
Unit 1			6 Hours
Basic hand embroidery stitches :- Straight Stitch - stem, back, fly stitch, Flat Stitch - satin, cross, long short, herring bone. Loop Stitch- chain stitch, lazy daisy stitch, feather stitch. Knotted Stitch - French knot, bullion knot, German knot.			
Unit -2			14 Hours
Fabric Manipulation Techniques: Development of samples - Appliqué, Quilting, Patchwork, Smocking, Macramé, Braiding and Lace work. Surface Embellishment Techniques: Development of samples – Bead work, sequins work, cutwork and mirror work. Fabric painting – Dry and wet brush techniques, Embossing, thread techniques, stencil- dabbing and spraying. Development of samples with motifs one in each category. Sample size: minimum of 5 X 5 inch.			
Unit -3			10 Hours
Traditional Indian paintings: Mughal paintings, Pichwai paintings, Madhubani, Pattachitra of Odisha, Mural and Thanjavur. Development of any 3 samples. (Sample size: minimum of 5 X 5 inch.)			
Unit -4			18 Hours
Traditional Embroideries of various States of India 1. Northern India – Phulkari, Kashida 2. Western India – Kachi, Kathiawar 3. Central India – Chikankrai, Zardosi 4. South India – Kasuti, Kamalkadai 5. Eastern India – Kantha, Pipli Design and Develop the samples of the above (size 5 X 5 inch) Design and development of any one garment using traditional paintings/embroidery of India.			

Program Title	B.Sc. Fashion Design	Semester	III
Course Code	BFDFDPS 303	Course Credits	3
Course Name	Advanced Garment Detailing - II (Practical)	Contact hours	72 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		
Course Outcomes (COs): On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Understand the relationship between the body, fabric, and form in draping• Understand grain lines, darts, tucks, and pleats in draping.• Develop design ideas and concepts through draping exploration.• Apply knowledge about pattern layout, fabric estimation and costing• Design and construct garment for men and women.• Choose correct garment accessories and trims for the designed garments			
Course Content:			
Unit–1			24 Hours
Introduction to draping, principles of draping, preparation of dress form and muslin for draping. Draping terminologies. Basic Draping Techniques- Bodice Front, Bodice Back, Basic skirt and Sleeves. Draping of fullness- (gathers, pleats, tucks, ruffles, flounce) Draping of Cowls – Cowl top, Cowl dress. Draping and development of Garments Sheath dress with Princess cut.			
Unit–2			20 Hours
Designing and Development of women’s wear (Pattern layout, Fabric estimation and costing must be developed for individual garment) <ul style="list-style-type: none">• Ladies crop top/Blouse• Salwar Kameez			
Unit -3			20 Hours
Designing and Development of men’s wear -Pattern layout, Fabric estimation and costing must be developed for individual garment. <ul style="list-style-type: none">• Casual Shirt/ Kurta• Trouser			
Unit -4			8 Hours
Development of Manual grading of patterns – Men’s shirt, Women’s top Collection and development of folio on special fabrics, Interlining & Interfacing			

Program Title	B.Sc. Fashion Design	Semester	III
Course Code	BFDFDES 301	Course Credits	2
Course Name	Visual Merchandising (Theory)	Contact hours	42 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	2 Hours		
Course outcome: <ul style="list-style-type: none">Understand the fundamentals of visual merchandising and its impact on retail environments.Use various tools and techniques to enhance product presentation.Apply principles of visual merchandising to influence customer purchasing decisions.Design and execute effective visual merchandising displays			
Course Content:			
Unit 1		10 Hours	
Introduction to visual merchandising – Definition, history, objectives, importance, terminologies and essential features of VM. Elements of visual merchandising, display design basics – line, composition, texture, colour, lighting, principles of display.			
Unit – 2		16 Hours	
Store Planning – Definition, criteria for store planning, store layouts – various types, advantages and disadvantages of store planning. Displays – Principles of Display settings, Types of window display, construction of window display, In store displays. Fixtures – Purpose, types of retail display fixtures, signage - role of signage, types.			
Unit-3		16 Hours	
Mannequins - Introduction, types , Importance, Selection criteria of mannequin. Merchandise presentation – Meaning, principles, placement of merchandise, categories in fashion merchandise presentation, dominance factor in merchandise Presentation. Lighting in visual merchandising - Importance, types. Visual merchandising techniques to increase sales.			
References <ol style="list-style-type: none">Claus Ebster, Marion Garaus, “Store Design and Visual Merchandising”, Business Expert Press, 2011, ISBN-13: 987-1606490945.Judith Bell & Kate Ternus, “Silent Selling, Best Practice & Effective Strategies in Visual Merchandising”, Fairchild Books, 5th edition, 2017.Laura Bliss, “Study Guide Visual Merchandising and Display”, Fairchild Publications, 3rd ed, 1995.Swathi Bhalla, Anuraag S, “Visual Merchandising”, Tata McGraw Hill Publishers, 2010.Tony Morgan, “Visual Merchandising”, Laurence King Publishing, 2016, ISBN-13: 978-17806-76876.			

