

PUNJAB TECHNICAL UNIVERSITY KAPURTHALA

Scheme and Syllabus Of B. Sc Fashion Design (FD)

Batch 2013 onwards

**By
Board of Studies Fashion Designing**

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BSc FD-101	ELEMENTS OF TEXTILE	2			40	60	100	2
BSc FD-102	SKETCHING			3	40	60	100	2
BSc FD-103	FASHION MODEL DRAWING			3	40	60	100	2
BSc FD-104	ELEMENTS OF DESIGN			4	40	60	100	2
BSc FD-105	INDIAN ART APPRECIATION	2			40	60	100	2
BSc FD-106	OFFICE AUTOMATION & DESKTOP PUBLISHING			3	40	60	100	2
BSc FD-107	HISTORY OF INDIAN COSTUMES	2			40	60	100	2
BSc FD-108	YARN CRAFT			2	40	60	100	1
BSc FD-109	GARMENT CONSTRUCTION			6	40	60	100	3
BSc FD-110	ELEMENTS OF FASHION	2			40	60	100	2
BSc FD-111	FASHION ART			3	40	60	100	2
BSc FD-112	COMMUNICATION & SOFT SKILLS	2			40	60	100	2
	Total	10		24	480	720	1200	24

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BSc FD-201	FASHION MODEL DRAWING			3	40	60	100	2
BSc FD-202	FASHION ART			3	40	60	100	2
BSc FD-203	GARMENT CONSTRUCTION			5	40	60	100	3
BSc FD-204	PATTERN MAKING			3	40	60	100	2
BSc FD-205	DRAPING			3	40	60	100	2
BSc FD-206	ELEMENTS OF DESIGN			3	40	60	100	2
BSc FD-207	WORLD ART APPRECIATION			2	40	60	100	1
BSc FD-208	TRADITIONAL INDIAN TEXTILE & EMBROIDERIES	3			40	60	100	3
BSc FD-209	HISTORY OF WESTERN COSTUMES	2			40	60	100	2
BSc FD-210	GRAPHIC DESIGN & APPLICATIONS			3	40	60	100	2
BSc FD-211	DYEING & PRINTING	2			40	60	100	2
BSc FD-212	PHOTOGRAPHY MODULE			2			100	1
	Total	7		27	480	720	1300	24

Second Semester

Contact Hours: 34

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BSc FD-301	GRAPHIC DESIGN & APPLICATION – III			3	40	60	100	2
BSc FD-302	MODERN ART APPRECIATION	3			40	60	100	3
BSc FD-303	FABRIC STUDY			3	40	60	100	2
BSc FD-304	FASHION ART			3	40	60	100	2
BSc FD-305	GARMENT CONSTRUCTION			6	40	60	100	3
BSc FD-306	PATTERN MAKING			3	40	60	100	2
BSc FD-307	DESIGN PROCESS			3	40	60	100	2
BSc FD-308	MARKET RESEARCH	2			40	60	100	2
BSc FD-309	ADVANCED DRAPING			3	40	60	100	2
BSc FD-310	TERM GARMENT			3	40	60	100	2
BSc FD-311	CRAFT DOCUMENTATION			3	40	60	100	2
	Total	5		30	440	660	1100	24

Third Semester

Contact Hours: 35

- Craft Documentation will be undertaken in the summer break after the 2nd semester for a period of 10 working days.

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BSc FD-401	FASHION ART			3	40	60	100	2
BSc FD-402	GARMENT CONSTRUCTION			6	40	60	100	3
BSc FD-403	PATTERN MAKING			3	40	60	100	2
BSc FD-404	GRADING			3	40	60	100	2
BSc FD-405	FUNDAMENTAL OF APPAREL PRODUCTION	2			40	60	100	2
BSc FD-406	SURVEY OF APPAREL MERCHANDISING	2			40	60	100	2
BSc FD-407	FABRIC RESEARCH & SOURCING			3	40	60	100	2
BSc FD-408	SURFACE ORNAMENTATION			3	40	60	100	2
BSc FD-409	GRAPHIC DESIGN & APPLICATION			3	40	60	100	2
BSc FD-410	TERM GARMENT			3	40	60	100	2
	Total	4		27	440	660	1100	21

Fourth Semester

Contact Hours: 31

- Internship will be under taken in the summer break after semester IV.

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BSc FD-501	MENS WEAR			4	100		100	2
BSc FD-502	KNIT WEAR			4	100		100	2
BSc FD-503	COMPUTER APPLICATION (CAD)			4	100		100	2
BSc FD-504	MARKETING & BUSINESS STRATEGY	3			40	60	100	3
BSc FD-505	CREATIVE PATTERN MAKING			4	100		100	2
BSc FD-506	ART PORTFOLIO			4	100		100	2
BSc FD-507	KIDS WEAR			4	100		100	2
BSc FD-508	TREND FORECAST			4	100		100	2
BSc FD-509	INTERNSHIP			4	100		100	2
	Total	3		32	840	60	900	19

Fifth Semester

Contact Hours: 35

* Internship will be undertaken after the fourth semester in the summer break.

Course Code	Course Title	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Internal	External		
BSc FD-601	Design Collection (January to May)			10	300	200	500	5
	Total			10	500		500	5

Sixth Semester

Contact Hours: 10

SEMESTER I SYLLABUS

B.Sc FD 101

ELEMENTS OF TEXTILES

Course Objectives :

1. To be familiar with the terminology of textiles.
2. To understand the performance characteristics of different fibers , yarns and fabrics.

Contents

Unit I

1. Overview of the Textile industry.
2. Emerging Textile Technology.
3. SWOT analysis of the Indian Textile industry.
4. Basic Fiber properties
5. Classification of fibres
6. Natural fibres- Sources, properties & end use , cotton, flax, jute, wool and silk

Unit II

1. Manmade fibers- Rayon, Acetate, Nylon, Polyester, Acrylic, Spandex, Polyolefin.
2. Yarn classification
3. Yarn spinning
4. Yarn numbering system

Unit III

1. Basics of weaving
2. Basic weaves
3. Introduction to Non Woven fabrics
4. Common fabric names
5. Care Labelling

Instructions to the teacher: Field trip to a spinning and weaving unit will be taken.

Instructions to the examiner:

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 30 marks.
2. There will be six questions of 10 marks each , out of which three questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit .

Reference books:

1. Fiber to Fabric by: Corbman
2. Textiles by: Sara J. Kadolph
3. Textile Science by: Gohl & Vilensky
4. Fabric Science by : Joseph Pizzut

B.Sc FD 102

SKETCHING

Course Objectives :

Course Objective: The objective of the course is to increase the proficiency in drawing skills and to inculcate creative ability in the application of these acquired skills to translate as ideas for design.

- Introduction to basics of Sketching & Drawing.
- Introduction to Still life by practicing simple and easy objects like a book, a brick or a shoe box.
- Still life (an object on the book for e.g a fruit or fruits) in colour pencils.
- Still life with a cluster of objects comprising a pile of books, fruits, vases, flowers etc.
- Introduction of Drapery in oil pastels.
- Drapery along with a cluster of objects.
- Drawing in active environment, outdoor activities, quick and on the spot sketching.
- Drawing and practice of sketching of outdoor surroundings comprising of flora and fauna.
- Introduction to perspective.
- Practicing perspective by drawing buildings etc along with trees etc.
- Practice perspective in colour.

B.Sc FD 103

FASHION MODEL DRAWING

Course Objectives :

- Familiarity with the anatomy of the human body:
- Understanding of body proportion with special reference to:
(a) Anatomy (b) Movement (c) Posture (d) Details of the garments worn by the live model.
- Understanding of the movement of the human body.
- Rendering, shading & colouring the garments worn by the live model.
- Use of matchstick figures to check basic proportions. Making them free in order to avoid the stiffness. No details (head, feet and arms). Action of the figure will determine the movement in torso and legs balance. Placing weight on right or left foot individually. Live models to be used for the exercise.
- Round out the figure in order to achieve a more natural look. Get familiar with the grid proportions. Observe the movement of the body, the bend in the body whether pushed in or out. Once familiar with a grid proportions using the figure as one builds it.
- To conquer the ability of drawing the figure scribbling is very important. It loosens up the hand and one could have some fun by scribbling. This exercise can help to free one from pre-conceived notion that sketching must be neat. Draw loose gestures in scribble form with the size of head which one feels comfortable with. Keep adding part by part to one single figure. Drawing the head will create figure size. Draw the torso and then the legs. Start sketching along with the fall of garments (different variations & styles)
- Rigid straight forward pose can be repetitious and stiff. The figure can become exciting when action and different poses and postures are added. Action can be used by dropping the shoulder on the same side as the high hip is raised. The same slant is reflected in both knees and ankle position. Also, sitting, kneeling etc. Once again the live model could be used to understand the basic balance and action along with the rendering of garments.
- Along with the given information using grids and various proportions sketching is very essential. Sketching could be done either from the model provided or by the students themselves. This exercise remains most important and which takes maximum effort and time. The exact shade and colour of the garments worn by the model along with the pleats, folds, fall etc.
- Learning balance, movement when one draws the figure, it is important to understand how the body moves along with the garments worn.. What are the possibilities and why. The dynamics of balance in pose. Front, profile and back live models could be provided for this exercise.

- Concentrate on qualitative and effective drawing ability. Capture the 3 dimensional quality with single line drawing giving stress to the points where it is needed with rendering to be introduced.

Reference books

1. Anatomy & Drawing by Victor Perard.

ELEMENTS OF DESIGN

Objective :

The course aim to enable the students to interpret the the EOD in terms of printing techniques . the students understand:

1. Line –movement –conversion into strips n checks
2. Shape –visualization of an image through line and plane using ‘-ve’ ‘+ve’ space
3. Textures –an introduction to the basic materials , creating textures using all , art media like pencils , crayons ,pastels , paints etc.
 - Spontaneous textures
 - Decorative textures
 - Mechanical textures
 - Using the method of drawing , painting , printing , bleaching , rubbing , spraying , staining , dyeing , burning etc.
 - Non-woven fusing , papres , fabric.
 - Exploration of various material to enhance texture using yan , paper , fabric etc.
4. From –motif development .
 - Introduction to motif
 - Development of a motif from an inspiration-naturalised , stylized , geometrical , simplified and abstract form.
- 5
5. Color – application of colors based on physiology /psychology of colors

Note : color application is intergral to all of the above and to be co-ordinated with EOD(basic designs)

6. Composition-college on themes , theme boards, motif development based on themes
 7. Introduction to various textile design techniques
 - Stencil printing
 - Batik printing
 - Tie n dye
 - Block printing
 - Hand printing
- End project
Work on placements on a t-shirt or any other item of clothing using the various techniques

B.Sc FD 105

INDIAN ART APPRECIATION

Course Objectives :

The objective of the course is to give an insight and input about the various aspects of the History of Indian Art right from the origin. The students learn about the historic importance and relevance of the various aspects and phases of the Indian Art and take inspiration and influence for their own creations.

- India- It's geographical , historical and cultural dimensions-on over-view
- The oriental (Eastern) and the occidental (Western) view of life (a comparative study)
- Religion and art-their interfaces in traditional forms of art ,architecture & sculpture..
- Translation of a religious ideal into visual arts (Icons, Symbols, Relics, Signs etc)
- The evolution of the human form in Indian Sculpture (from Mehenjodaro to Gupta Period)

- The painting tradition in India.
- The Ajanta Frescoes-their theme, scheme and execution.
- The Miniature tradition –it's making and meaning-the Jaina, Rajasthani, Mughal and Pahari schools

- The changing forms and features of Indian Sculpture and Architecture from Pallava, Chola dynasty.

- Discussions/presentations

Instruction to the Examiner:

- Pls add Fill in the blanks for at least 20 marks.
- Presentations on topics in groups should be given.

Reference books:

1. Indian architecture (Hindu & Buddhist) by Percy Brown
2. Indian architecture (Islamic) by Percy Brown
3. The Art Of India by C. Sivaramamurti
4. A History Of Fine Arts by Edith Tomory

B.Sc FD 106

OFFICE AUTOMATION & DESKTOP PUBLISHING

Course DESCRIPTION:

Develops introductory skills in the Microsoft Office Suite (Word, Excel and PowerPoint), Windows Explorer, Internet, and computer concepts through demonstrations and lab exercises.

Course objectives and content

Upon completion of this course students will be able to:

Demonstrate an advanced knowledge of the Word Processing package, MS Office and a knowledge of how to design & create effective and structured documents like technical reports, letters, brochures, etc.,

Demonstrate the skills in the appropriate use of various features of the spread sheet package MS Excel and also to create useful spreadsheet applications like tabulated statements, balance sheets, statistical charts, business statements, etc.

Demonstrate the skills in making an effective presentation with audio and video effects.

Draw graphical pictures, flow charts, block diagrams etc., using the drawing tools available in MS Word or MS Power Point and incorporate them into documents and presentations.

Duration-6 months

One class per week of 3 hrs.

Examination /Evaluation scheme

- **Practical Examination:** One Practical examination of 3 hours duration will be conducted on the modules described in the curriculum. The maximum marks will be 100.

Note: All topics are covered in extreme detail with practical examples for all.

HISTORY OF INDIAN COSTUMES

Course Objectives :

The objective of the course is give an insight and input about the various aspects of the History of the Indian costumes from the ancient times onwards. The students learn about the historic importance and relevance of the costumes and take inspiration and influence for their own creations.

- Origin of clothing
- Major Civilisations of the world
- Clothing in the socio-cultural-content- factors affecting clothing habits and preferences.
 - Study of any one tribe from anypart of the world
 - Study of regional costumes and lifestyles of India.
- Indus Valley civilizations
- Vedic period (1200 BC to 600 BC)
 - EarlyVedic Period (1200 – 900 BC)
 - Late Vedic Period (900-600 BC)
- Past – Vedic period (600 BC- 323 BC)
- Maurayan & Sunga period (321 BC-72 BC)
 - Mauryan (321-185 BC)
 - Sunga (185-72 BC)
- Satavhana Andhra period (200 BC-250 AD)
 - Early period (200 BC-160 BC)
 - Late period (100 BC-250 AD)
- Kushan period (130 BC-185 AD)
- Gupta period (4th CentryAD-Middle 8th Century)
- Natya Shastra –Performing Arts.
- Mughal Period
- British Period
- Pre and Post –independence era
- Contemporary costumes

B.Sc FD 108

YARN CRAFT

Course Objectives :

The yarn craft course is aimed at exploration and adaptation of different fibres, yarns and other unconventional material towards handcrafted garments and accessories.

- Imparting of basic and common techniques such as : Macrame, Knotting Braiding, Twining, Tasselling, Interlacing, Knitting, Crochet, Tatting Carpet-making, Tufting, etc.
- Exploration , Improvisation and adaptation of the above techniques towards innovative surfaces and forms while using a variety of material like different kinds of yarns, vegetable fibres, threads and ropes, ribbons,braids, trimmings, paper, wires,fabrics, acrylics, polythene, Selft reflecting foils etc.
- Conceptualisation and construction of the end product which could range from an accessory to a trimming details or a fully finished garment.

Teaching Aids :

- Slides and visuals on handcrafted surfaces , forms, objects artifacts accessories and garments.
- A personal file of techniques with sample along with a variety of material sourced.
- Resource centre to develop a relevant collection of accessories and garments.
- This semester , the Yarn Craft course will be focused towards producing 2 or 3 products from bags, soft accessories or value addition to garments. Emphasis may be given to two or three techniques while other techniques may be demonstrated within the given time limitation.

GARMENT CONSTRUCTION

Objectives:

1. To understand and appreciate different kinds of stitches and seams.
2. To develop the skills of operating the machine.
3. To develop the skills of making seams, tucks, pleats etc.
4. To understand the utility of seams gathers, shirring etc. as used in garments both for construction and as design feature.

Course:

1. Introduction to garment construction basic principles and techniques.
2. Construction, parts and working of sewing machine.
 - a) Threading.
 - b) Bobbin binding.
 - c) Maintenance.
 - d) Common problems (practice section on the machine).
3. Definition and understanding of hand stitching techniques.
 - a) Basting: uneven/even/diagonal running stitch.
 - b) Hemming: plain, blind, slip.
 - c) Marking.
 - d) Padding.
 - e) Button hole.
 - f) Over casting.
3. Definition and understanding of basic seams: Plain/ Flat Fell/ Lap/ French And False French/ Bound/ Bias/ Corded/ Piped/ Eased/ Princess/ Taped.
5. Understanding of basic techniques like:
 - a) Tucks.
 - b) Pleats.
 - c) Gathers.
 - d) Shirring.
 - e) Ruffles.
6. Evaluation criteria:
At the end of the semester the student should be well-versed in all the above stitches, seams and techniques.

Evaluation on the basis of the following:

- a) Attendance.
- b) Assignments (Both class and home)

7 Recommended Books:

- The Practical Encyclopedia of Sewing: By-Dorothy Wood: Lorenz Books
- The Complete Book of Sewing: Dorling Kindersley
- Sewing and Knitting: A Reader's Digest step –by-step guide

- Comparative Construction Techniques
- Clothing Construction :Sherie Doonga ji
- Sewing Manual:Singer
- Stitch World
- Apparel views

ELEMENTS OF FASHION

Course Objectives :

The main objective of this course is to make the student understand the intricacy and importance of Fashion.

- Discussion on the course structure. Definition of Fashion. Motives for consumer buying-practical and aesthetic .Clothes vs fashion.
- Inspirational sources of fashion (relating them to elements of fashion)
- Color-color wheel, dimensions of color, color naming and psychological association of colors.
- Fabric, texture and line (relating them to principles of design)Interplan of elements of design (relating it to anthropometrics)
- Silhouettes- Necklines,collars and sleeves
- Variations of skirts, dresses and trousers.
- Variations of coats and jackets
- Detailing- pleats, tucks, darts, yokes and godets.
- Detailing – hemlines, edgings, pockets and fastenings.
- Fashion cycle- concept of haute couture, RTW and street fashion.
- Fashion Forecasting – Concept of seasons, fairs and international markets.
- International designers
- Brand Analysis – Fashion & Textile Accessories.
- Fashion Criticism
- Trimmings and accessories.
- Final Project

FASHION ART

Course Objectives :

The emphasis is on the understanding of basic proportions of the fashion figure through the analysis of photographs and using figure research as a basis for the creation of fashion design sketches.