Program Title	B.Sc. Fashion Design	Semester	III
Course Code	BFDFDES 302	Course Credits	2
Course Name	Leather Apparel and Accessories (Theory)	Contact hours	42 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	2 Hours		
Course Outcomes (COs): On successful completion of the course, the students will be able to <ul style="list-style-type: none">Understand the characteristics and properties of leather as a material for apparel and accessories.Explore various techniques and processes involved in working with leather.Develop design concepts and create original designs for leather apparel and accessories. Learn about sustainability practices in the leather Industry.			
Course Content:			
Unit 1			16 Hours
Leather Apparel and Accessories: Overview of the leather industry, Historical significance and cultural context, Types of leather and their characteristics.			
Leather Manufacturing Processes: Leather preparation and cutting techniques, Sewing and stitching methods for leather, Finishing techniques and treatments, Quality control in leather production.			
Unit – 2			16 Hours
Leather Design Principles: Elements and principles of design, Leather color and texture Design concept development, Creating mood boards and design sketches.			
Indian and International leather garment or accessories designers.			
Market analysis and trends: Researching market trends and consumer preferences, identifying target markets for leather apparel and accessories, branding and marketing strategies in the leather industry.			
Unit-3			10 Hours
Leather accessories design: Design consideration for leather accessories, creating patterns and prototypes for bags, wallets and belts, hardware and embellishment technics.			
Sustainability and ethical practice: Sustainable sourcing of leather materials, ethical consideration in leather production, recycling and up cycling leather.			
References			
1. Abling, Bina, “Marker Rendering for Fashion, Accessories, and Home Fashions”, Fairchild Books,2006, 4th Edition, ISBN-13: 9781563673603.			
2. Dutta S. S. “Introduction to the Principles of Leather Manufacture”, 4th Edition, ILTA, Kolkata.			
3. Dinesh Pandey,” Leather Processing & Tanning Technology”, Ishwar Books 2019, ISBN-13: 978-9386806444			
4. Heidemann, E. (1993). “Fundamentals of Leather Manufacture”, Eduard Roether KG. ISBN 3- 7929-0206-0.			