- Relative differences between normal and fashion figure.
- Geometric fashion model with movable ball joints.
 - Stationery pose

 - Motion

 - Bending
- Introduction to line drawing figure capturing the essence of a pose.
- Relating a line drawing croqui to geometric croqui (both with the same pose). The aim is to understand the posture and concept of balance and motion.
- Figure analysis through photographs as the initial introduction to the flesh figure.
 - Front

 - $\frac{3}{4}$

 - Side

 - Back
- Understanding of Style line placement on croquis.
- Analysis of faces and hair style to understand the structure of the skull with emphasis on simplification of lines.
- Analysis of hands
- Analysis of feet (with/without shoes)

Communication & Soft Skills

- Basic parts of speech: Noun, pronoun, verb, adjective, adverb, preposition, article, idioms, one word substitution. Tenses: introduction, uses of present, past and future tense, Use of prepositions conjunctions and interjections. Use of punctuations.
 - Sentences: simple compound and complex formation, transformation of sentence: active and passive, affirmative and negative interrogative and assertive, degree of comparison, conversation; Direct and indirect speech. Correct word usage Homonyms, antonyms and synonyms.
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SYLLABUS

B.Sc Fashion Design (Semester-II)

B.Sc FD 201

FASHION MODEL DRAWING

Course Objectives :

The focus of the course is on fashion communication and illustration of fashion design ideas.

Development of a personal illustration style, an ability to communicate visually a variety of fabrics, silhouettes and colours of garments draped on the body.

Familiarity with various colours media- oil pastels, colours pencils, water colors, poster colors, dried pastels and mixed media.

Effective use of these media introduced and applied in the various given exercises suitable for themes and different kind of given exercises

- Introduction to the human anatomy, bone structure and musculature with stylized interpretation of the live model.
- Rendering of different garments on the model with emphasis on the fabric texture, color and style details. Reference from life or magazine or good photographs could be used.
- Drapability of various garment styles in a variety of fabrics stitched and draped, are observed and illustrated.
- Express oneself through the theme of a given project. Inspiration is taken from art and the artists of any period.
- Eventual accomplishment in a particular medium suited to the designers personal illustration style for the final project.

Reference books:

1. Anatomy & Drawing by Victor Perard.

B.Sc FD 202

FASHION ART

Course Objectives :

The inputs refine the student's illustration skill with special emphasis on developing a signature style of sketching , learning to keep fabric texture and drapability in mind while doing colour rendering in different media. Inputs in clothing details and terminology as a universal vocabulary for communication about garments are also given.

- Introduction to garment details : Necklines, Collars ,Sleeves , Cuffs, Silhouettes, Skirts, Pants, Coats, Pockets, Gathers , frills, pleats etc.
- Style-lines
- Principles of Drapping of all kinds of garments on croquis.
- Stylisation of croqui (different kinds of paper and media used for different assignments) Each student is encourage to explore his/her own individual style of illustration.
- The aim of the following exercises is to explain the characteristics of the fabric for example drapability, weight, stretch, transparency/ opacity etc. Color rendering of the following are introduced.
 - Denim – Jeans
 - Ikat –Pants/Jump suit
 - Cotton – Solid and print
 - Lycra Spandex (Active sport-wear)
 - Chiffon and lace evening wear)

B.Sc FD 203

GARMENT CONSTRUCTION

Course Objectives:

1. To understand and appreciate different types of necklines, collars, sleeves, cuffs and pockets.
2. To obtain fabricating skills for the same.

UNIT-1

(I) AREAS OF STUDY:

1A. Types of necklines

1. Round and jewel
2. Square and glass
3. V shaped, straight and curved
4. Scalloped
5. Sweet heart

1B. Neckline finishing by using facings and interfacings:

1. Shaped facing
2. Bias facing
3. Single layer binding
4. Double layer binding

UNIT-2

(II) TYPES OF COLLARS:

Finishing collars using interfacing

1. Flat collar
2. One piece rolled collar
3. Two piece rolled collar
4. Shirt collar

(III) TYPES OF SLEEVES AND ALEEVE FINISHES

1. Basic sleeve types
Half sleeve, full sleeve and 3/4 sleeve
2. Sleeves finish
3. Set in sleeves
 - a) Plain
 - b) Puff sleeve
 - c) Flare sleeve
 - d) Leg 'O' mutton
 - e) Shirt sleeve
 - f) Kurta sleeve

(IV) OTHER MODIFIED SLEEVES

- a) Raglan
- b) Kimono
- c) Dolman

Note: Insertion of gusset to be explained sleeve finishes

- a) Self hem
- b) Shaped facing
- c) Bias facing/double fold bias binding
- d) Casings

UNIT-3

- (V) POCKET MAKING AND APPLICATION
1. Patch pockets- different types
 - a) Unlined patch pockets
 - b) Lined patch pockets
 - c) Patch pockets with flap
- (VI) Patch pocket with self flap INSIDE POCKETS
- a) Reinforcing in-seam pockets
 - b) Extension in-seam-pocket-front hip pocket
 - c) Slashed pockets-bound pockets
 - d) Fabricating bound pockets
 - e) Flap and separate welt pocket
 - f) Welt pocket with flap

UNIT-4

- (VII) FASTENERS:
- Inserting a zip fastener:
- a) Centred standard
 - b) A lapped standard zip
 - c) Concealed zip
 - d) Open end zip
 - e) Finishing off in a slot
- (VIII) BUTTONS- Types attaching
- a) Positioning and buttons
 - b) Hook and eye
 - c) Press-studs
 - d) Touch and close

Recommended Books:

- The Practical Encyclopedia of Sewing: By-Dorothy Wood: Lorenz Books
- The Complete Book of Sewing: Dorling Kindersley
- Sewing and Knitting: A Reader's Digest step –by-step guide
- Comparative Construction Techniques
- Clothing Construction :Sherie Doonga ji
- Sewing Manual:Singer
- Stitch World
- Apparel views

B.Sc FD 204

PATTERN MAKING

This is an introductory course where the relationship between draping of a three-dimensional form and flat pattern making is introduced. Students draft basic slopers according to dress form

requirements. The basic sloper is used to develop creative designs. The final project is the development of an original design through the flat pattern method.

Methodology:

The exercises are variations of basic slopers and their common variations. The students are given demonstrations for each and are required to make paper patterns along with muslin test fits. Design possibilities/variations of each should be explored and towards the end of the semester a complete term garment in suitable fabric is made.

Course Objective:

This area of instruction should enable the students to:

1. Develop accurate slopers for Skirts.
2. Become familiar with tools of pattern making.
3. Understand the language of pattern making.
4. Develop the ability to create designs through the flat pattern method.

1. Introduction to PM.
2. How to take body measurements.
3. Developing the first bodice block(dartless).
4. Making a prototype for eg. A 'tank top' with the help of basic block.
5. Developing the 2nd bodice block(with darts).
6. Test fit the garment on the dress form.
7. Dart manipulation.
 - a) Single dart series.
 - b) Double dart series
 - c) Multiple dart series.
 - d) Darts away from bust point.
 - e) Darts in the form of gathers.
 - f) Stylised darts.

REFERENCES:

- 1) "Pattern making for fashion design", Helen Joseph Armstrong, Harper Collins, LA.
 - 2) "Metric Pattern Cutting for Menswear"; Winfred Aldrich, BSP Professional book Oxford.
 - 3) "Pattern making and making up-the professional approach"; Marten Shoben and Janet P.Ward, Butterworth Heinman,Oxford.
 - 4) "Modern sizing for womens and childrens"; P.Kunick , Philip Kunik Publication London.
 - 5) "Dress Fitting"; Natalie Bray, Black well science Ltd London.
 - 6) "Dress Patten Designing" Natalie Bray, Black well science Ltd London.
- Examination /Evaluation scheme

B.Sc FD 205

DRAPING

Course Objectives :

Students are expected to learn the basic principles of draping. Once the principles of draping have been mastered the designer is free to translate an endless variety of ideas.

Draping is a method of Pattern Making for Fashion Design that permits free and accurate expression of ideas as designer works. It is a three dimensional process of designing. The designer working from a sketch or a mental picture give the three dimensional form to an idea for a garment with a help of a dress form.

1. Introduction to Draping
2. Basic Bodice
3. Basic Sleeve
4. Basic skirt
5. Dart manipulation
6. Short sleeve
7. Flared skirt
8. Princess bodice
9. Dirndl skirt
10. Gored skirt
11. Collars
 - Mandarin
 - Convertible
 - Peter Pan
12. Yokes :
 - Shoulder
 - Midriff
 - Hip
13. Princess Bodice
14. Princess Bodice Variation
15. Term Garment

B.Sc FD 206

ELELMENTS OF DESIGN

Objectives

Introduction to Design Process/Material Exploration/Research Methodology/Presentation Techniques/Visual Communication/Visual Merchandising.

Project - A

Identify and select many visuals of any product except a garment(furniture or any other utility object , art forms or art effects, accessories, architecture or architecture or architectural details etc).

1. The evolution and development of the product through time
2. Product manifestation as found in different environments/lifestyles
3. Product adaptation in different materials
4. The physiology of the product
5. Marketing and merchandising of the product
6. Any other

Project-B

Design the identified product utilising the above inputs (one to seven).

Methodology

Let the students:

- Visualize certain activities they enjoy (sleeping, eating,and cycling...)
- Identify the effect of these activities (comfort, entertainment, inspiration etc.)
- Identify associated objects with the activity.
- Discuss with respect to the objectives given above.you may adopt your own methodology and invite related experts in various areas.

We are involving experts from the area of:

- a) Architecture for physiology and psychology of products
- b) Cultural studies and material exploration
- c) Marketing/advertising/communication

B.Sc FD 207

WORLD ART APPRECIATION

Course Objectives :

The objective of the course is to give an insight and input about the various aspects of the History of World Art right from the origin. The students learn about the historic importance and relevance of the various aspects and phases of the World Art and take inspiration and influence for their own creations.

- Introduction to Pre Historic Art
- Egyptian Art
- Greek and Roman Art
- Medieval Europe: the birth of two major religions-Christianity and
- Islam
- The Renaissance and it's masters
- Mannerism and Baroque and Realism
- impressionism and Post Impressionism
- Cubism
- Fauvism
- Surrealism
- Discussions/presentations

Instruction to the Examiner:

- Pls add Fill in the blanks for at least 20 marks.
- Presentations on topics in groups should be given.

Reference books:

- A Concise History Of Modern Painting by Herbert Read
- A History Of Modern Art by H.H. Arnason
- History Of Art by H.W. Janson
- A History Of Fine Arts by Edith Tomory

B.Sc FD 208

TRADITIONAL INDIAN TEXTILES & EMBROIDERIES

Course Objectives :

Study of Different traditional textiles of various regions in terms of their origin

- Socio cultural background
- Techniques / material
- Colour / motifs
- Evolution or changes over time
- Present scenario
- Contemporary usage

Woven Fabrics

- Carpets
- Shawls
- Sarees -Chanderi , Maheshwari , Kanjeevaram, Paithani etc.
- Brocades
- Textiles of North Eastern Region

Embroidered-(Briefly as also covered under surface ornamentation)

- Kantha
- Phulkari
- Chikankari
- Kasuti
- Kashida
- Embroidery of Gujrat & Rajasthan.

Resist Dyed:

- Bandhani
- Ikat
- Patola

Printed and Painted

- Block printed textiles from Gujarat
- Block printed textiles from Rajasthan
- Ajrakh
- Kalamkari

EMBROIDERY

Objectives:

Students are introduced to the traditional embroidery as surface embellishment techniques of various states. These are studied in details on the basis of actual garments or accessory samples. Students have to research books and textiles, develop motifs on the basis of study and then make samples of the same.

- Phulkari from Punjab
- Kasuti from Karnataka
- Kantha from Bengal
- Embroideries from Gujarat and Rajasthan
- Kashida from Kashmir

B.Sc FD 209

HISTORY OF WESTERN COSTUMES

Course Objectives :

The objective of the course is give an insight and input about the various aspects of the History of the costumes of the western world right from the origin. The students learn about the historic importance and relevance of the costumes and take inspiration and influence for their own creations.

- Introduction
- Egyptian
- Assyrian
- Babylonian
- Greek
- Etruscan
- Roman
- Byzantine
- 13-14th century
- 15,16 and 17th centuries
- 18th -19th centuries
- 19th century onwards

Instruction to the Examiner:

Pls add Fill in the blanks for at least 20 marks.

Presentations on topics in groups should be given.

Reference books:

- A History Of Fashion by Douglas Gorsline
- Survey of Historic Costume by Phylliss G. Tortora & Keith Eubank

B.Sc FD 210

GRAPHIC DESIGN AND APPLICATIONS

Course Description:

This course is aimed at students and design professionals who are interested in learning how to design, print using Photoshop. To create, capture and enhance the images in accordance with the final objective. It is a bitmap based graphic designing program that designers use to create professional artwork or advertisements. In this course, students will explore the advanced features available with Photoshop including advanced text, color, layout and layers styles.

Objectives:

- Learn how to manipulate, edit, and adjust images by using, the different tools in Photoshop. Students will learn how to apply layer effects and filters to create special effects, including lighting and texture effects.
- To show advanced skills in using painting tools and blending modes to create special effects and quality artworks.
- Perform good skill in color correction and restoration of photographs and images.
- To learn how to optimize images for use on the Web, and the advantages of using image slicing techniques.
- Demonstrate basic skills in developing a time-based production

Duration-6 months

One class per week of 3 hrs.

Teaching Techniques

- Classroom lectures, demonstrations, & discussions.
- Individual and small group work.
- Hands-on lab classes/Assignments

Pre-requisite

Students should have basic knowledge in using Windows operating system and to access and work with the files and programs using Windows OS. It will be more preferable, if you have color sense and some photography or artistic skills.

Note: All topics are covered in extreme detail with practical examples for all.

Examination /Evaluation scheme

- **Practical Examination:** One Practical examination of 3 hours duration will be conducted on the modules described in the curriculum. The maximum marks will be 100.

Unit-I

Introduction To Adobe Photoshop, Opening new files, Opening existing files, exploring the Toolbox, Exploring Panels & Menus, Creating & Viewing a New Document, About Photoshop, Navigating Photoshop, Working with Images and Basic Selections, Working with Multiple Images, Rulers, Guides & Grids, Adjusting Color with the New Adjustments Panel, Getting Started With Layers And Painting Commands, Understanding the Background Layer, Creating, Selecting, Linking & Deleting Layers, Introduction to Blending Modes

Unit-II

Photo Draping In Adobe Photoshop, Photo Draping Basics, Using a Wrap tool to Photo, Photo Draping a garment/dress with Blending modes, Photo Draping a Bed, Painting In Photoshop Using the Brush Tool, Working with Colors & Swatches, Creating & Using Gradients, Creating & Working with Brushes.

Unit-III

Photo Retouching And Color Correction, The Red Eye Tool, The Clone Stamp Tool, The Patch Tool & the Healing Brush Tool, The Spot Healing Brush Tool, The Color Replacement Tool, Adjusting Levels, Adjust Curves, Non-Destructively, with Adjustment Layers

Unit-IV

Using Quick Mask Mode And The Pen Tool, Working With Colors And Color Settings, Working with the Color palette, Using the Color palette, Editing Foreground color and Background color, Using the Color ramp, Setting the CMYK Color gamut, Creating Special Effects, Getting Started with Photoshop Filters, Smart Filters, Creating Text Effects, Applying Gradients to Text

B.Sc FD 211

DYEING AND PRINTING

Course Objectives :

To introduce the students to the basics of dyeing and printing.

Contents:

Unit I

1. Introduction to the Grey fabric
2. Characteristics and classification of impurities
3. Introduction to the preparatory processes of dyeing for cotton – Singeing, desizing, scouring, bleaching , mercerization.

Unit II

1. Definition of color, dyes, pigment
2. Classification of dyes
3. Application of dyes on textiles
4. Stages of dyeing – Fiber, yarn , fabric and garment
5. Introduction to dyeing of blends

Unit III

1. Methods of printing
2. Styles of printing
3. Environmental Concerns

Instructions to the teacher: Field trip to a dyeing & printing unit will be taken.

Instructions to the examiner:

1. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 30 marks.
2. There will be six questions of 10 marks each , out of which three questions are compulsory. The questions will be two from each unit.
3. It will be compulsory to attempt one question from each unit .

REFERENES:

- Fabric Science by Joseph J. Puzzuto.
- Technology of Dyeing, Printing and Bleaching by Dr. V.A. Shenai.

B.Sc FD 212

CRAFT DOCUMENTATION

Course Objectives :

The main objective of this course is to have an in depth knowledge of the handicrafts . The students are taught how to research and document the various crafts by visiting and meeting the craftsmen and artisans personally. An interesting aspect is to give design solutions to the artisans for further evolution of the crafts.

1. Introduction to craft (Slides)
2. Information sourcing on craft
3. How to document a craft and why
4. Contents of craft document
5. How to plan your layouts and the techniques
6. How to frame your photographs, illustration.
7. Prepare questionnaire for survey/information collection
8. Craft design
9. Assessment

SYLLABUS

B.Sc Fashion Design (Semester-III)

GRAPHIC DESIGN AND APPLICATIONS

Course Description:

This course is aimed at students and design professionals who are interested in learning how to design, print using Corel DRAW. To create, capture and enhance the images in accordance with the final objective. It is a vector based graphic designing program that designers use to create professional artwork or advertisements. In this course, students will explore the advanced features available with CorelDraw including advanced text, color, layout, layers styles and template techniques

Objectives:

- After completing this course, you will be able to use CorelDraw advanced text, color, layout, latter style, and template techniques etc
- Students will learn how to apply layer effects and filters to create special effects, including lighting and texture effects.
- To show advanced skills in using painting tools and blending modes to create special effects and quality artworks.
- Perform good skill in Designing brochures, pamphlets, magazine cover pages, cards, logos and advertisements etc.