SEMESTER IV

Program Title	B.Sc. Fashion Design	Semester	IV
Course Code	BFDFDCS 401	Course Credits	5
Course Name	Indian Textiles and Costumes (Theory)	Contact hours	48 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		
Course Outcomes (COs): On completion of the course, the student will be able to:			
<ul style="list-style-type: none">• Understand history of textiles and its influence with reference to fashion clothing.• Understand and use symbolic motifs and colour in designing traditional textiles.• Acquaint with sketching skills of costumes for different regions of India.• Understand the importance of Indian Costumes and use them in designing fashion designer wear.			
Course Content:			
Unit-1			12 Hours
History of Clothing & Textiles- Introduction, Pre-historic reference, influence of religion, art, trade, and royalty with respect to main features and relevance to industry today. Development of costumes - Introduction, beginning of costume - Body decorations, body staining, tattooing, cutting and scarification, adoption of fibrous apparel, initial manufacture of clothes. Earlier decoration of textiles, Types of ornaments used in the beginning - Tattooing, mutilation, and other methods of skin decoration. Origin of Clothing (Dress), Stone age, Neolithic Age, Bronze Age, Indus Valley Civilization, Vedic age. Changing scenario of Indian costumes and influence on present day costume. Middle Ages - Textiles and costumes of India. Introduction, history, types, motifs and symbols, prehistoric textiles, and costumes - costume components for men, women and children, hair, and hair dresses. Mauryan, Guptas, Satavahanas, Kushans, Mughals.			
Unit -2			10 Hours
Hand Woven Textiles- Saris - Banaras Brocades, Baluchari, Jamdani, Dhaka Muslin, Himru, Amru, Tancoi, Potala, Pochampalli, Paithani, Kanjeevaram, Chanderi, Maheshwari, Ilakal, Molakalmuru, Mysore silks, Kasuvu, Narayanpet, gadwall, Mangalagiri, Uppada, Venkatagiri Embroidered Textiles- Kashmiri, Chikankari, phulkari, Kanta, Parsi Gara, Zardozi and Aari. Shawls- Kashmir Shawls, Kullu & Kinnaur Shawls, Wraps of North-east. Floor coverings - Carpets, Durries & Rugs.			
Unit -3			14 Hours
Printed and Painted Textiles of India- Introduction, history, types of printed, dyed, and painted textiles of India. Colors, motifs, stitches used in printed, dyed and painted Indian traditional textiles of India. Production processes of various dyed, printed and painted Indian textiles. Printed Textiles-Block prints, Bagru, Sanganer, Ajrakh. Painted Textiles – Kalamkari, Warli, Madhubani. Resist Dyed Textiles- Introduction, Types, design used in Bandhej & Lehariya of Rajasthan - Special Tie-Dyed Textiles from Rajasthan. Ikat - Patola of Gujarat, Bandhas of Odisha, Ikat Textiles of Andhra Pradesh.			

Pochampalli Ikats.	
Unit-4	12 Hours
<p>Traditional costumes of North States of India – Jammu & Kashmir, Punjab, Himachal Pradesh, Haryana, Madhya Pradesh, Uttarakhand, and Uttar Pradesh.</p> <p>Traditional costumes of Eastern states of India – West Bengal, Bihar, Jharkhand, Arunachal Pradesh, Assam, Sikkim, Nagaland, Manipur, Mizoram, Meghalaya and Tirupura.</p> <p>Traditional costumes of Southern states of India – Tamil Nadu, Kerala, Karnataka, and Andhra Pradesh.</p> <p>Traditional costumes of Western states of India – Rajasthan, Gujarat, Maharashtra, and Goa.</p>	
<p>References</p> <ol style="list-style-type: none"> 1. Gertrud Lehnert, “A History of Fashion in the 20th Century”, Konemann Publications, 2000. 2. Jamila Brij Bhushan, “The Costumes and Textiles of India”, Taraporevala, Bombay, 1958. 3. Martand Singh, “Hand Crafted Indian Textiles”, Lustre Press, 2005. 4. Parul Bhatnagar, “Decorative Design History in Indian Textiles and Costumes”, Abhishek Publications, 2011. 5. Parul Bhatnagar, “Traditional Indian Costumes & Textiles”, Abhishek Publication, 2009. 6. Phyllis Tortora, Keith Eubank, “Survey of Historical Costumes, A History of Western Dress”, Bloomsbury Publishing India Private Limited, 5th edition, 2009. 7. Prakash, Raman K, Pradeesh K, “Warli Traditional Folk Art from India”, Shree Book Centre Publication, 2016. 	

Program Title	B.Sc. Fashion Design	Semester	IV
Course Code	BFDFDPS 401	Course Credits	2
Course Name	Indian Textiles and Costumes (Practical)	Contact hours	48 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	3 Hours		
Course Outcomes (COs): On completion of the course, the student will be able to: <ul style="list-style-type: none">• Understand about evolution of Indian costumes since ancient times.• Acquire knowledge of textiles and costumes and implement the techniques.• Acquire skills in selecting fabrics for designing.• Ability to sketch and incorporate ancient designs.			
Course Content:			
Unit–1			10 Hours
Sketching of costumes and hairstyles of ancient India -Indus valley, Vedic period. (Men and Women).			
Unit–2			12 Hours
Sketching of costumes and Hairstyles of Middle age- Mauryan, Kushans, Gupta and Mughal period (Men and Women). (4 Each)			
Unit -3			12 Hours
Design and development of Sarees (Motif, all over, border, Pallu of any one state in India			
Unit -4			14 Hours
Sketching of costumes -North India (Jammu and Kashmir, Punjab, and Rajasthan), Sketching of costumes of East India (West Bengal, Assam, Manipur) Male & female			
Sketching of costumes -West India (Gujarat, Rajasthan, Maharashtra, Goa)			
Sketching of costumes of South India (Karnataka, Tamil Nadu, Kerala, Andhra Pradesh) Male and Female			
Development of a detailed report and pictures of any one Textiles of India			