Duration-6 months

One class per week of 3 hrs.

Teaching Techniques

- Classroom lectures, demonstrations, & discussions.
- Individual and small group work.
- Hands-on lab classes/Assignments

Pre-requisite

Students should have basic knowledge in using Windows operating system and to access and work with the files and programs using Windows OS. It will be more preferable, if you have color sense and some photography or artistic skills.

Note: All topics are covered in extreme detail with practical examples for all.

Examination /Evaluation scheme

- **Practical Examination:** One Practical examination of 3 hours duration will be conducted on the modules described in the curriculum. The maximum marks will be 100.

Unit-I

Introduction to Corel draw, Exploring the CorelDraw Screen, Inserting and Deleting Pages, Changing Page, Customizing Options, Using Multiple Workspaces, Creation and manipulation, Drawing and Shaping Tools, Using the Freehand Tool, Drawing Lines and Polylines, Working With Special Effects And Texts, Drawing With the Artistic Media Tool, Shaping an Object with an Envelope, Extruding an Object, Blending Two Objects, Using the Lens Effect, Adding Perspectives, Using Power Clips

Unit-II

Using Fill Tool, Fountain Fill, Pattern Fill, Interactive Mesh fill, Copying Attributes, Setting Outline and Fill Defaults, Arranging Objects, Grouping and Ungrouping Objects, Using Guidelines, Using Dynamic Guides, Using Snap To, Aligning Objects, Group and Child Objects, Combining and Breaking Objects, Welding Objects, Using Intersection

Unit-III

Working With Paragraph, Importing and Sizing Paragraph Text, Flowing Text Between Frames, Formatting Paragraph Frames, Wrapping Paragraph Text Around Objects, Applying Drop Caps, Typing Text Into Objects, Special Text Effects, Fitting Text to a Path Working With Colors, Fills, & Outlines, Color Palettes, Fills & Outlines, Eyedropper Tool Smart Fill.

Unit-IV

Deleting Objects, Sizing Objects, Transforming Objects, Mirroring Objects, Rotating and Skewing Objects, Typing Text into Objects, Converting Text to Curves, Creating Blended Text Shadows, Using Symbols and Clipart, Inserting Text Symbols, Adding Clipart, Modifying Clipart, Working With Bitmaps, What is a Bitmap, Importing Bitmap Options

B.Sc FD 302

MODERN ART APPRECIATION

Course Objectives :

Course Objective: The objective of the course is to give an insight and input about the various aspects of the History of Modern Art .The students learn about the historic importance and relevance of the various aspects and phases of the Western Modern Art and take inspiration and influence for their own creations.

- Introduction and revision of the World Art
- Realism-Courbet
- Introduction to Impressionism
- Impressionism and its artist
- Introduction to Post Impressionism
- Post Impressionism and its artists
- Cubism and Fauvism
- Picasso
- Surrealism
- Discussions/presentations
- The Company School
- The contemporary Indian Art-A general survey

Instruction to the Examiner:

- Pls add Fill in the blanks for at least 20 marks.
- Presentations on topics in groups should be given.

Reference books:

- A Concise History Of Modern Painting by Herbert Read
- A History Of Modern Art by H.H. Arnason
- History Of Art by H.W. Janson
- A History Of Fine Arts by Edith Tomory

B.Sc FD 303

FABRIC STUDIES

Objective of the course:-

- Identity different fabric types
- Relate fabric properties to specific end use.
- Handle different varieties of speciality fabric through appropriate cutting and finishing techniques.
- Identify different trims, fasteners, facing, Interlinings and Interfacings.
- This course is conducted through lectures on different fabric types and speciality fabrics wherein students actually handle fabric swatches of various categories.
- The laying , cutting and finishing of actual fabric types is done through class room demonstration.

Course Content:

- Natural and manmade fabric
- Cotton Fabric
- Wool Fabric
- Silk Fabric
- Sheer Fabric
- Pile Fabric
- Knit Fabric
- Trims and Fasteners
- Facing , Interfacings and Interlinings
- Forecast services

Assignment and Projects:

- Students submit assignment on cutting and finishing of actual fabrics fortnightly.
- Project on availability and end use of various fabric types to be done through a market survey in Delhi.

B.Sc FD 304

FASHION ART

Course Objectives :

Students are provided with an understanding of mood boards and importance of presenting creative design for the fashion industry through good layouts. Integration of computer inputs into art is encouraged. Students are also introduced specifications sheet and the need to integrate technical accuracy and illustration skills.

1. Principles of line planning (developing a collection)
2. Introduction to making of specification sheet of basic garments like blouses, shirts, T-shirts, Paints, Jacket.
3. Mood board with special emphasis on relating the foreground to the background layout and composition cut and paste techniques and hand crafting techniques.
4. Demographics and psychographics of customer profile.
5. Interpretation of the forecast in terms of cut, style,color and fabric sourcing.
6. Exercise in visually assessing and relating fashion illustration to specs.

B.Sc FD 305

GARMENT CONSTRUCTION

Indian Garments:

1. Kalidar Kurta.
2. Churidar.
3. Salwar.
4. Kameez-straight/A-Line or any other variation.
5. Plain saree blouse.

Recommended Books:

- The Practical Encyclopedia of Sewing: By-Dorothy Wood: Lorenz Books
- The Complete Book of Sewing: Dorling Kindersley
- Sewing and Knitting: A Reader's Digest step –by-step guide
- Comparative Construction Techniques
- Clothing Construction :Sherie Doonga ji
- Sewing Manual:Singer
- Stitch World
- Apparel views

B.Sc FD 306

PATTERN MAKING

This is an introductory course where the relationship between draping of a three-dimensional form and flat pattern making is introduced. Students draft basic slopers according to dress form requirements. The basic sloper is used to develop creative designs. The final project is the development of an original design through the flat pattern method.

Methodology:

The exercises are variations of basic slopers and their common variations. The students are given demonstrations for each and are required to make paper patterns along with muslin test fits. Design possibilities/variations of each should be explored and towards the end of the semester a complete term garment in suitable fabric is made.

Collars

1. Band collar and variations.
2. Peter pan collar-raised and flat.
3. Shirt collar.
 1. One piece collar
 2. Two piece collar
4. Sailors collar.
5. Cape collar.

Sleeves

1. Basic sleeve block.
2. Sleeve variations.
 - 1) Puff sleeve.
 - 2) Lantern sleeve.
 - 3) Leg-o-mutton sleeve.
 - 4) Petal sleeve.
 - 5) Shirt sleeve.

REFERENCES:

- “Pattern making for fashion design”, Helen Joseph Armstrong, Harper Collins, LA.
- “Metric Pattern Cutting for Menswear”; Winfred Aldrich, BSP Professional book Oxford.
- “Pattern making and making up-the professional approach”; Marten Shoben and Janet P.Ward, Butterworth Heinman,Oxford.
- “Modern sizing for womens and childrens”; P.Kunick , Philip Kunik Publication London.
- “Dress Fitting”; Natalie Bray, Black well science Ltd London.
- “Dress Patten Designing” Natalie Bray, Black well science Ltd London.
- Examination /Evaluation scheme

B.Sc FD 307

DESIGN PROCESS

Course Objectives :

The main objective of this course is to make the students understand the different stages of process involved from the 'concept' stage to the 'finished garment'. It is interactive and constant feed back is given after each student presents their work after each stage of the design process.

- To provide students a sound foundation for any design work based on Creativity and technical knowledge.
- To create a conscious awareness with regard to each step in the design process.
- To develop the ability to understand a particular theme and demonstrate this understanding in the form of a 3 dimensional theme board, initial concepts and a final design of a garment.
- To use the surface design skills like the dye, embroidery etc for creating fabric ideas for the final garment.
- To learn to derive a color palette from the theme or source of inspiration.
- To develop the ability to verbally present their own work/designs to clients during class hours in mock presentation every week.

B.Sc FD 308

MARKET RESEARCH

Objective of the course:-

The course would be focused towards class participation and assignments.

The course will be divided into four modules of 4 classes each

- Introduction to Marketing – This section will give a broad overview of the marketing process.
- Marketing Process – Here we will explore areas like consumer behaviour advertising/promotions distribution, new product launches. At end of Module – 2 the students should be able to define what marketing is all about and start relating the inputs provided to their own lives.
- Introduction to Market Research – This will talk about market research on a very broad level.
- Market Research Techniques – This will provide a little depth to so that the students can understand different MR models and use them for their course work.

Each group will be required to carry out market research and present the result to the class at the end of the course.

B.Sc FD 309

ADVANCED DRAPING

Course Objectives :

After the students learn the basic principles of draping, they are taught advanced techniques of draping.

1. BODICE VARIATION
2. STYLE LINES- Princess,shoulders/ armhole and plum lines
3. COWLS – Neck, armhole and back
4. SKIRT – cowls, side seam and back
5. YOKES
6. COLLARS – Mandarin, Convertible and peter pan.

B.Sc FD 310

TERM GARMENT

Course Objectives :

Term Garment is the culmination of all that the student learns in the three semesters at NIIFT. The collection must therefore reflect the technical accomplishments combined with a creative flair with an in depth conceptualization and implementation of the design process.

Students are required to :

1. Work in a group of 3-4 students
 2. A womens wear outfit which may include a trouser
 3. Avoid repetitive styles,silhouettes and colors
 4. Use appropriate fabric
 5. Work on accessories for garments
 6. Each collection should have
 - Theme
 - Key words
 - Season
 - Categories
 - Target Market
 - Customer Profile
 - Age group
 - Income
 - Taste and preferences
 - Fabric (construction,source,price etc)
 - Colours
 - Silhouettes
 - Accessories
 - No. of garments
1. Students should choose a theme and the theme should provide for a wide scope for rules and regulations :
 2. All specification drawing should be finished and submitted before starting of patterns
 3. Fabric should be cut withproper test fitted patterns
 4. Design prototypes should be cut sewn and finish in the institute under faculty supervision.

SYLLABUS

B.Sc Fashion Design (Semester-IV)

B.Sc FD 401

FASHION ART

Course Objectives :

Students explore the components that form the cohesiveness of a collection as well as elements that introduce individual creativity and diversity. The focus is on full figure croquis with detailed specification drawing with swatches, trimming and stitch details on the basis of research and innovative experiment on fabric and function for any specialized apparel category.

1. Introduction to male croqui for casual/ formal wear both for the export as well as domestic market.
2. Development of children croqui for playwear/ formalwear
3. Detailed line planning with special emphasis on design development sheet.
4. Creation of textile print and repeats, also translated on fabric and application of the same on garments
5. Womenwear (ethnic) for formal/ casual/ fusion categories with special emphasis on innovative surface ornamentation techniques.

GARMENT CONSTRUCTION

- Stitching of the following garments (Women's wear)
 1. Skirt
 2. Shirt
 3. Trouser

- The Garments shall be stitched keeping in view the following factors.
 1. Pattern making and cutting
 2. Marking, spreading and cutting the fabric
 3. Stitching step by step
 4. Finishing

Recommended Books:

- The Practical Encyclopedia of Sewing: By-Dorothy Wood: Lorenz Books
- The Complete Book of Sewing: Dorling Kindersley
- Sewing and Knitting: A Reader's Digest step –by-step guide
- Comparative Construction Techniques
- Clothing Construction :Sherie Doonga ji
- Sewing Manual:Singer
- Stitch World
- Apparel views

B.Sc FD 403

PATTERN MAKING

This is an introductory course where the relationship between draping of a three-dimensional form and flat pattern making is introduced. Students draft basic slopers according to dress form requirements. The basic sloper is used to develop creative designs. The final project is the development of an original design through the flat pattern method.

Methodology:

The exercises are variations of basic slopers and their common variations. The students are given demonstrations for each and are required to make paper patterns along with muslin test fits. Design possibilities/variations of each should be explored and towards the end of the semester a complete term garment in suitable fabric is made.

1. Introduction to skirts.
2. Sheath skirts/fitted skirt.
3. Circular skirts.
 - a) Skirt with yoke.
 - b) Skirt variation with yoke.
 - c) Gathered skirts and variations.
 - d) Pleated skirts and variations.
 - e) $1/4^{\text{th}}$, $1/2$, $3/4^{\text{th}}$ + full circular skirts.
4. Peg skirt.
5. Bell skirt.
 - a) With gores.
 - b) Without gored.
6. Bifurcated garments.
 - a) Trousers.
7. Fitted garments.
 - a) Corsets.
8. Waist coat.

REFERENCES:

- “Pattern making for fashion design”, Helen Joseph Armstrong, Harper Collins, LA.
- “Metric Pattern Cutting for Menswear”; Winfred Aldrich, BSP Professional book Oxford.
- “Pattern making and making up-the professional approach”; Marten Shoben and Janet P.Ward, Butterworth Heinman,Oxford.
- “Modern sizing for womens and childrens”; P.Kunick , Philip Kunik Publication London.
- “Dress Fitting”; Natalie Bray, Black well science Ltd London.
- “Dress Patten Designing” Natalie Bray, Black well science Ltd London.
- Examination /Evaluation scheme

B.Sc FD 404

GRADING

Course objective:

This course aims to make the student proficient of grading the pattern to different sizes both by Track grading and Nested grading.

Area of study

Each area of study consists of lecture demonstrations and is followed by individual applications in the lab .

1. The contents & principles of grading
 - a) Sizing and survey of the market.
 - b) Grading option.
 - c) Special areas.
 - d) Body analysis.
 - e) Grading terminology.
 - f) Track grading.
 - g) 3-D grading.
2. Practical applications
 - Bodice block.
 - Skirt block.
 - Sleeve block.
 - Princes block.
 - Yoke in a bodice.
 - Torso block.
 - Puff sleeve.
 - Leg 'O' Mutton sleeve.
 - Shirt sleeve with cuff.
 - Lantern sleeve.
 - Panelled skirt.
 - Flared skirt.
 - Gathered skirt.
 - Pleated skirt.
 - Godet skirt
 - Trouser
 - Collars – Chinese, Shirt , Peter Pan , Shawl, Coat
 - Jacket Block
 - Two pc. Sleeve
 - Raglan

- Kimono
- Countered block – 3D grade
- Style grade
- Uneven grade
- Grading with specification sheet
- Pattern grading with scan allowances

Note _:

- All these assignments should be done for 3 sizes up and 1 size down.
- Accuracy of pattern & neatness of execution are of great important.
- Industrial method of pattern grading should also taught .

Bibliography

- Grading for the fashion industry – Patrick J.Taylor & Martin Shobhen

B.Sc FD 405

FUNDAMENTALS OF APPAREL PRODUCTION

- 1 a) ready to wear - history and basic concept
- Importance of ready to wear
- b) Industrial infrastructure and its profile
- c) Fundamental structure of industrial

6&7 PRODUCTION PROCESS

Fabric & cutting room

- a) Inspection of fabric and its control
- b) Various method of spreading fabric
- c) Use and importance of marker
- d) Understanding of pattern & method if laying pattern
- e) Yardage control in cutting room
- f) Types of cutting machine
- g) Operation of fusing machine
- h) Method of bundling and ticketing

9 Sewing Room

- a) Machine – Types ,uses and application
- b) Use of attachment

10 SEWING – Stitch type, uses type and application

11 various technique of production in sewing room

SURVEY OF APPAREL MERCHANDISING

Course Objectives: To acquaint students with the knowledge of marketing and merchandising concepts.

Theory

Unit-I

- Introduction, Meaning, nature, functions, importance, marketing environment
 - Definitions of Marketing, Concept of Marketing
 - Marketing Mix
 - Segmentation
 - Targeting
 - Positioning
- Analysis of consumer markets and buyer behavior

Unit-II

- Product Mix, Product Life Cycle, New Product Development
- Pricing Objectives & Pricing Methods
- Distribution Channels: Types, Levels, Development.
 - Promotion Mix.
- Marketing channels, retailing, wholesaling,

Unit-III

- Merchandising-definition, role and responsibilities of a merchandiser
- 6 months merchandising plan-buying calendar
- Retail fashion promotion – sales promotion, advertising, branding, public relation, special events
- Retailing- types of retail operations.
- Fashion Retail Management

Books

- Essentials of Marketing – Jerome E. McCarthy & William D. Perrault
- Principals of Marketing – Philip Kotler 11th edition
- Essentials of Marketing – Stanton & Futrell
- Fashion Innovation & Marketing – Catherine Moore
- How to sell Fashion – Annalee Gold
- Fashion Marketing – Janet Bohdanowicz & Lis Clamb
- Fashion from concept to consumer- Stephen Fringes

Instructions to the teacher- assignments to be made on consumer survey.

Instructions to the examiner:

4. There will be one compulsory objective question (multiple choice questions or fill in the blanks or True/False questions) covering all units, carrying 20 marks.
5. There will be six questions of 10 marks each , out of which four questions are compulsory. The questions will be two from each unit.

It will be compulsory to attempt one question from each unit and the fourth question can be attempted from any unit

B.Sc FD 407

FABRIC RESEARCH AND SOURCING

Objectives:

1. Understanding the potential and limitations of the textile industry from a fashion designer's point of view.
2. Developing the expertise for appropriate selection of fabrics, trims and other materials keeping the design/style/market in perspective.
3. Leading design-oriented exploration of new technologies processes and materials.
- I. Introduction:
 - Fabric count

 - Fabric identification
- II. An overview of the textile industry
 - A. Different sectors of the Indian industry:
 - a) Mill sector/organized sector.
 - b) Powerloom sector/semi-organised sector.
 - c) Handloom sector/unorganized sector/co-operatives.
 - B. Discussion of the above with reference to:
 - a) Minimum lengths possible.
 - b) Scope for design intervention.
 - c) Lead times.
 - d) Cost.
 - C. International fabric and textile materials.
- III. Sourcing of fabrics
 - a) International
 - b) National
- IV. Processing of fabrics with reference to:
 - a) Texture
 - b) Color
 - c) Performance/durability
- V. Innovations in fabrics (intrinsic and visual) integrating into design practice
 - A. International
 - B. National
 - C. Role of NGO's in development and promotion of fabrics
- VI. Understanding linings and interlinings- a designer's perspective
- VII. "Green Design" in terms of"
 - a) Fibre content
 - b) Finish
 - c) Garment
 - d) Packaging
- VIII. Interrelating garment and fabric design

IX. Quality control and care labeling of garments

Evaluation criteria

- a) Quizzes
 - b) Market research/survey
 - c) Projects
 - d) Swatch analysis and fabric exploration
- X. Costing

SURFACE ORNAMENTATION

Course Objectives :

This course aims to develop an understanding of surfaces used for apparel , focusing towards various ornamentation techniques. It encourages students to explore fabrics and other materials to create interesting swatches for a niche market.