Program Title	B.Sc. Fashion Design	Semester	IV
Course Code	BFDFDCS 402	Course Credits	4
Course Name	Textile and Apparel Testing (Theory)	Contact hours	48 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		
Course Outcomes (COs): On completion of the course, the student will be able to: <ul style="list-style-type: none">Understand the procedure to be followed in Textile Testing.Analyse the various test for fibre, yarn, fabric, and garments.Understand the working principles of textile testing equipment.			
Course Content:			
Unit–1			8 Hours
Introduction to textile testing, objectives of testing, Samples for testing- Types and its importance. Fiber terminologies, moisture and moisture relationship, moisture content and regain. Fiber maturity, fiber length, fiber fineness. Yarn count- Direct system and Indirect System. Its importance in fabric manufacturing. Yarn twist- twist direction, amount of twist, and effects of twist on fabric properties.			
Unit -2			12 Hours
Fabric testing- fabric dimensions- length, width, thickness, determination of fabric weight - GSM measurement and its application to different fabrics, cover factor, Fabric shrinkage. Testing of Fabric Strength - Terminology and definition-Tensile strength, bursting strength Tear strength			
Unit -3			14 Hours
Fabric Air permeability, stiffness, drape, crease resistance, abrasion resistance, pilling, bow & skew Determination of colour fastness to laundering, rubbing, light and perspiration.			
Unit -4			14 Hours
Tensile properties of seams and stitches, zipper test. Garment and garment accessories testing – testing of fusible interlinings, zippers, elastic waistband, sewing threads, buttons, snap fasteners, wear testing.			
References <ol style="list-style-type: none">J.E .Booth, —Principles of Textile Testing, CBS Publishers and Distributors, 1996B.P. Saville, —Physical testing of Textiles, Woodhead Publishing Ltd. 1999Pradeep V. Mehta, —Managing Quality in Apparel Industry, New Age international Ltd.J.N. Mandal, D.G. Divshikar, A Guide to Geo Textiles Testing, New Age International LtdArindamBasu, Textile Testing, SITRA Publications.			

Program Title	B.Sc. Fashion Design	Semester	IV
Course Code	BFDFDPS 402	Course Credits	2
Course Name	Textile and Apparel Testing (Practical)	Contact hours	48 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	3 Hours		
Course Outcomes (COs): On completion of the course, the student will be able to: <ul style="list-style-type: none">• Test fibers for various fiber parameters• Handle the textile testing equipment with ease.• Understand the procedure to be followed to test fibers and fabrics.			
Course Content:			
Unit-1			12 Hours
Determination of Geometrical properties of Fabrics: Thread density, Yarn count, GSM, thickness, cover factor.			
Determination of fabric bending and drape.			
Unit -2			12 Hours
Determination of fabric tensile strength, abrasion resistance and pilling resistance.			
Determination of fabric crease recovery			
Unit -3			12 Hours
Determination of fabric shrinkage, colour fastness to washing, rubbing and light.			
Unit -4			12 Hours
Determination of garment accessories testing - Button Snap pull test, zipper test, seam strength test.			

Program Title	B.Sc. Fashion Design	Semester	IV
Course Code	BFDFDPS 403	Course Credits	3
Course Name	Apparel Production (Practical)	Contact hours	72 Hours
Formative Assessment Marks	20	Summative Assessment Marks	80
Duration of Exam	3 Hours		

Course Outcomes (COs): On completion of the course, the student will be able to:

- Develop patterns for designer garments.
- Use skills in designing and garment construction of Men's and Women's garments
- Develop and understand Spec sheet and Tech pack.
- Work confidently in production line of an apparel industry.

Course Content:

Unit-1	16 Hours
ASTM standards for Seams & stitches to be followed, study of international stitch number, Development of samples of seams and its types, Development of samples of any two Stitch types, Stitch length & stitch width. Apparel accessories & components - fasteners, labels, support materials, decorative trims, tapes & packing materials. Preparation of Folio on all Apparel Accessories & Components used in Apparel Industry. Analysis of style and fit of brands of kids, Men and women wear garments (any two brands). Develop a spec and tech pack for the analysed garments.	
Unit-2	20 Hours
Design and Development of Men's casual jacket using blocks. Development of flat sketch, spec sheet, Tec pack, fabric consumption, trims, and support materials, costing of the product. Design and Development of Women's Formal/Executive Blazer and skirt using blocks. Development of flat sketch, spec sheet, Tec pack, fabric consumption, trims, and support materials, costing of the product.	
Unit -3	20 Hours
Design and Development of Men's Ethnic wear Sherwani Suit using blocks. Development of flat sketch, spec sheet, Tec pack, fabric consumption, trims, and support materials, costing of the product.	
Unit -4	16 Hours
Design and Development of Women's Ethnic wear wedding Gown/ lehenga choli using blocks. Development of flat sketch, spec sheet, Tec pack, fabric consumption, trims, and support materials, costing of the product.	

Note: Record should be spiral or book binded in A3 size.

References

1. Teresa Gilewska "Pattern Drafting for Fashion-Advanced" Bloomsbury Publishing, 2019.
2. Claire Shaeffer, "Sewing for the Apparel Industry", Pearson publication, second edition, 2012.
3. Chuter A J, "Introduction to Clothing Production Management", Wiley India Pvt. Ltd., 2nd edition,

2011.

4. Mary Ruth Shields, "Industrial Clothing Construction Methods", Fair Child Publications, 2010. 28
5. Paula J. Myers-Mcdevitt, "Apparel Production Management and the Technical Package", Fair Child Publications, 2010.
6. Ruth E. Glock, Grace I. Kunz, "Apparel Manufacturing Sewn Product Analysis", Pearson/Prentice Hall, 2005.

Program Title	B.Sc. Fashion Design	Semester	IV
Course Code	BFDFDES 401	Course Credits	2
Course Name	Boutique Management (Theory)	Contact hours	42 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	2 Hours		
Course Outcomes (COs): On completion of the course, the student will be able to:			
<ul style="list-style-type: none">• By learning this subject, the students will know how to plan and organize a store, gain knowledge in interior and exterior decoration.• How to visually merchandize the fashion product.• They will have knowledge in different fashion brands and organize commercial shows like trade show, fashion show and exhibitions.			
Course Content:			
Unit 1			14 Hours
Introduction to Boutique Management and terminologies. Fashion Retailing - History, scope, Importance Types of retailing (Domestic & International), Boutique market place and its role. Business options and plans for boutique. Costing and funding agencies. Boutique display, exterior of boutique, Illumination, masking and proscenia Mannequins and 3d dressing props and promotions on floor.			
Unit 2			16 Hours
Boutique Interior planning- Boutique interiors and display, locations, fixtures and dressings, purchase systems. Boutique management-types of boutique. Fabric sourcing- Introduction, types, markets- domestic and international buying. Inventory control-definition types, importance, remedies. Buying for boutique, pricing merchandise, and hiring.			
Unit 3			12 Hours
Store management- Introduction, objectives, type of stores, location, layout and its types, store space allocation. Store design- Introduction, concept of store design, exterior and interior of a store and merchandise presentation strategy. Effective sales techniques, boutique operations, brand building, competitive strategies and consumer survey, market research, trade shows, exhibitions, fashion shows.			
References:			
<ol style="list-style-type: none">1. Gini Stephens Frings, ‘Fashion – From Concept to Consumer, 6th edition, Prentice Hall (1999).2. Bennett, Coleman & Co ,’Inside the Fashion Business’, Mumbai (1998)_3. Harriet T, Mc Jimsey ‘Art and Fashion in Clothing Selection’, The Iowa state University Press, Ames, Iowa (1973)4. Heannette A Jarnow et-al, ‘Inside the Fashion Business’, Macmillan Publishing Company, NewYork.			