Methodology :

1. Market survey to appreciate and understand current trends in the market (both at a domestic and international level) and a study of the forecast.
2. Familiarization with various surface ornamentation techniques (by visiting units) at a technical level as well as for contemporary usage.
3. Identification of a category of garments for e.g. Womenswear, Menswear or Kidswear and further in each category : Casualwear or eveningwear etc.
4. Preparation of moodboard which must include strong forms, color story and textures.
5. Survey the market or source suitable fabric and raw materials for explorations.
6. Exploration and development of forms , textures and motifs suitable for a particular technique. (for e.g. textures possible with tie/dye, motifs suitable for emb./printing etc) The explorations to be done on proper in color.
7. Hand Crafted Skills : Selection of Techniques from the following :-
 - Machine embroidery
 - Hand embroidery
 - Batik
 - Tie & Dye
 - Printing
 - Self Exploration(Note : Students select 3 techniques from the above _ self exploration which is compulsory)
8. Explorations include :
 - a) Machinery embroidery
 - b) Hand embroidery with a contemporary feel and knowledge of international nomenclature.
 - c) Self explorations which include quilting, basic hand-embroideries, patchwork/appliqué thermosetting, faggoting , layering, fraying, tearing pulling of yarns, burning out etc.
 - d) Batik, enzyme, acid, stone, sand wash, explorations.
 - e) Tie &Dye , Shibori explorations.
 - f) Print design – in house explorations of block, stencil and screen printing.
 - Development of fabric swatches for each of the selected technique (size 10” x10”)

- Explorations must relate to the international trends/forecast for a particular season.

Note : There will be a submission of each exploration at the end of the 3 weeks.

9. Final submission :

- a) Mood board
- b) Design development file
- c) Paper explorations
- d) 5 samples each of the 3 selected techniques + 5 samples of self explorations (total 20 samples)
- e) Art work of the designed collection

Evaluation Criteria :

- 1) Relations of the exploration and final samples to the mood board
- 2) Design development process
- 3) Exploration of possibilities within the technique

Final samples and overall presentation of the collection.

B.Sc FD 409

GRAPHIC DESIGN AND APPLICATIONS

Course Description

Adobe Illustrator is a vector-based drawing program developed and marketed by Adobe Systems. This program is used for creating and designing of artwork such as logos, illustrations, brochures etc. It provides sophisticated tracing and text manipulation capabilities as well as color separations.

Pre-requisite

Students should have basic knowledge in using Windows operating system and to access and work with the files and programs using Windows OS. It will be more preferable, if you have some designing and artistic skills.

Course objectives and content

Upon completion of this course students will be able to:

- Create quality artworks and graphics utilizing the various tools in Illustrator
- Demonstrate knowledge of text and typography, Color, image manipulation and basic layout for a print-based output for multimedia.
- Develop skills in using: page layout, image capture and manipulation
- Demonstrate good skill in vector drawings and logo designing

Note: All topics are covered in extreme detail with practical examples for all.

Examination /Evaluation scheme

- **Practical Examination:** One Practical examination of 3 hours duration will be conducted on the modules described in the curriculum. The maximum marks will be 100.

Unit-I

Introduction, Workspace & Navigation, Introducing Vector Based Paths, Working with Layers in Illustrator, Introducing Anchor Points, Using Color Settings, Configuring Palettes & workspace, Direct selection, Creating guides, Fills and Stroke and Color, Introduction to Fill and Stroke, Creating a fill Pattern, Creating and saving new Color Swatches, Gradients & Gradient Mesh Gradients introduction, Making Color Adjustments, Using the Eye Dropper Tool, Blending Objects into the Gradient Mesh, Layers and Grouping, Placing paths

Unit-II

Illustrator Drawing, Editing and Symbol Tools, Drawing with Lines and Shapes and Brushes, Using the Flip Tool to Mirror Shapes, Combining Shapes, The Pen Tools and Path Editing, Combining Path, Dividing Paths, Grouping Paths, Clipping with Mask, Loading and saving brushes, Symbols Tools, Symbol introduction, Symbol tools, The scissor tool, The knife tool Charts and Graphs, Creating graphs, Changing the graph type

Unit-III

Type Formatting, Filters and Effects, Wrap text, Missing font, Creating outlines, Moving Text to a New Text Container, Moving Text and Altering Line Spacing, Type transformation, Multiple strokes and fills, Converting effect to shape, Warp effects, Object opacity, Creating an Opacity Mask, Blending modes, Liquify, Enveloping and Meshes, Envelope introduction, Filters, 3D space and 3D Effects, Applying and Adjusting 3D Extrusion Effects, Mapping Symbols onto 3D

Cropping Custom Gradient Blends, Customizing Blends for Specific Shapes, Creating Blends Between Two Shapes

Unit-IV

Advanced and Printing Options, Transform Effects and Stacking Order, Text Effects, Creating Drop shadows & Text Effects, Filling Text with Color and Gradients, Auto Trace and Live Trace Using the Live Trace Tool, Applying Threshold and Minimum Area, Live Painting Fills, Creating your own shortcuts, Printing & Exporting, Setting Document Trim Size, Saving Print Settings Exporting Documents as Different File Types.

Suggested Books

1. Microsoft office 2010 for Dummies, "Wallace Wang", Wiley India Pvt. Limited, 2010.
2. Coreldraw X5 In Simple Steps ,"Kogent Learning Solutions Inc", Wiley India Pvt. Limited, 2011.
3. Photoshop Cs2 (savvy), By Romaniello

B.Sc FD 410

TERM GARMENT

Course Objectives :

Term garment is the culmination of all that the student learns in the previous semesters. The collection must therefore reflect the technical accomplishments combined with a creative flare with an in-depth conceptualization and implementation of the design process.

Methodology :

Students are required to :

1. Work in a group of 3-4 students
2. A two piece outfit consisting of a structured ladies jacket.
3. Avoid repetitive styles, silhouettes and colors
4. Use of all kinds of fabrics is permitted
5. Work on accessories for garments
6. Each collection should have
 - Theme
 - Key words
 - Season
 - Categories
 - Target market
 - Customer profile
 - Age group
 - Income
 - Taste and preferences
 - Fabric (construction , source, price etc)
 - Colors
 - Silhouettes
 - No. of garments
 - Detail of garments etc
7. Students should choose a theme and the theme should provide for a wide scope for interpretation and adaptations.

Rules and Regulations:-

1. All specifications drawing should be finished and submitted before starting of patterns
2. Fabric should be cut with proper test fitted patterns
3. Design prototypes should be cut sewn and finish in the institute under faculty supervision.

4. Any garment suspected of being constructed or developed outside the institute will be disqualified. The department on request would provide any specialized or additional help required from outside NIIFT.

EVALUATION CRITERIA :-

Students will be evaluated of following basis :-

1. Conceptualization
2. Patterns (students are free to use draping or pattern drafting to make final paper pattern)
3. Test fit
4. Construction
5. Presentation/display

B.Sc FD 411

INDUSTRY INTERNSHIP

SEMESTER IV (SUMMER BREAK)

Duration 6 -weeks

SYLLABUS

B.Sc Fashion Design (Semester-V)

B.Sc FD 501

MENSWEAR

Course Objectives :

It is a project in which students survey the market, identify their buyer and get the brief. They select a company and design their range based on the company brief and image.

1. The students workout the measurement charts for the company and the minimum size range which would be sold in the market.
2. Create mood boards and do fabric sourcing, keeping forecast colours and company profile in mind.
3. Develop a range of Men's wear – formal
 - Casual
 - sports wear
4. Pattern Making – A shirt block, Trouser block , jacket block and its variations.
5. At the same time make specification sheets, design development sheets and illustration also would be worked at.
6. Constructing a structured jacket in suitable fabric (since the students do a shirt and trouser in construction with a final presentation to a jury.

B.Sc FD 502

KNITWEAR

Course Objectives :

To learn the basics of the Knitwear technology .

- Introductory lecture on cotton and woven knits: different kinds of construction, terminology substantiated through visuals (photographs and actual samples) of knit structure and garments.
 - Introduction of knitting- machinery, yarns etc
 - Demonstration of hand knitting machine, computerized knitting machines. (Shima Seili). and hand knits
- Pattern making- basic blocks for bodice, sleeves, shirts,T-shirts,skirts,pants,leggings,and basic details like collars and cuffs
 - Pattern making development of different style variations
 - Development of Toiles in Jersey cotton sinker
- Design Project
 - a) Sourcing of yarns
 - b) 10 knitted samples (10"*10) with 7 on machine and 3 by hand knitting.
 - c) Theme selection, story board and colour board development
 - Production technology- structure of the knit Industry both composite (yarn to final product) and machine knitting, different kinds of machinery, costing and other specific Issues realated to this industry
 - Visits to minimum 2units, 1 of which has to be composite unit.

B.Sc FD 503

COMPUTER APPLICATION (CAD)

Course Objectives :

To enable the students to understand the fundamental principles relating CAD/CAM in Apparel Design, Style variations, grading and marker making. Realization of the above principles through hands on working on CAD Software.

- Introduction to CAD software, Pattern design through computer
- Basic skirt Pattern using various tools.
- Trouser Pattern Making(Continuation) – Notches, Orientation, Tools
- Basic bodice Block – Modifications and variations
- Shirt/ Jacket Pattern Making – Industriazation, Piece
- Shirt / Jacket Pattern Making(Continuation) – Derived pieces, Folds
- Introduction to Grading – Evolution System
- Grading of skirt, Trouser
- Grading of Bodice Block, Shirt/ Jacket.
- Introduction to Lay Planning, marker making of skirt, trouser
- Marker Making (continued) Bodice, shirt / jacket

B.Sc FD 504

MARKETING & BUSINESS STRATEGIES

Course Objectives :

To formulate a curriculum which is relevant and address the specific needs of the F D students. The course will Incorporate short modules covering the following specific topics of interest.

- Overview of the Indian Apparel Industry
- Existing structure of the Industry
- Marketing Trends Policies practices
- Branding Parameters
- Distribution Trends Policies practices
- Manufacturing Issues
- Retailing Trends
- Human Resource Organisation
- Global Innovations
- Export Scenario

The method of Instruction for modules will be through analysis of case studies developed specially for this session. The scope of each of the modules is detailed as follows :

- The various sectors Involved
- The characteristics and complexities specific to each sector
- SWOT of each sector

Existing Structure of the Industry

- The structure of the organization
- Small-scale sector players
- Working systems of major players
- Exports vs. Domestic

Marketing Trends Policies Practices

- Consumer Profiling
- Promotion and Advertising
- Marketing strategies of main players
- Market Research

Branding Parameters

- Building a Brand
- Maintaining a Brand
- Brand Expansion
- Case studies of major brand entities in apparel sector

Distribution Trends Policies Practices

- Distribution channels

- Selection of channel
- Management of Channel

Manufacturing Issues

- Issues in mass scale
- Engineered garments
- Standard operating minutes and costing

Retailing Trends

- Evolution of retailing In India
- Categories of stores
- Retailing scenario In 2000 and its costing

Global Trends

- Overview of the Industry In developed economics
- Sourcing and retailing implications for India

Sunrise Industries

- Successful Innovations
- Trends

Export Scenario

- Special Characteristics
- Organization structure
- Global Standards

Presentations

B.Sc FD 505

CREATIVE PATTERN MAKING

Course Objectives :

The course is aimed at stimulation of innovative concepts in design which would be materialised through pattern into muslin. Conventional precepts of pattern making would be superseded by radically differentiating apparel styling & detailing. The emphasis is therefore on experimental interpretation and exploration of design where a great degree of essentially complicated but deceptively simple techniques should be encouraged.

Students should work on innovative and unconventional designs and approach the exercises with a wider perspective.

- Seamless patterns
- To change the shape of garments / to move away from the body.
- Re-doing an already existing garment e.g. taking an old jacket, opening it up and understanding the engineering of the jacket, using the insides of the jacket for a different feel and texture for the new garment.
- Un-conventional positioning of seams as design detail. E.G. use of darts
- To create a different bodice block using Unconventional seams and darts
- To create skirts of different shapes using Unconventional seams and darts
- To create sleeves of Unconventional shapes
- Creating/Working out a new shape and then working it out with the 2D or 3D pattern adaptation.

B.Sc FD 506

ART PORTFOLIO

Course Objectives :

The art portfolio is an expression of a graduating student's creativity, design/ability, technical expertise and illustration and presentation skills. It should exhibit the students inclination towards and particular segment of the industry by identifying the target customers, design requirements and pricing. It should ideally comprise of 30-35 sheets keeping the following points in mind.

- **UNIFORM FORMAT :** It is important to keep all the sheets of the same size to maintain visual continually. Sheets should be grouped separately and systematically either horizontally or vertically. This ensures uniformity of presentation. The presentation of the portfolio depends on the contents and also on your layouts. (Too much of fragmentation of a single sheet can be distracting) The end result should look very neat and professional befitting NIFT graduates.
- Statement of your design philosophy to clarify your attitude towards fashion.
- Bio-data
- The portfolio must include.
 - Page of contents
 - Each separate project should include inspiration sheet/story board and colour chart with appropriate swatches.
 - Client profile and indication of the market /country.
 - Give a name/theme to each projects.
 - Flat working drawings, detailed magnification and specification sheets showing your technical strength are vitally important . Line planning, fabric indications, fabric consumption, detailed measurement charts etc are all essential . These are to be used in conjunction with croquis .
 - Design development sheets/design journal to show the creative process and /or commercial feasibility.
- Stylised illustration may be included as a separate segment.
- There should be inclusion of designs for men,women and children. However your natural creative bent of mind should find expression through specific design and market orientation.
- At least one collection should have a touch of the Indian ethos. This is to be based on innovative fabric combinations, surface texture and ornamentation. It is very important that the designs and embroidery motifs be original.
- 2 sheets each on your craft documentation and internship project is absolutely mandatory. It is very important to show your design applicability for the craft.

- Any other creative graphic work ,photography done by you, should be included.
- In addition to this photographs and /or slides of other creative design activities should be included so to exhibit your versatility. These may include photographs of prototype development in the case of term garment, freelance assignments or competitive shows like Air France, Smirnoff etc. You could leave space for the final design collection photographs, which would be included later. Any publications in newspapers or magazines may be included in original.
- The expression of computer application is very important.

KIDSWEAR

Course Objectives :

To understand the domestic market and to design for a wide segment of children's garments geared towards an up market international look.

- Selection of any one category of clothing per group namely playwear, holiday/resort wear, formalwear, outerwear, sleepwear.
- Selection of any one age group.
 - 0-2 yrs
 - 2-4 yrs
 - 4-7 yrs

Methodology :

- The class will be divided into 6 groups comprising of 4 students only.
- Each group should survey the main up-market childrenwear stores in Delhi e.g. L'Il Tornatoes, Balloons, Petals, Mama's Pet.
- Understand the market segments where design intervention is needed to extend and existing range or to create a new line.
- Formulate client/customer profiles with special emphasis on taste preferences, season and price range.

Design Process :

- Fabric sourcing as per the requirements of the occasion and season.
- Motif/print development and surface ornamentation techniques must be applied to introduce an innovative yet practical design element.
- Design development sheets.
- Finalization of design on child croquis
- Specification sheets with fabric consumption.

B.Sc FD 508

TREND FORECAST

Course Objectives : To make the students understand and learn the intricacies of the forecasting process of the Fashion Cycle. The global forecast trends will be taught with great detail and depth through various forecast journals, magazines like Promo style etc. Student will be given exhaustive assignments to learn and interpret the Fashion forecast

- Foundation for Fashion Forecast Studies Students will be exposed to the various terms, its relationship & the Importance of Decade study.

- Trend forecasting - What, Why & How Students will be Exposed to various tools, sources & methodologies applied to study the trend forecast.

Visual Presentation of Trend Forecast by various Trend forecast agencies & its interpretation.

- Trend forecasting - What, Why & How (Visual Presentation + Interactive Assignments) Visual presentations & Interactive Learning Sessions.

A visual Presentation of Past many years trends, SS11 & SS12 ramp shows of Indian & International Designers, Up to date street fashion Street Fashion in Fashion Capital across the world.

- Market Research Students will be given a brief to carry out detail market research.

- Trend Analysis & Presentation The students will Apply their knowledge & skills they acquired during the module and on the basis of their research they will do analysis and come up with the New Trend in their given field or area.

DESIGN COLLECTION

Unit-I

Introduction to MS Word, Menus, Working with Documents, Formatting page and Setting Margins, Converting files to different formats, Editing text documents, Formatting documents, Creating Tables, Table settings, Tools, Word Completion, Spell Checks, Drawing and printing documents, Importing and Exporting, Sending files to others, Editing text documents, Inserting and Deleting, Find, Search, Replace Commands

Unit-II

Introduction to Excel, Spreadsheet & its Applications, Menus, Toolbars, Working with Spreadsheets, Converting files to different formats, Computing data, Formatting spreadsheets, Working with sheets, Sorting, Filtering, Validation, Consolidation, Subtotal

Unit-III

Creating Charts, Selecting charts, Formatting charts, label, scaling etc., Using Tools, Error Checking, Spell Checks, Formula Auditing, Introduction to power point, Opening new Presentation, Selecting presentation layouts.

Unit-IV

Creating a presentation, Formatting a presentation, Adding style, Color, gradient fills, Arranging objects, Slide Background, Slide layout, Adding Graphi