Program Title	B.Sc. Fashion Design	Semester	IV
Course Code	BFDFDES 402	Course Credits	2
Course Name	Home Textiles (Theory)	Contact hours	42 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	2 Hours		
Course Outcomes (COs): On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Understand the role and importance of home textiles.• Select appropriate fabrics for home textile products.• Develop Creative Home Textiles for Interiors.• Design home textile products to meet consumer demands.			
Course Content:			
Unit – 1			10 Hours
Introduction to Home textiles - Definition, types of home textiles, factors influencing selection of home textiles, Recent trends in home textiles. Floor and wall coverings – definition, types of floors covering –hard, soft, and resilient floor coverings- Carpets and Rugs - Importance, uses, factors affecting selection of floor coverings, advantages and disadvantages. Care and maintenance of floor coverings. Wall covering- Definition, Importance, uses, care and maintenance of wall coverings.			
Unit – 2			16 Hours
Window treatments: Types of Curtains – Draw, Tailored, Pleated, Cafe, Three Tier Curtains. Types of Draperies- Swag and Valances. Accessories- rods hook, rails, racks, curtain tape pins. Care and maintenance of Curtains, Draperies and its accessories. Soft furnishings for living room - Introduction, types of soft furnishing, Upholstery-sofa, sofa covers, cushion, cushion covers, Floor cushion, upholsteries, bolster and bolster covers, bed sheets, covers, Comforters, uses, care and Maintenance. Soft furnishings for bed linen - bed sheets, covers, blankets, blanket covers, comfort, and comfort covers, bedspreads, mattress and mattress cover, pillow and pillow cover, pads, uses, care and Maintenance.			
Unit – 3			16 Hours
Soft furnishings for kitchen and dining, types of kitchen linens – kitchen towel, aprons, dish cloth, fridge, grinder and mixie covers, mittens, fridge holders –their uses, care and Maintenance. Soft furnishings for Dining - Types of dining- table mat, dish/potholders, cutlery holder, fruit baskets, hand towels- uses, care and Maintenance. Bathroom linens – types of Fabric used- Face towel, Turkey towel, Bath robe, Floor mat, Shower Curtains, uses, care and Maintenance.			
References 1. Charlotte M Gibbs, “Household Textiles”, Forgotten Book, ISBN: 978-0-365-52154-9. 2. Durga Deulkar, “Household Textiles and laundry Work”, Athmram Publication, 2011, ISBN: 978-			

8170437864.

3. Frank Theodore K, “Fabric for the Designed Interior” 2nd edition, Bloomsbury Publishing Plc, 2017.
4. Karthik T., D. Gopalakrishnan, “Home Textiles”, Daya Publishing, 2018. ISBN: 789386695923
5. Hongshan Zhao and Lin Ma, “Study of Eco – evolution Path of Home Textile Industry under the Background of Internet Plus”, Journal of Physics: Conference series, 2021.
6. Ramesh V.B., Sundaresan S., “Home Furnishing”, Woodhead Publishing India Pvt. Ltd., 2018.
7. Subrata Das, “Performances of Home Textiles”, Woodhead Publications India, 2015, ISBN-10: 9380 30 8094.

Program Title	B.Sc. Fashion Design	Semester	IV
Course Code	BFDFDPS404	Course Credits	2
Course Name	Fashion Communication (Practical)	Contact hours	42 Hours
Formative Assessment Marks	10	Summative Assessment Marks	40
Duration of Exam	2 Hours		
Course outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none">• To develop a knowledge on evolving scope of fashion communication and marketing.• To understand the concept of media in Fashion Communication.			
Course Content:			
Unit - 1			12 Hours
Semiotics – icon, index, symbol – media, fashion, day to day life, advertisement and its importance. Advertisement – Create and develop a digital advertisement based on brand/product/season/customer and create a story board based on any short story.			
Unit - 2			15 Hours
Fashion Journalism – Typography, Creative Writing, Blog Writing.			
Unit - 3			15 Hours
Fashion Photography – Camera, lens, image editing, image conversion, shoot a natural, landscape, portrait and one theme based shoot and an advertisement.			
References: <ol style="list-style-type: none">1. Jay & Ellen Diamond, “Fashion Advertising & Promotion”, Fairchild, 1999.2. Kristen K Swanson, “Writing for Fashion Business”, Fairchild Books Publishers, 2008.3. Malcolm Barnard, “Fashion as Communication”, Routledge Publishers, 2002.4. Varinder Kumar, Bodh Raj, “Business Communication”, Kalyani Publishers, 2nd edition, 2010.5. Tony Harcup, “Journalism Principles & Practices”, Sage South Asia, 2nd Edition, 2009.			

Record should be spiral or book binded in A4 size.